



Pusat Pengajian
Pengurusan Industri Kreatif
dan Seni Persembahan
SCHOOL OF CREATIVE INDUSTRY MANAGEMENT AND PERFORMING ARTS
Universiti Utara Malaysia

SCMX 3912 INDUSTRIAL TRAINING
Semester _____ Session _____

A

LAPORAN SULIT MAJIKAN EMPLOYER CONFIDENTIAL REPORT

Student Name : _____
Matric No. : _____
Programme : _____
Organization : _____

Penilaian ini akan menyumbang sebanyak **40%** daripada jumlah markah pelajar dalam program ini. Sila kembalikan borang ini kepada penyelia universiti (pensyarah) yang berkenaan. (No Fax: +604-9286455)

*This evaluation contributes **40%** of the total marks for practicum. Kindly submit this form directly to the UUM lecturer. (Fax no.: +604-9286455)*

Pegawai yang melaporkan Reported by	
Nama Name	: _____
Tandatangan Signature	: _____
Cop Rasmi Official Stamp	: _____
	Tarikh Date: _____
	<div style="border: 1px solid black; height: 60px; width: 100%;"></div>

CONFIDENTIAL

Supervisor Evaluation of Internship

Scenario: The School of Creative Industry Management & Performing Arts, UUM offers a Bachelor of Creative Industry Management (Hons) degree. The school has identified the following program learning outcomes (PLOs) for the program:

1. Apply the knowledge and understanding of creative industries management concepts, theories, and practices in accordance to the needs of the global industries
2. Practice the skills of planning, designing, implementing, and evaluating of creative production management.
3. Exhibit good values and be responsible to the society through practices of creative production.
4. Demonstrate professionalism through positive attitudes and ethics towards society and organisation.
5. Demonstrate the ability to work competitively across culture, communicate effectively and corporate as a team in sustaining global challenges.
6. Use critical and scientific thinking to manage creative content.
7. Participate in lifelong learning, career advancement activities, and keep up-to-date with knowledge of emerging creative technology.
8. Utilize appropriate entrepreneurial skill to secure business and management opportunities in creative industries, through integration of the relevance technology.
9. Portray leadership, accountability and integrity in exercising management, problem solving and decision making skills.

In order to assess these intended learning outcomes, the School of Creative Industry Management and Performing Arts is using multiple approaches. Examination is one of its measures to student learning. Another measure is internship that is compulsory at the end of the program.

The evaluation below is used by the students' supervisors for assessing their performance during the internship and for the purpose of program-level assessment for assessing the program learning outcomes.



Supervisor Evaluation of Internship

Student Intern: _____

Host Company/Organizational: _____

Mailing Address: _____

City, State: _____

Internship Supervisor: _____

Supervisor Position/Title: _____

Supervisor Phone Number: _____

Supervisor Email: _____

Date of Evaluation: _____

The purpose of this assessment is to provide the student with constructive feedback on his/her internship experience. This evaluation form should be completed by the internship supervisor or the individual who is responsible for supervising the intern's work assignments. The student's grade is partially based on your evaluation of his/her performance on each of the internship dimensions identified below. Use the evaluation to assess the student's performance on each dimension by specifying a score based on the performance ratings and descriptors delineated in the rubric form. Candid and objective comments regarding the student's performance are also very much appreciated. Please add your relevant comments in the space provided in the form.

Achievement of Learning Agreement Objectives: The extent to which the student accomplishes the stated learning objectives as specified in the internship learning agreement

Quality of Work: The degree to which the student asks relevant questions; seeks out additional information from appropriate sources; understands new concepts/ideas/work assignments; and willing to make needed changes and improvements

Initiative and Creativity: The degree to which the student is self-motivated; seeks out challenges/more work; approaches and solves problems on his/her own; and develops innovative and creative ideas/solutions/options

Character Traits: The extent to which the student demonstrates a confident and positive attitude; exhibit honesty and integrity on the job; is aware of and sensitive to ethical and diversity issues; and behaves in an ethical and professional manner

Dependability: The degree to which the student is reliable; follows instructions and appropriate procedures; is attentive to detail; and require supervision

Attendance and Punctuality: The degree to which the student reports to work as scheduled and on-time

Organizational Fit: The Extent to which the student understands and supports the organization's mission, vision, and goals; adapts to organizational norms, expectations, and culture; and functions within appropriate authority and decision-making channels

Response to Supervision: The degree to which the student seeks supervision when necessary; is receptive to constructive criticism and advice from his/her supervisor; implements suggestion from his/her supervisors; and is willing to explore personal strengths and areas for improvement

