



ALMA
ALMATY MANAGEMENT
UNIVERSITY

— Powered by —
Arizona State University



Document type: **Policy**
Code: **PI-SM-08**
Document title: **Pre-graduate internship policy**
Edition: **2**
Process owner: **School of Management**
Process: **Academic**
Due for revision in: **3 years**
Date of activation: 21 09 2021
Date of cancellation: _____ 20____
Date of editing: _____ 20____

Reason for cancellation: _____
(signature)

	Position	Name	Signature	Date
Developed by	Program Leader of «Management» EP	S. Zhanbyrbayeva		21.09.2021
	Assistant Professor of SM	N. Sokhatskaya		21.09.2021
	Academic Dean of SM	G. Zhanzhigitova		21.09.2021

This document is intended for internal use by the employees of Almaty Management University. Transfer of the document to external stakeholders is carried out upon written request with the permission of the Rector.

Contents

1. Purpose of the document.....	3
2. Document application scope.....	3
3. References.....	3
4. Terms and abbreviations.....	3
5. Responsibilities.....	3
6. Process implementation order.....	4
6.1. General terms	4
6.2. Goals and objectives of the pre-graduate internship.....	4
6.3. Organization of the pre-graduate internship	5
6.4. Contents of the pre-graduate internship.....	6
6.5. The structure and content of the pre-graduate internship report	10
6.6. Format requirements for the pre-graduate internship report	11
6.7. The pre-graduate internship report presentation procedure	11
Appendix 1. The title page of the pre-graduate internship report	13
Appendix 2. Sample design of the Contents page of the pre-graduate internship report	14

1. Purpose of the document

The current document describes the procedure for organizing the pre-graduate internship for undergraduate students in educational programs of the School of Management.

2. Document application scope

These requirements are mandatory for undergraduate students, internship supervisors, program leaders and staff of the School of Management involved in the process.

3. References

This policy is designed on the basis of the following internal standardized documents of the Educational Institution «Almaty Management University»:

- Rules on educational process organization according to credit system (approved by the Order of the Minister of Education and Science of the Republic of Kazakhstan dated 20.04.2011, No. 152 as amended on 05.05.2021);
- Regulation for «Management of internal standardized documentation» (approved by the Rector of the Educational Institution "Almaty Management University" on 19.11.2020.).

In this document, there is a reference to the Rules for written assignment design approved by the Vice-Rector for Academic Development on 24.09.2021.

4. Terms and abbreviations

SM – School of Management

TAC - Typical Academic Curriculum

5. Responsibilities

5.1. Dean is responsible for the coordination of activities about formulation, actualization and introduction to faculty and students of the present policy.

5.2. Academic dean is responsible for introduction to the SM faculty and students of the present policy.

5.3. Program-leader is responsible for introduction to the faculty of the program, academic supervisors and advisers of the present policy.

5.4. School faculty is responsible for advising students on the application of the policy on educational practice.

5.5. Student is responsible for compliance with the present policy.

6. Process implementation order

6.1. General terms

6.1.1. Pre-graduate internship is a mandatory component of the undergraduate degree curriculum and is aimed at acquiring practical skills and competencies, as well as professional experience in the field of the degree programme.

6.1.2. Pre-graduate internship is conducted in accordance with the approved academic calendar and individual student curriculum to the extent established by the State Compulsory Standard for Higher Education and the TAC of the Educational Program.

6.1.3. The place of pre-graduate internship and the supervisor are secured by the order of the Almaty Management University (hereinafter - University) Rector as advised by the Dean of The School of Management.

6.1.4. Distance learning students studying at the Centre of Online Education (COE) are exempt from passing a pre-graduate internship provided they work in accordance with the direction of their degree programme. In this case they provide a confirmation letter from the workplace containing the assessment of their professional activity.

6.2. Goals and objectives of the pre-graduate internship

6.2.1. The main goals of the pre-graduate internship are to apply the competencies acquired during the course of study to solve real business tasks, acquire practical work skills in management, marketing, logistics; to conduct a research and collect empirical data for the graduation project.

6.2.2. The content of the internship is aimed at solving the following tasks:

- development of professional skills relevant to the degree programme; retention, enhancement and systematization of knowledge obtained when studying; and gaining experience in solving professional tasks;
- development of creative economic thinking, an individual professional activity style, and a research attitude to the professional activity;
- development of business communication skills and organizational and management decision-making skills;
- ability to work independently, collect, systematize, analyse and manage information and interpret results;
- collection of empirical evidence for the graduation project.

6.2.3. The pre-graduate internship can be based in enterprises and institutions of various ownership (private, state), various organizational and legal forms (partnerships, joint-

stock companies, etc.) that carry out various types of activities (trading, intermediary, manufacturing, insurance, financial, tourist, hotel, advertising, customs, audit, legal, public catering, providing various types of services: information, consulting, communication, service, etc.).

