



## Co-operative Education Report Writing Guidelines

As required by Siam University, during the 4<sup>th</sup> academic year, every undergraduate student must take 2 courses: Co-operative Education Preparation; and Co-operation Education. It is a structured method of combining classroom-based education with practical work experience. Each student is required to work at a workplace where has been approved by the Department for 16 weeks. Upon completing the cooperative education, a student is required to submit a Co-operative Education Report and pass the oral presentation examined by the academic advisor and the Co-Operative Education Committee.

The Co-Operative Education Report is a formal academic report describing what you have learned, details what you have accomplished, and gauge your personal growth. It includes your job responsibilities, contributions, and your evaluation of the work experience. In addition, you have to explain how you solve certain problems of the Company you encountered during your Co-Op studies. You need to incorporate both theoretical and practical knowledge in analyzing the challenges the company is facing and provide feedbacks and recommendations to the company.

### Writing Guidelines:

- **Minimum pages:** 20 pages (5,000 words) excluding the cover page, signing page, acknowledgement, table of contents, images, list of tables, list of charts, list of illustrations, list of abbreviations, list of symbols, references, and appendices.
- **Font type:** Times New Roman
- **Font size:** 12
- **Line spacing:** 1.5

**References:** APA Style Version 6

(<https://libguides.library.usyd.edu.au/c.php?g=508212&p=3476096>)

### The following order is required for components of your Co-Op Education Report:

Cover page

Signing page

Abstract (one page, 250-350 words, minimum three keywords)

Acknowledgement

Table of Contents

List of Tables, List of Figures, or List of Illustrations (if applicable)

List of Abbreviations (if applicable)

List of Symbols (if applicable)

### CONTENTS

The Co-Op Education report includes 3 main subjects:

- 1) Your employer
- 2) Your duties
- 3) Your evaluation of the work experience

Approved

P. Duenuit

Jan 18, 2021 1

**There are 4 Chapters as follows:**

## **Chapter 1 INTRODUCTION**

1. Company profile
  - 1.1 Mission of the Company
  - 1.2 Vision of the Company
  - 1.3 Strategies, etc. of the Company

*(For example :*

*Microsoft Corporation's generic strategy for competitive advantage is aligned with the company's intensive strategies for growth. Such alignment optimizes organizational performance. A company's generic strategy indicates the general approach to ensure business competitiveness. Microsoft's generic competitive strategy supports the attractiveness of its computer hardware and software products amid a wide variety of competitors. On the other hand, a company's intensive strategies for growth presents the approaches used to ensure business growth and development. In this case, Microsoft's intensive growth strategies currently prioritize market penetration. The rest of the strategies have a supporting role in the computer hardware and software business.*

<https://www.poppulo.com/blog/corporate-strategies-examples/> ;  
<http://panmore.com/microsoft-corporation-generic-strategy-intensive-growth-strategies>)

2. Organizational structure
  - 2.1 Diagram of the organizational structure
  - 2.2 Your job position
  - 2.3 Your job position in the company's organizational structure (*detail how the position you held fit into the overall company organization.*)
3. Your intention and motivation to choose this company as your CO-OP studies workplace
4. Strategic analysis of the Company (*You may use any strategic analysis tool of these 8 tools: Gap Analysis; VRIO Analysis; Four Corners Analysis; Value Chain Analysis; SWOT Analysis; Strategy Evaluation; Porter's 5 Forces; PESTEL Analysis*)
5. Objectives of this co-operative studies (explain significance of your report and why you are interested in writing this report topic.)

