

PRACTICUM REPORT GUIDELINE
 Bachelor of Entrepreneurship (BEnt)
 School of Business Management (SBM), COB

- i. Acknowledgement
- ii. Certification
- iii. Table of contents
- iv. List of tables
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1.0 : Introduction
General information pertaining to the place of practicum, placement of the student within the organization, and general information on the organization
2.0 : Information on Organization
2.1 Brief history/ background
2.2 Vision / mission of the organization
2.3 Objectives of the organization
2.4 Products / services
2.5 Board of Director
2.6 Structure of organization
2.7 Management Team
3.0 Information on the department where the student is placed
3.1 Structure of the department
3.2 Objectives of the department
3.3 Roles / functions of the department in the organization
4.0 Analysis
4.1 Main problems or challenges faced by the organization
4.2 How the organization managed to overcome the challenges or problems
4.2 SWOT analysis
4.3 TOWS Matrix
4.4 Entrepreneurial / relevant strategy for the company (base on TOWS)
5.0 Experienced Gained
5.1 New experiences gained during the practicum
5.2 Knowledge gained during the practicum (on Job Description aspect)
5.3 Issues or problems faced during the practicum
5.4 Suggestions for improvement (based on issues/problems)
6.0 Conclusion
Conclusion on student's overall feeling and satisfaction on practicum experience within the organization.

References

Attachment/Appendices