6.3. Organization of the pre-graduate internship

6.3.1. General management of the pre-graduate internship is carried out by the graduation project supervisor appointed by the program leader.

6.3.2. The Dean's Office submits the list of the fourth-year students to the Career Planning Center at the Student Registration, Development and Support Office (hereinafter - the Career Planning Center) no later than the 30th of November.

The Career Planning Centre secures internship places (bases) for the students and submits consolidated information to the Dean's Office, as well as provides pre-graduate internship agreements to the students.

The Career Planning Centre prepares The Order securing the internship places (bases) and the supervisors for The University Rector's approval.

The students are allowed to find a base for the pre-graduate internship independently. In case a student cannot find such base, they must contact The Career Planning Centre for help in finding and securing a pre-graduate internship base.

6.3.3. Internship supervisor is required to:

- provide methodological assistance to a student-trainee in preparing an internship schedule in accordance with the characteristics of a particular enterprise;
- ensure control over the completion of the internship in accordance with the schedule;
- provide students with consultations regarding their pre-graduate internships;
- ensure control over the timeliness of preparation and presentation of the report on the results of the pre-graduate internship within the period established by the academic calendar.

6.3.4. Student-intern is required to:

- choose a base for the pre-graduate internship independently or contact The Career Planning and Alumni Center until the 30th of November in their final year of study;
- in case of an independent choice of the pre-graduate internship base, notify the Career Planning and Alumni Center and provide all the necessary information (company name, legal address, the pre-graduate internship term dates, etc.);
- receive two copies of the pre-graduate internship agreement from the Career Planning Center, sign it at the pre-graduate internship base and submit one copy of the agreement back to the Career Planning Center within 3 days after receiving the agreement;
- arrive at the place of their pre-graduate internship on time;
- obey the rules of conduct, comply with the health and safety rules;

- carry out specific tasks, assignment and instructions of the internship supervisor representing the company accurately and in a timely manner;
- fully complete the tasks required by the pre-graduate internship programme;
- collect all information necessary for writing the pre-graduate internship report;
- submit a written report on the results of the pre-graduate internship to The Dean's Office in time specified in the academic calendar;
- come and present the pre-graduate internship report in accordance with the approved schedule of the assessment committee.

6.4. Contents of the pre-graduate internship

6.4.1. For degree in Management

1. Organizational and legal characteristics of the enterprise.

In this section you should describe:

- the development history of the enterprise, characteristics of its activities, their mission and purpose, characteristics and types of their products (work, services);
- the company status, principles of their work, their legal form (organizational and legal form, legal framework regulating the activities of the company).

2. Characteristics of the internal and external environment of the company.

In this section you should analyse the factors of the external and internal environment and define the extent of the impact of each factor on the company activities:

- the direct impact environment and its components (suppliers, customers, competitors, etc.);
- the indirect impact environment and its components (legal framework, social and cultural environment of the society, innovational development, and international relations);
- the internal environment of the company and its components (culture and management methods, traditions and rituals);
- the system of interaction of the various groups of the company employees, both formal and informal.

3. Analysis of the company economic activity.

The analysis should be carried out in the following areas:

- quantitative indicators of the company activities (volume of sales, volume of services, volume of works, production cost, income, number of employees, etc.) and their assessment;
- profit and the principles of how it forms. Factors that affect profit;
- profitability indicators of the company.

The analysis of the economic activity of the enterprise should be carried out as a time series analysis (on a 2-3-year period) and presented using tables, diagrams, graphs with detailed comments on the analysis, obtained results and conclusions.

4. Evaluation of the management functions of the enterprise.

In this section you should:

- describe the company's existing planning system: study the principles used for planning; determine the types of plans developed and which employees are involved in planning;
- analysis of the organizational structure of the enterprise, hierarchical links, and control levels (the type of organizational management structure; organizational management structure building principles, such as division of labour, delegation of responsibilities, approaches to building a certain type of organizational structure, relevance of the company structure to its goals and objectives; present the company management structure in a chart and describe the activities of the management bodies);
- analyse the system of economic incentives for labour at the enterprise (forms and systems of salary, allowance and bonus payments). Study the components of the social package of the employees and evaluate whether it provides the necessary level for employee motivation;
- study how control is organized at the company, including its forms, types, stages, and frequency. Analyse the decisions made based on the results of the control;
- study the main directions of the work of the head of the company: conducting business meetings, conversations, business correspondence, organizing the reception of visitors, working with documentation.

5. Identify and characterise the specific functions of management at the enterprise (production, commercial, marketing, innovation, human resource management, etc.) in accordance with the graduation project topic. Give recommendations for solving the detected problems and improving the activities of the organization.