## **CHAPTER 2 CO-OP STUDY ACTIVITIES**

1. Your job descriptions
2. Your job responsibilities, work duties (*your specific day-to-day responsibilities and activities; duties you were assigned beyond the standard job description*)
3. Activities in coordinating with co-workers.
4. Your job process diagram (*for each job responsibility; describe each work process in details clearly*)
5. Contributions as an Co-Op student in the Company

### **CHAPTER 3 LEARNING PROCESS**

1. Problems/issues of the Company (*identify problem statement, significance of the problems which is related to your job process diagram in Chapter 2.3*)
2. How to solve the problems (*review literature, apply theories, previous practices, experiences, do research such as interviewing professionals, customers, employees, etc.*)
3. Recommendations to the Company
4. What you have learned during the Co-Op Studies
5. How you applied the knowledge from coursework to the real working situation
6. Special skills and new knowledge you have learned from this Co-Op Studies (*specific technical functions of your position.*)

### **CHAPTER 4 CONCLUSION**

1. Summary of highlights of your Co-Op Studies at this Company
2. Your evaluation of the work experience (*Self-assessment, contributions that the work experience made to your career development, goals, and growth; your level of personal satisfaction with the Co-Op studies*)
3. Limitation of your Co-Op studies
4. Recommendations for the Company (*assessment of how the Co-Op work could be improved for others; or how the Company could improve the work process and/or solve the problem you faced during the Co-Op Studies.*)

### **REFERENCES**

APA Style Version 6 (<https://libguides.library.usyd.edu.au/c.php?g=508212&p=3476096>)

### **APPENDICES (if applicable)**

*Note: The report will be posted on Siam University's research databased, thus students must make sure that it is carefully reviewed and acknowledged for disclosure of necessary information.*



**Cooperative Education Report:**  
**Strategies development for creating the brand name in Herveda Botanicals**

**Written by**  
Mr. Rishav Mittal  
Student ID: 6008040051

**This report is submitted in partial fulfillment of the requirements for Cooperative  
Education, Faculty of Business Administration, Academic semester 2/2021  
Siam University**

**Title** : Strategies Development for creating the brand name in Herveda botanicals

**Written by** : Mr. Rishav Mittal

**Department** : Bachelor of Business Administration (Marketing)

**Academic Advisor** : Dr. Chanatip Suksai

We have approved this cooperative education report as s partial fulfillment of the cooperative education program semester 2017-2021.

Oral Presentation Committees



(Dr. Chanatip Suksai)

Academic Advisor



(Dr. Prativa Pandey)

Job Supervisor



(Dr. Chanatip Suksai)

Cooperative Education Committee



(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

**Project Title** : Strategies Development for creating the brand name in Herveda botanicals

**Credits** : 5

**By** : Mr. Rishav Mittal

**Advisor** : Dr. Chanatip Suksai

**Degree** : Bachelor of Business Administration

**Major** : Marketing

**Faculty** : Business Administration

**Semester/Academic year** : 2/2021

### **Abstract**

The report entitled “Strategies Development for creating the brand name in Herveda botanicals” focuses on how Herveda botanicals have been carrying out developing the brand strategies consisting of various tasks which revolve around it. This cooperative education report contains the working experience of different tasks carried out as an executive intern.

The objectives of the study include: (1) to implement theoretical knowledge learned. (2) To have a better understanding in the skincare industry. (3) To set standards and look after activities around the branding. Working as an intern main duty performed was to analyze the approaches that helps creating a better brand, analysis of the competitors, finding out various vendors associated with the tasks and creating content for the website launch. (Tatcha, n.d.)

All the duties and responsibilities assigned during the cooperative education are explained in detail in this study. Problems faced were solved with the alternatives from the team members of the company. Working rigorously for the organization has taught me to be more responsible and time management skills. This practical cooperative education program also helped me to understand the activities and procedures of different functions relating to approaching various people, creating the brand name and analyzing the market type.

**Keywords:** Creating the brand name, analysis of competitors, approaches

### **Acknowledgement**

The internship journey I had with Herveda Botanicals was a great chance for learning and professional development. Therefore, I would like to express my gratitude to Kathmandu College of management (KCM) for providing cooperative education period.