Supervisor Evaluation of Student

Evaluation Dimensions	Performance Rating						Score
	Needs Improvement		Meets Expectations		Excellent		
	1	2	3	4	5	6	
Achievement of Learning Agreement Objectives	Accomplished few if any learning objectives as specified in the internship learning agreement		Accomplished most learning objectives as specified in the internship learning agreement		Met or exceeded all learning objectives as specified in the internship learning agreement		
	Comments:						
Quality of Work	Work was done in a careless manner and was of erratic quality; work assignment were usually late and required review; made numerous errors		With a few minor expectations, adequately performed most work requirements; most work assignment submitted in a timely manner; made occasional errors.		Thoroughly and accurately performed all work requirements; submitted all work assignments on time; made few if any errors.		
	Comments:						
Ability to Learn	Asked few if any question and rarely sought out additional information from appropriate sources; was unable or slow to understand new concepts, ideas, and work assignments; was unable or unwilling to recognize mistakes and was not receptive to making needed any changes and improvements		In most cases, asked relevant questions and sought out additional information from appropriate sources; exhibited acceptable understanding of new concepts, ideas, and work assignments; was usually willing to take responsibility for mistakes and to make needed changes and improvement		Consistently asked relevant questions and sought out additional information from appropriate sources; very quickly understood new concepts, ideas, and work assignments; was always willing to take responsibility for mistakes and to make needed changes and improvement		
	Comments:						
Initiative and Creativity	Had little observable drive and required close supervision; showed little if any interest in meeting standards; did not seek out additional work and frequently procrastinated in completing assignments; suggested no new ideas or options		Worked without extensive supervision; in some cases, found problems to solve and sometimes asked for additional work assignments; normally set his/her own goals and, in a few cases, tried to exceed requirements, offered some creative ideas		Was a self-starter; consistently sought new challenges and asked for additional work assignments; regularly approached and solved problems independently; frequently proposed innovative and creative ideas, solutions, and/or options		
	Comments:						
Character Traits	Was in secure and timid, and/or regularly exhibited a negative attitude was dishonest and/or showed a lack of integrity on several occasions; was unable to recognized and/or was insensitive to ethical and diversity issues; displayed significant lapses in ethical and professional behavior		Except in a few minor instances, demonstrated a confident and positive attitude; regularly exhibited honesty and integrity in the workplace; was usually aware of and sensitive to ethical and diversity issues on the job; normally behaved in and ethical and professional manner		Demonstrated and exceptionally confident and positive attitude; consistently exhibited honesty and integrity in the workplace; was keenly aware of and deeply sensitive to ethical and diversity issues of the job; always behaved in and ethical and professional manner		
	Comments:						
Dependability	Was generally unreliable in completing work assignments, did not follow instructions and procedures promptly or accurately; was careless; and work needed constant follow-up; required close supervision		Was generally reliable in completing tasks; normally followed instructions and procedures; was usually attentive to detail, but work had to be reviewed occasionally; functioned with only moderate supervision		Was consistently reliable in completing work assignments; always followed instructions and procedures well; was carefully and extremely attentive to detail; required little or minimum supervision		
	Comments:						

Supervisor Evaluation of Student

Evaluation Dimensions	Performance Rating						Score
	Needs Improvement		Meets Expectations		Excellent		
	1	2	3	4	5	6	
Attendance and Punctuality	Was absent excessively and/or was almost always late for work		Was never absent and almost always on time; or usually reported to work as scheduled, but was always on time or usually reported to work as scheduled and was almost always on-time		Always reported to work as scheduled with no absences, and was always on-time		
Comments:							
Organizational Fit	Was unwilling or unable to understand and support the organization's mission, vision, goals; exhibited difficulty in adapting to organizational norms, expectations, and culture; frequently seemed to disregard appropriate authority and decision-making channels		Adequately understood and supported the organization's mission, vision, and goals; satisfactorily adapted to organizational norms, expectations, and culture; generally functioned within appropriate authority and decision-making channels		Completely understood and fully supported the organization's mission, vision, and goals; readily and successfully adapted to organizational norms, expectations, and culture; consistently functioned within appropriate authority and decision-making channels		
Comments:							
Response to Supervision	Rarely sought supervision when necessary; was unwilling to accept constructive criticism and advice; seldom if ever implemented supervisor suggestions; was usually unwilling to explore personal strengths and areas for improvement		On occasion, sought supervision when necessary; was generally receptive to constructive criticism and advice; implemented supervisor suggestions in most cases; was usually willing to explore personal strengths and areas for improvement		Actively sought supervision when necessary; was always receptive to constructive criticism and advice; successfully implemented supervisor suggestions when offered; was always willing to explore personal strengths and areas for improvement		
Comments:							