6.4.2. For degree in Marketing:

1. Characteristics of the market

When describing this section, based on the secondary information, you should:

- analyse the state of the industry (current conditions and development trends);
- evaluate the legal framework of the enterprise activity market.

2. General characteristics of the company

For this section you should describe:

- a brief development history (of the organization, firm), the name, location, founding year, and organizational and legal form;
- business direction of the company (organisation);
- the main and supplementary activities;
- target segments of the company;
- the role and importance of the marketing department in the production/commercial activities of the enterprise. Describe the organizational structure of the marketing department, its objectives, and functions.

3. Analysis of the company economic activity

The analysis should contain the following:

- indicators of the structure and dynamics of the output and sales of the company (volume of sales/services/works);
- labour force indicators (number of employees, categories, labor productivity, etc.) and their assessment;
- cost indicators (the cost of production of goods/services/works), costs of circulation, profit and profitability indicators of the enterprise.

The analysis of the economic activity of the enterprise should be carried out as a time series analysis (on a 2-3-year period) and presented using tables, diagrams, graphs with detailed comments on the analysis, obtained results and conclusions.

4. The company's product policy and its analysis

When studying the company's product policy, you should:

- analyze the range of products/services in terms of variety, saturation, depth and balance;
- analyze the structure of the product range by types and modifications;
- evaluate the effectiveness of the product range using various methods (ABC analysis, BCG, etc.);
- analyse the life cycle of the main types of goods produced (sold), the duration and specifics of each of its stages;
- examine the competitiveness of the goods (services) produced in terms of price and non-price competition;
- study the customer service policy: analyze the level of pre -, in-time and after-sales customer service;
- examine the company's product strategy.

5. Analysis of the company's pricing policy

In this section you should:

- analyse the prices of goods (services) of this enterprise, the types of discounts and the pricing margins;
- analyse the factors affecting the market price of the goods;
- determine target pricing;
- analyse the price dynamics;
- determine the pricing methods used by the enterprise;
- explore the pricing strategy of the enterprise.

6. Analysis of the distribution policy at the enterprise

In this section you should:

- research the distribution channels, sales methods and forms;

- study and characterize the providers of services (transportation, information, banking, etc.), equipment, capital (investors), energy, and labour, and show their impact on the company, obtaining high income and ensuring competitiveness on the market;
- study the elements of commodity movement (warehousing and transportation of goods, maintaining inventory at the enterprise);
- evaluate the effectiveness of the selected system of distribution channels and sales of goods (services).

7. Evaluation of the company's promotion policy

In this section you should:

- study the promotion plan: goals, budget, and structure of the promotion elements;
- analyze the advertising activities of the company (types and means of advertising, stages of the advertising campaign, etc.);
- analyze the forms and methods of the company sales promotion;
- analyze the forms and means of the PR events and methods of direct (personal) sales used;
- evaluate the effectiveness of the marketing communications used.

6.4.3. For degree in Logistics:

1. General economic and logistics characteristics of the enterprise

When describing this section, based on the secondary information, you should:

- describe the founding history of the company, their traditions;
- describe the types of activities of the enterprise and the branch of the national economy in which it operates;
- analyze the composition of the company's organizational and legal documents (articles of association, regulations, regulations, acts, staffing, job descriptions, contracts) that regulate the legal status of the company, its organizational and legal form, organizational structure, management;
- describe the external and internal environment of the enterprise (main competitors, suppliers, consumers, etc.).

The analysis of the economic activity of the enterprise should be carried out as a time series analysis (on a 2-3-year period) and presented using tables, diagrams, graphs with detailed comments on the analysis, obtained results and conclusions.

2. Logistics management at the enterprise

In this section you should:

- make a diagram of the organizational structure of the enterprise and identify the services that perform logistics functions;
- if the company has logistics, marketing, sales, sales, procurement, market research, etc. services, give a description and analyze the activities of the divisions;

- study the regulations on the structural divisions that implement the functions of logistics (marketing, sales, sales, procurement, supply, market research, etc.), and the job responsibilities of their employees;
- study the order of interaction of logistics services with other structural divisions of the enterprise, to present the scheme of document flow between them;
- describe which department and who is engaged in logistics processes at the enterprise;
- based on the general assessment of the state of logistics and marketing activities at the enterprise and its position in the market, to assess what problems are relevant today in terms of the implementation of logistics management methods.

3. Organization of logistics activities

In this section you should:

- present a diagram of the movement of material and auxiliary flows (their characteristics and parameters);
- describe the logistics channels and supply chains of the enterprise;
- describe the logistics processes of the main types of material flow;
- determine the type of movement of material flows;
- build graphs of the movement of the material flow;
- analyze the parameters of the logistics system.