I would like to acknowledge those all who either directly or indirectly contributed to this project. I express my deep gratefulness to Dr, Prativa Pandey for giving me the opportunity to work with Herveda Botanicals. I would also like to express my excessive thanks to my supervisor and all team members of Herveda Botanicals for their excellent support, and proper guidance throughout my internship report. My primary appreciation goes to my supervisor of KCM and SIAM University who has guided me in this cooperative education report with constant feedback.

I perceive as this opportunity as an open door in my career development. I will endeavor to use gained skills and knowledge in the most ideal manner, and I will continue deal on their improvement as to accomplish desired career objectives.

Thank You Sincerely,

Rishav Mittal

Student Id: 6008040051

### **COVID-19 Pandemic Effect**

In February, a global health emergency was seen. The COVID-19 outbreak brought the world to a standstill with a huge impact in daily lives, country's economies and livelihoods. Government decided on quarantine measures, travel bans and border closures. Country wide lockdown was done by Nepal to help prevent the transmission of COVID-19.

The outbreak has directly or indirectly affected the situation of my working organization. The entire job was done in the form of Work from home. As the outbreak was already seen in other countries for the preventive measures in Nepal lockdown caused obstacles in day to day smooth functioning and also had a hit on the sales. However, with the nature of the work it wasn't very difficult to gain the knowledge about the task and was done with the available resources. The business process underwent a shutdown during the lockdown but however, on lifting up of the lockdown the activities were carried out with safety measures. However, the pandemic did not cause much of an issue with the daily working as through digital marketing and delivery process, the orders reached up to the people and customer engagement was much better than expected.



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Figure 1: Company Logo

Figure 2: Organizational Hierarchical Chart

Figure 3: Diagram of my workflow working as an executive intern

## **List of Acronyms**

IT: Information technology

USP: Unique selling Proposition

CEO: Chief Executive Officer



# APA Referencing

## THIS IS A QUICK GUIDE TO THE APA REFERENCING STYLE (6<sup>TH</sup> EDITION)

See Library APA Online Guide for more examples at <http://www.waikato.ac.nz/library/study/referencing/styles/apa/examples>

- The American Psychological Association reference style uses the Author-Date format.
- Refer to the *Publication Manual of the American Psychological Association* (6th ed.) for more information.
- When quoting directly or indirectly from a source, **the source must be acknowledged in the text** by author name and year of publication.

### IN-TEXT

To cite information directly or indirectly, there are two ways to acknowledge citations:

- 1) Make it a part of a sentence **or** 2) put it in parentheses at the end of the sentence.

**Direct quotation** – use quotation marks around the quote and **include page numbers**

- 1) Cohen and Lotan (2014) argue that "many different kinds of abilities are essential for any profession" (p.151).
- 2) "Many different kinds of abilities are essential for any profession" (Cohen & Lotan, 2014, p.151).

**N.B.** See the Library's APA webpage for a quotation of 40 or more words.

**Indirect quotation/paraphrasing/summarising** – no quotation marks

- 1) Professional knowledge alone does not make someone a very capable professional (Cohen & Lotan, 2014).
- 2) According to Cohen and Lotan (2014), professional knowledge alone does not make someone a very capable professional.

**N.B.** Page numbers are optional when paraphrasing, although it is useful to include them (*Publication Manual*, p. 171).

**Citations from a secondary source**

- 1) Gould's (1981) research "raises fundamental doubts as to whether we can continue to think of intelligence as unidimensional" (as cited in Cohen & Lotan, 2014, pp. 151-152).
- 2) Intelligence cannot be believed to consist of one single entity any more (Gould, 1981, as cited in Cohen & Lotan, 2014).

**N.B.** To cite a source you found in another source, you must acknowledge all the authors.

- The author(s) of the source referred to *i.e.* Gould, 1981
- The author(s) of the work which contains the original source *i.e.* Cohen & Lotan, 2014

In the reference list, only the book by Cohen & Lotan should be acknowledged. Do not list Gould.

- At the end of your assignment, you are required to provide the full bibliographic information for each source. References must be listed in alphabetical order by author.

