LSPR
The Leading Graduate School of Communication & Business

INTERNSHIP PERFORMANCE EVALUATION

NAME OF TRAINEE : _____

DURATION OF TRAINING : _____

NAME OF COMPANY : _____

NAME OF MANAGER/SUPERVISOR : _____

No	Subject	Learning Objective	Grade Value
1	**Digital Media Production**	1. Participants possess an understanding of the concepts involved in the Pre-Production, Production, and Post-Production (3P) processes related to message production in digital media as a mass communication medium. 2. Participants demonstrate proficiency in the 3P processes, encompassing the utilization of both hardware and software to produce, distribute messages, and conduct evaluations. 3. Participants exhibit adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field of media communication.	

2	**Mass Media Management**	1. Participants comprehend the characteristics of mass communication media (both conventional and digital) and their management resources as channels suitable for the media audience target. 2. Participants possess fundamental Interpersonal Communication Skills & Group Communication Skills, along with basic proficiency in using Ms. Office and foundational administrative skills for data and document management. 3. Participants exhibit adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field of media communication.	
3	**Digital Content Production**	1. Participants possess an understanding of the concepts involved in the practice of content production, promotion, and marketing through digital media owned by the company 2. Participants are capable of delivering messages verbally/non-verbally, producing messages in various formats (text/visual/audio/video) distributed through digital media. 3. Participants exhibit adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field.	
4	**Digital Startup Growth Strategy**	1. Participants comprehend technical and non-technical concepts and digital data analysis as communication strategies in developing Digital Startups. 2. Participants are adept at planning,	

		managing, implementing, and evaluating communication strategies (partially/wholly) with the aim of developing Digital Startups. 3. Participants demonstrate adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field.	
5	**Creativity & Innovation for Events**	1. Participants understand a variety of events focused on creativity and innovation, organized to meet the needs and goals of the Company. 2. Participants possess the ability to plan and/or execute events as new ideas/concepts, utilizing resources owned by the Company/Organization. 3. Participants exhibit adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field. .	
6	**Leadership Decision Making Strategies**	1. Participants comprehend strategic stages in developing leadership skills in an individual within the Company. Decisions are made based on local wisdom, research results, and related concept analyses. 2. Participants possess interpersonal and organizational communication skills in decision-making in small, medium, and large-scale work units. 3. Participants demonstrate adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field.	

7	**Event Production Management**	1. Participants understand strategies and techniques for event management through pre-event, event, post-event stages to meet the needs and goals of the Company. 2. Participants are proficient in implementing all stages of event production and can effectively manage resources. 3. Participants exhibit adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field.	
8	**Managing Event Promotion & Sponsorship**	1. Participants understand event management focused on promotional activities and sponsorship to support events organized by the Company. 2. Participants are skilled in implementing all stages of event production and can effectively manage resources. 3. Participants exhibit adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field.	
9	**Commercial Copywriting**	1. Participants possess copywriting understanding for media (conventional and digital) and other advertising media as a form of message distribution for commercial purposes for the Company. 2. Participants have the ability to analyze and write messages to persuade target markets/audiences. 3. Participants demonstrate adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility	

		for work in the field.	
10	**Handling Media & Public Figures**	1. Participants understand message delivery and relationship management between the Company and Media, as well as Public Figures as stakeholders. 2. Participants have oral and written communication skills based on data and facts to communicate and interact with Public Figures, Journalists, Media Organizations, and other stakeholders. 3. Participants exhibit adaptive, critical, and resilient behavior in addressing issues or crises based on analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and autonomous responsibility for work in the field.	

LSPR GRADING SYSTEM:

Grade Indicator	Grade Value	Symbol	Conversion Value
1. Participants demonstrate excellent understanding of concepts and knowledge as per assigned tasks. 2. Participants excel in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit excellent behavior while performing assigned tasks.	90 – 100	A	4.0
1. Participants demonstrate very good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform very well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit very good behavior while performing assigned tasks.	85 – 89.99	A-	3.7

1. Participants demonstrate very good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform very well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit very good behavior while performing assigned tasks.	80 – 84.99	B+	3.3
1. Participants demonstrate good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit good behavior while performing assigned tasks.	75 – 79.99	B	3.0
1. Participants demonstrate satisfactory understanding of concepts and knowledge as per assigned tasks. 2. Participants perform satisfactorily in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit satisfactory behavior while performing assigned tasks.	70 – 74.99	B-	2.7

GENERAL COMMENT:

Name of Evaluator : _____

Position/Designation : _____

*Sign and Stamp of the Company