

Bilkent University
Faculty of Business Administration (FBA)
MAN 399 – Summer Practice
Report Grading Rubric

A. Content – 80 points

Refer to the **MAN 399 – Summer Practice Report Guidelines** for detailed information about content expectations.

Part I – Company and Industry Information — 15 points

- **Description of the company/institution**
Provides a clear and relevant overview of the company/institution, including appropriate information on its history, vision and mission, organizational structure and culture, ownership, employees, products and services, capacity and market position, and financial position, where available. The discussion should use relevant evidence and demonstrate an understanding of the organization rather than simply list company facts.
- **Description of the industry**
Provides a clear and relevant overview of the industry in which the company/institution operates, using reliable publicly available data. The discussion should demonstrate an understanding of the company's position and context within the industry.

Part II – Sustainability Practices — 15 points

- **Description of the company's sustainability awareness**
Discusses the organization's awareness and understanding of sustainability from an **environmental, social, and governance (ESG)** perspective. Where relevant, the discussion should address the organization's motivation for sustainability and its sustainability targets, including relevant SDGs.
- **Description of the company's sustainability activities**
Identifies and discusses the organization's sustainability practices, relevant stakeholders, sustainability strategies, and their impacts. The discussion should address how sustainability practices are communicated through relevant reporting channels and distinguish between the organization's claims and the evidence supporting those claims. Where significant sustainability practices are absent, the report should provide realistic recommendations for improvement.

Part III – Evidence of Internship Experience — 30 points

- **Detailed information about the department where the internship is completed**
Provides relevant and sufficiently detailed information about the department, including its size, main function, responsibilities, and role within the organization.
- **An overview of the daily activities of the department**
Provides a clear overview of the department's daily activities and demonstrates an understanding of how the department operates and contributes to the organization.
- **Detailed information about responsibilities, tasks, and projects conducted**

Provides specific and detailed evidence of the student's responsibilities, tasks, projects, and duties during the internship, with appropriate reference to the weekly notes. Where relevant, the report explains the **purpose, process, and outcome** of tasks or projects and demonstrates what the student actually did and learned. The discussion should not be presented as a simple day-by-day diary.

Part IV – Evaluation/Interpretation of Internship Experience — 20 points

- **Positive and negative experiences during the internship**
Provides a balanced and specific evaluation of positive and negative aspects of the internship and explains why they were significant.
- **Contributions to the department/organization**
Clearly explains the student's contributions to the department and/or organization, using specific examples where appropriate.
- **Application of business knowledge and skills**
Explains how business knowledge and skills acquired through coursework were applied during the internship, using relevant examples.
- **Application of computing, teamwork, written and oral communication skills, usage of new tools and technologies, data gathering, analysis, and interpretation**
Discusses the actual application of relevant technical and professional skills during the internship and provides specific examples where appropriate.
- **Evaluation of the mode (hybrid vs. face-to-face) of summer practice**
Provides a reasoned evaluation of the internship mode and its implications for the student's internship experience.
- **Contributions of the summer practice to professional development**
Clearly explains how the summer practice contributed to the student's knowledge, skills, career understanding, and professional development.
- **Recommendations**
Provides relevant, realistic, and useful recommendations for improving the internship experience, where appropriate.

The evaluation should go beyond stating whether the student liked or disliked the internship. It should explain **what the student learned, what the student contributed, what worked or did not work, and why.**

B. Writing, Presentation, and Format – 20 points

Refer to the **MAN 399 – Summer Practice Report Guidelines** for detailed information about formatting expectations.

Clarity and Justification — 8 points

- **Writing is precise and to the point.**
The report is focused and avoids unnecessary repetition and irrelevant information.
- **The report sustains the reader's attention.**
The report presents relevant information through clear and appropriately developed discussion.
- **Ideas are logically developed and justified.**

Claims, interpretations, and evaluations are appropriately explained, supported, or justified.

- **Sentences and paragraphs are logically organized and connected.**

The report has a coherent structure and clear connections between ideas, paragraphs, and sections.

Format and Presentation — 6 points

- **The report adheres to the appropriate format specified by the Guidelines.**

The report follows the required structural and technical requirements, including word counts, cover sheet, references, and appendices.

- **The report is accurately and professionally formatted.**

The report follows the required formatting conventions and is professionally presented.

- **Information is displayed adequately with appropriate techniques (e.g., graphs, tables, figures).**

Tables, graphs, figures, and other displays are used where they improve the presentation of information.

- **Information is presented clearly (e.g., clear titles, labels, appropriate values, notations).**

Displays are accurate and have appropriate titles, labels, values, and/or notations.

- **Graphs, tables, figures, and other displays are connected with the relevant ideas in the body of the report.**

Visual information is appropriately referred to and explained in the relevant discussion.

Language — 6 points

- The report uses appropriate formal and professional vocabulary accurately.
- The report uses appropriate business jargon and terminology accurately.
- The report is free from significant grammatical, spelling, and punctuation errors.
- Language used in the report is appropriate for the academic and professional audience.