### EXAMPLES OF REFERENCES BY TYPE

#### In a reference list

#### 1. Book with one author

King, M. (2000). *Wrestling with the angel: A life of Janet Frame*. Auckland, New Zealand: Viking.

**N.B.** The first letter of the first word of the main title, subtitle and all proper nouns have capital letters.

#### 2. Book with two authors

Dancey, C. P., & Reidy, J. (2004). *Statistics without maths for psychology: Using SPSS for Windows* (3rd ed.). Harlow, England: Pearson/Prentice Hall.

**N.B.** Before "&" between authors, do not forget to put a comma.

#### 3. Book with three to five authors (see Library APA referencing webpage for six or more authors)

Krause, K.-L., Bochner, S., & Duchesne, S. (2006). *Educational psychology for learning and teaching* (2nd ed.). Melbourne, Australia: Thomson.

**N.B.** Use & between authors' names, except when paraphrasing in text. When a work has three, four or five authors, cite all authors the first time, and in subsequent citations include only the first author followed by *et al.*

#### In-text citation

(King, 2000) **or**  
King (2000) compares Frame ...

(Dancey & Reidy, 2004) **or**  
Dancey and Reidy (2004) said...  
*When paraphrasing in text, use and, not &.*

(Krause, Bochner, & Duchesne, 2006)  
*then*  
(Krause et al., 2006)

