



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 Editing	1. Participants possess an understanding of video editing concepts and several tools applicable in post-production processes for Company presentations. 2. Participants have basic video editing skills using devices or applications on computers/laptops for creating various content in production. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field of communication in the arts independently.	

2	Directing II: Technical Production & Stage Management	1. Participants understand performance techniques and stage management procedures for Company presentations. 2. Participants can conceptualize and manage lighting, sound, costumes, makeup, as well as stage design and management applied in artistic production. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field of communication in the arts independently.	
3	Digital Content Production	1. Participants possess an understanding of concepts in content production, promotion, and marketing through digital media owned by the Company. 2. Participants have the ability to convey messages verbally/non-verbally and/or produce messages in various forms distributed through digital media. 3. Participants demonstrate adaptive, critical, and perseverant behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in their field independently.	
4	Digital Startup Growth Strategy	1. Participants understand both technical and non-technical concepts and digital	

		data analysis as communication strategy forms in developing a Digital Startup. 2. Participants can plan, manage, implement, and evaluate communication strategies with the goal of developing a Digital Startup. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in their field independently.	
5	Creativity & Innovation for Events	1. Participants understand a variety of events focused on creativity and innovation, organized to meet the needs and objectives of the Company. 2. Participants possess the ability to plan and/or execute events as new ideas using resources available to the Company/Institution/Organization. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in their field independently.	
6	Leadership Decision Making Strategies	1. Participants understand the strategic stages in developing leadership skills for an individual within the Company. Decisions are made based on local wisdom, research findings, and analyses of related concepts.	

		- Participants have interpersonal communication and organizational communication skills in decision-making at small, medium, and large-scale work units. - Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in their field independently.	
7	Event Production Management	- Participants understand strategies and techniques for event management through pre-event, event, and post-event stages to meet the needs and objectives of the Company. - Participants have the ability to implement all stages of event production and manage resources effectively. - Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in their field independently.	
8	Managing Event Promotion & Sponsorship	- Participants understand event management focused on promotion and sponsorship activities to support events organized by the Company. - Participants have the ability to implement all stages of event production and manage resources effectively.	

		Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in their field independently.	
9	Commercial Copywriting	- Participants understand copywriting for media (conventional and digital) and other advertising media as a form of message distribution for commercial purposes for the Company. - Participants have the ability to analyze and write messages to persuade target markets/audiences. - Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in their field independently.	
10	Handling Media & Public Figures	- Participants understand message delivery and managing relationships between the Company and Media, as well as Public Figures as stakeholders. - 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. - Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on	

		analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in their field independently.	
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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.	75 – 79.99	B	3.0

3. Participants exhibit good behavior while performing assigned tasks.			
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