4. Enterprise information systems and organization of information flows

In this section you should:

- consider methods for collecting and analyzing information;
- explore information support for management decision-making;
- describe the automated control systems (ACS) of the enterprise;
- characterize the informatization and automation of management in the subsystems: procurement, distribution, transport and warehouse management, accounting for the movement of inventory items;
- consider the computerization of office work;
- analyze the information support for monitoring and analyzing the logistics activities of the enterprise.

6.5. The structure and content of the pre-graduate internship report

6.5.1. During their pre-graduate internship, the student must study the main activities of the enterprise and describe them in the report.

The total length of the pre-graduate internship report is 15 - 20 pages of a computer typed text (excluding Appendices).

The structural elements of the report are:

- Title page (Appendix 1).
- Contents page (Appendix 2).

- Introduction.
- The main part of the report.
- Conclusion.
- References.
- Appendices.

6.5.2. The *contents page* includes section names numbered, a list of references, Appendices. For each structural element of the report pages are affixed in strict accordance with their names in the text of the report.

6.5.3. In the *introduction*, the goal and objectives of the pre-graduate internship are formulated, and the pre-graduate internship base is indicated.

6.5.4. *The main part of the report* gives a general description of the pre-graduate internship base, provides data on the main directions of the enterprise activities.

6.5.5. The *conclusion* contains a summary of the results of the pre-graduate internship.

6.5.6. The *references* contain information about the sources that were used when writing the pre-graduate internship report.

6.5.7. The *Appendix* contains supporting materials, which include instructions, completed reporting forms, supporting illustrations, etc. Appendices to this document can be used as an example of how Appendices to the pre-graduate internship report should be formatted.

6.6. Formatting requirements for the pre-graduate internship report

6.6.1. The report is written on standard sheets of the A4 format (210x297) and placed in a plastic binder.

6.6.2. The report is drawn up exactly in accordance with the document - **Rules for written assignment design.**

6.7. The pre-graduate internship report presentation procedure

6.7.1. The Report is presented to the assessment committee appointed by The Order of the Dean of the School. The internship supervisor representing the company (from the internship base) can also be present.

6.7.2. When presenting, the student makes an oral report on the results of the internship and answers the assessment committee questions within 7-10 minutes.

6.7.3. Based on the results of the presentation, an assessment is made by using a point-rating letter grading system. With that, the level of theoretical preparation of the student, the quality of the report in terms of its contents and format, as well as the meaningfulness of the answers to the questions asked by the assessment committee members are all considered for assessment purposes.

6.7.4. The marks given for each report presentation are recorded in the minutes of the meeting of the assessment committee and announced on the day the meeting is held.

6.7.5. The pre-graduate internship report presentation assessment criteria

The mark “excellent” (90-100 points) - the format of the report and its contents comply with the requirements, the information is collected in full, presented logically, conclusions are drawn, individual work is completed, the answers to additional questions are complete and clear. Analysis of the condition, structure, and development trends of the graduation project research object for the past three years is undertaken; conclusions about the development prospects of the organization are made; own research is conducted and specific proposals to improve the company’s activities in relation to the topic of the graduation project are developed.

The mark “good” (70-89 points) - minor comments on the format of the report and its contents, the information is collected in full, conclusions are drawn, individual work is completed, there are some inaccuracies in the presentation of the material, the answers to additional questions are not clear enough. Analysis of the condition, structure, and development trends of the graduation project research object for the past three years is undertaken; conclusions about the development prospects of the organization are made; own research is conducted and specific proposals to improve the company’s activities in relation to the topic of the graduation project are developed.

The mark “satisfactory” (50-69 points) - comments on the format of the report and its contents are of fundamental importance, the information is collected in full, individual work is done, there are some inaccuracies in the presentation of the material, answers to additional questions are not structured and clear. Analysis of the condition, structure, and development trends of the graduation project research object for the past three years is undertaken; general conclusions about the company’s activities are made.

The mark “unsatisfactory” (less than 50 points) - the format of the report does not comply with the requirements, the information is not collected in full, the individual task has not been completed.

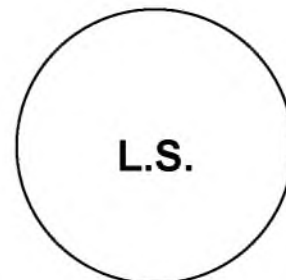
**Almaty Management University
School of Management**

PRE-GRADUATE INTERNSHIP REPORT

Prepared by the student of
Code and name of degree programme _____ Initial, Surname

Internship supervisor
Degree, title _____ Initial, Surname

Internship supervisor
(representative of the organization) _____ Initial, Surname



Almaty, 20__

Appendix 2

CONTENTS

	Page
INTRODUCTION	23
1 Section name	23
2 Section name	23
3 Section name	23
-	23
-	23
-	23
CONCLUSION	23
REFERENCES	23
APPENDICES	23