<p><b>4. Book or report by a corporate author e.g. organisation, association, government department</b>  International Labour Organization. (2007). <i>Equality at work: Tackling the challenges</i> (International Labour Conference report). Geneva, Switzerland: Author.</p> <p><i>N.B. When the author and the publisher are the same, use Author in the publisher field. In text, some group authors may be abbreviated in subsequent citations if they are readily recognisable</i></p>	<p>(International Labour Organization, 2007) <b>or</b>  (International Labour Organization [ILO], 2007), <b>then</b>  (ILO, 2007)</p>
<p><b>5. Book chapter in edited book</b>  Kestly, T. (2010). Group sandplay in elementary schools. In A. A. Drewes &amp; C. E. Shaefer (Eds.), <i>School-based play therapy</i> (2nd ed., pp. 257-282). Hoboken, NJ: John Wiley &amp; Sons.</p> <p><i>N.B. Include the page numbers of the chapter after the book title.</i></p>	<p>(Kestly, 2010) <b>or</b>    Kestly (2010) compares educational settings of ...</p>
<p><b>6. Electronic book (eBook)</b>  Nydegger, R. (2018). <i>Clocking in: The psychology of work</i>. Retrieved from <a href="https://ebookcentral.proquest.com">https://ebookcentral.proquest.com</a></p> <p><i>N.B. Use the URL of the eBook's homepage or the DOI (Digital Object Identifier).</i></p>	<p>(Nydegger, 2018) <b>or</b>    Nydegger (2018) examines...</p>
<p><b>7. Course handout/Lecture notes</b> (electronic version)  Archard, S., Merry, R., &amp; Nicholson, C. (2011). <i>Karakia and waiata</i> [Powerpoint slides]. Retrieved from TEPS757-11B (NET): Communities of Learners website: <a href="http://elearn.waikato.ac.nz/mod/resource/view.php?id=174650">http://elearn.waikato.ac.nz/mod/resource/view.php?id=174650</a></p> <p><i>N.B. Put format in square brackets - e.g. [Lecture notes] [Panopto video]. This referencing format should be used only for your assignments.</i></p>	<p>(Archard, Merry, &amp; Nicholson, 2011)  <b>then subsequently, if 3-5 authors</b>  (Archard et al., 2011)</p>
<p><b>8. Video (e.g. YouTube)</b>  University of Waikato Library. (2017, September 18). <i>APA referencing</i> [Video file]. Retrieved from <a href="https://www.youtube.com/watch?v=8nhWZ_RumSE&amp;list=PLV6rcj47rsw8LffYhAwLv37MQDARyFNw">https://www.youtube.com/watch?v=8nhWZ_RumSE&amp;list=PLV6rcj47rsw8LffYhAwLv37MQDARyFNw</a></p> <p><i>N.B. Use the uploader's name as the author.</i></p>	<p>(University of Waikato Library, 2017) <b>or</b>  University of Waikato Library (2014) demonstrates...</p>
<p><b>9. Journal article (academic/scholarly) with DOI</b>  Cavenagh, N., &amp; Ramadurai, R. (2017). On the distances between Latin squares and the smallest defining set size. <i>Journal of Combinatorial Designs</i>, 25(4), 147–158. <a href="https://doi.org/10.1002/jcd.21529">https://doi.org/10.1002/jcd.21529</a></p> <p><i>N.B. DOI (Digital Object Identifier) is a unique code assigned to a scholarly/academic publication, which links to the article online. Note: Many journals in Psychology and other disciplines use continuous pagination, so the issue number is not required</i></p>	<p>(Cavenagh &amp; Ramadurai, 2017) <b>or</b>  Cavenagh and Ramadurai (2017) recommend...</p>
<p><b>9a. Journal article with no DOI</b>  Germann, F., Ebbes, P., &amp; Grewal, R. (2015). The chief marketing officer matters! <i>Journal of Marketing</i>, 79(3), 1-22.</p> <p><i>N.B. Retain original punctuation of titles. A capital letter is used for key words in the journal title. The journal title and volume number are italicised, followed by the issue number in brackets (not italicised).</i></p>	<p>Germann, Ebbes, and Grewal (2015) claim that “there have been ...” (p. 19).  <b>then subsequently, if 3-5 authors</b>  Germann et al. (2015) argue ...</p>
<p><b>10. Magazine – popular/trade/general interest</b>  Goodwin, D. K. (2002, February 4). How I caused that story. <i>Time</i>, 159(5), 69.</p> <p><i>N.B. Full date is used if published weekly; month and year if monthly.</i></p>	<p>(Goodwin, 2002) <b>or</b>  Goodwin (2002) defends ...</p>
<p><b>11. Newspaper article</b>  Coster, D. (2017, June 12). Driver who caused man's death is placed into dementia care. <i>Stuff</i>. Retrieved from <a href="http://www.stuff.co.nz/">http://www.stuff.co.nz/</a></p> <p><i>N.B Use the URL of the newspaper's homepage, as a direct link to an online article in a newspaper website is not a persistent link.</i></p>	<p>(Coster, 2017) <b>or</b>  Coster (2017) reports ...</p>
<p><b>12. Personal Communication</b></p> <p><i>N.B. Information such as Letters, telephone conversations, emails, interviews, and private social networking is called “Personal Communication”, and no reference list entry is required</i></p>	<p>(W. Bush, personal communication, March 19, 2017)</p>
<p><b>13. Reference book – dictionary or encyclopedia entry</b>  Cervený, R. S., &amp; Haines-Young, R. (2016). Climate change. In D. S. G. Thomas &amp; A. Goudie (Eds.), <i>The dictionary of physical geography</i> (4th ed.). Oxford, United Kingdom: Blackwell.</p> <p><i>N.B. If no author stated, the entry's title takes the author position. For online dictionaries and encyclopedias, a retrieval statement takes the place of publisher location / name</i></p>	<p>(Cervený &amp; Haines-Young, 2016) <b>or</b>  Cervený and Haines-Young (2016) state ...</p>
<p><b>14. Webpage</b>  New Zealand Trade and Enterprise. (n.d.). <i>Agribusiness</i>. Retrieved from <a href="https://www.nzte.govt.nz">https://www.nzte.govt.nz</a></p> <p><i>N.B. (n.d.) = no date. The basic format is: (1) Author (could be organisation). (2) Date (either date of publication or latest update). (3) Title. (4) URL.</i></p>	<p>(New Zealand Trade and Enterprise, n.d., para. 1)  <b>For direct quote, cite the paragraph number in text</b></p>