Summary Performance Ratings on Student

Evaluation Criteria	Score
Achievement of Learning Agreement Objectives	
Quality of Work	
Ability to Learn	
Initiative and Creativity	
Character Traits	
Dependability	
Attendance and Punctuality	
Organizational Fit	
Response to Supervision	
Total Score	

Overall Performance Evaluation of Student

Outstanding	Very Good	Satisfactory	Marginal	Unsatisfactory
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

Program- Level Assessment

For the purpose of overall program – level evaluation, the School of Creative Industry Management and Performing Arts has identified several learning outcomes that it expects students, including its student intern, to have achieved upon graduation from the Bachelor of Creative Industry Management (Hons) program. We would very much appreciate your assistance in evaluating the extent to which the student intern has acquired the skills and abilities as identified in these outcomes.

Please use the evaluation rubric to assess the extent to which the student achieved that outcome by specifying a score based on the performance ratings and descriptors delineated in the rubric form. Candid and objective comments regarding the student’s performance are also very much appreciated. Please add your relevant comments in the space provided in the form.

Technical Skills: Students will be able to employ appropriate quantitative methods and use relevant information technology in support of business decision making.

Written Communication Skills: Student will be able to construct coherent written forms of communication.

Oral Communication Skills: Student will be able to compose and present effective oral forms of communication.

Analytical/Critical Thinking Skills: Student will be able to demonstrate analytical and critical thinking skills in the context of organizational decision making.

Leadership Abilities: Student will be able to demonstrate effective leadership abilities for the purpose of organizational growth and change.

Interpersonal and Teamwork Skills: Student will be able to demonstrate effective interpersonal skills and the ability to work successfully in teams of diverse composition.

Program Level Assessment						
Evaluation Dimensions	Performance Rating					Score
	Beginning		Competent		Accomplished	
	1	2	3	4	5	
Technical Skills	Had difficulty in understanding and applying quantitative methods appropriate to the job; exhibited limited facility with relevant information technology, including word processing, spreadsheet, database and presentation software, in the development of work products and the completion of work assignments		Satisfactory employed quantitative methods appropriate to the jobs: in most cases, adequately utilized relevant information technology, including word processing , spreadsheet, database and presentation software, in the development of work product and the completion of work assignments		Effectively employed quantitative methods appropriate to the jobs: successfully and proficiently utilized relevant information technology, including word processing , spreadsheet, database and presentation software, in the development of work product and the completion of work assignments	
	Comments:					
Written Communication Skills	Written work products displayed inadequate organization and/or development making the work difficult to follow; written work product exhibited multiple errors in grammar, sentence structure, and/or spelling; unacceptable writing skills (e.g., weakness in language facility and mechanics) hindered readability and contributed to ineffective work products		Written work products exhibited satisfactory organization and development; written work product were readable and easy to follow with a few lapses; used good language conventions and mechanics with a few minor errors in spelling, grammar, sentences structure, and/or punctuation; written work products met expectations in this area		Written work products effectively organized and developed and were easily understood; readability of written work products was enhanced by facility in language use, excellent mechanics, and syntactic variety; used language conventions effectively (e.g., spelling, punctuation, sentence structure, paragraphing, grammar, etc.)	
	Comments:					

Program Level Assessment

Evaluation Dimensions	Performance Rating						Score
	Beginning		Competent		Accomplished		
	1	2	3	4	5	6	
Oral Communication Skills	Presented little if any analysis in work assignments; rarely sought out additional information from other sources and/or considered differing perspective; presented few solutions, alternative, or options to problems in work assignment, or solutions, alternative, or options were often accurate, inconsistent, and/or justified; idea were presented in a vague manner		Adequately assessed and presented information from some sources and perspectives with only minor inconsistencies, irrelevancies, or omissions; satisfactory outlined solutions, alternatives, or option for some work assignment problems that were logical and consistent; in most cases, developed solutions, alternative, or options in a clear manners		Accurately and appropriately evaluated and interpreted relevant information from a variety of sources and perspectives; developed and justified multiple solutions, alternatives, or option for a variety of work assignment problems; solutions, alternatives or options were clear, coherent, well supported, logically consistent, and complete		
	Comments:						
Analytical/ Critical Thinking Skills	Written work products displayed inadequate organization and/or development making the work difficult to follow; written work product exhibited multiple errors in grammar, sentence structure, and/or spelling; unacceptable writing skills (e.g., weakness in language facility and mechanics) hindered readability and contributed to ineffective work products		Written work products exhibited satisfactory organization and development; written work product were readable and easy to follow with a few lapses; used good language conventions and mechanics with a few minor errors in spelling, grammar, sentences structure, and/or punctuation; written work products met expectations in this area		Written work products effectively organized and developed and were easily understood; readability of written work products was enhanced by facility in language use, excellent mechanics, and syntactic variety; used language conventions effectively (e.g., spelling, punctuation, sentence structure, paragraphing, grammar, etc.)		
	Comments:						
Leadership Abilities	Displayed only a limited ability to guide, encourage, and motivate others toward identified goals; focused excessive attention to the task or to interpersonal relation in work groups; asked for idea, suggestions, and opinions but, in many cases, neglected to consider them; on occasion, showed favoritism to one or more work group members; rarely recognized, encouraged, or involved work group members		Evidenced an ability to guide, encourage, and motivate others toward identified goals; balanced the needs for task accomplishment with the needs of work group members; showed understanding and support of work group members; sought and respected other's opinions; sought agreement with acceptance of ideas and plan of action; provided recognition of and encouragement to work group members		Demonstrated proficiency on each of the leadership dimensions listed under the 'competent' performance level, plus" listened actively, and acknowledged and built on other's ideas; engaged all work group members; kept work group on track as needed; intervened when tasks were not moving towards goals; involved work group members in setting challenging goals and planning for their accomplishment		
	Comments:						

Program- Level Assessment

Evaluation Dimensions	Performance Rating						Score
	Beginning		Competent		Accomplished		
	1	2	3	4	5	6	
Interpersonal and Teamwork Skills	Exhibited little or no ability of willingness to interact and communicate with co-workers; could not manage or resolve conflicts, and/or often antagonized others; was unwilling or reluctant to accept constructive criticism and advice; was often unprepared for group/team meetings; frequently let others set and pursue goals and agendas; regularly seem uninterested in others' and opinion; on most occasions, passively observed group/team meetings and said little or nothing; rarely encourage or acknowledged the work of group/team members; exhibited inconsistent meeting attendance record and others often had to assume the intern's responsibilities		Demonstrated an acceptable ability to interact and communicate with co-workers; adequately managed and resolved conflicts; accepted constructive criticism and advise in most cases; was adequately prepared for group/team meeting; sometimes contributed to setting group/team goals and agendas; listened to others in an active and attentive manner; almost always supported and contributed to a team atmosphere ; satisfactory participated in meeting or group setting; encouraged and acknowledged the work of other group/team members on most occasions; accepted an appropriate share of the group's/team's responsibilities		Demonstrated proficiency in interacting and communicating with co-workers; managed and resolved conflict in an effective manner; sought and willingly accepted constructive criticism and advice; was well prepared in advance for group/team meeting; actively and successfully contributed to setting group/team goal and agendas; listened to others in active and attentive manners; always supported and contributed to a team atmosphere; effectively participated in meeting or group settings; consistently encouraged and acknowledged the work of other group/team members; willingly and regularly accepted an appropriate share of the group's/ team's responsibilities		
	Comments:						

Summary Performance Ratings on Internship

PLOs/Program-Level Assessment Criteria	Score
Technical Skills	
Written Communication Skills	
Communication Skills	
Analytical/ Critical- Thinking Skills	
Leadership Abilities	
Interpersonal and Teamwork Skills	

Overall Performance Evaluation of Student

Outstanding	Very Good	Satisfactory	Marginal	Unsatisfactory
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

I have reviewed this evaluation with the student intern.	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
If yes, the date of review:	Date of Review	
Comments:		
If a position were available within your company/organization, would you recommend this student for employment	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
Comments:		

Your Evaluation of Internship Program				
We would very much appreciate your rating of our internship program and any suggestions that you may have for improving the program:				
Outstanding	Very Good	Satisfactory	Marginal	Unsatisfactory
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suggestions for improvement:				

Supervisor Signature

Date

Thank you very much for participating in our internship program and for taking the time to complete this evaluation. Your appraisal of our student's performance and your associated comments provide valuable feedback in our efforts at continuous improvement of our degree and internship programs.

We appreciate the time and effort that have you contributed to the program's success and to the success of your intern. We hope that it was a positive learning experience for you both.