

**T.C.  
DOKUZ EYLÜL UNIVERSITY  
MARITIME FACULTY  
DEPARTMENT OF MARITIME BUSINESS  
ADMINISTRATION**



**PORT BUSINESS INTERNSHIP  
REPORT**

**Adatape Mahallesi Dođuş Caddesi No:207/O 35390 Tınaztepe**

**Yerleşkesi /Buca / İZMİR / TÜRKİYE**

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## PORT BUSINESS INTERNSHIP REPORT

### STUDENT INFORMATION

SURNAME : .....

NAME : .....

STUDENT Id. NUMBER : .....

CITIZEN Id. NUMBER : .....

DATE of BIRTH : .....

PLACE of BIRTH : .....

INTERNSHIP BEGINNING DATE : .....

INTERNSHIP ENDING DATE : .....

### COMPANY INFORMATION

COMMERCIAL TITTLE : .....

ADDRESS : .....

TEL/FAX : .....

E-MAIL ADDRESS : .....

### SUPERVISOR INFORMATION

NAME SURNAME : .....

TITLE : .....

TEL : .....

E-MAIL : .....

SIGNATURE : .....

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This training report covers the maritime business internship which has started on ..../..../..... and ended on ..../..../..... and consists of 1 (one) cover page, 2 (two) entrance pages (i, ii), .... (.....) daily report/main body, and .... (.....) pages appendix.

*(Bu rapor ..../..../..... tarihinde başlayan ve ..../..../..... tarihinde biten işletme stajını kapsamakta olup 1 (bir) kapak sayfası, 2 (iki) giriş sayfası (i, ii), .... (.....) sayfa günlük gövde metni ve .... (.....) sayfa ekten oluşmaktadır.*

**SUPERVISOR**

NAME SURNAME

.....

TITLE

.....

SIGNATURE

.....

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Date : ...../...../.....

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**IMPORTANT INFORMATION**

If you are doing your internship directly at a port, consider the content of **C1**;  
if you are doing your internship at the port side of a business, consider the content of **C2**!

## PORT BUSINESS INTERNSHIP REPORT

The questions below frame the content of the port business internship report. All of the port facilities such as cargo, passenger, yacht and cruise ports, etc. might be considered within this context.

### 1. General Information on the Port

- 1.1. Introduction of the port (name, historical development, etc.)
- 1.2. The vision, mission and values
- 1.3. A multi-dimensional classification of the port (vessel traffic, terminals, administration, etc.)
- 1.4. Location and geographical coordinates
- 1.5. General information of the hinterland (socio-economy, economic indicators, demographics, etc.)
- 1.6. Main features of the port (port layout, berths, physical features such as the draft, etc.)
- 1.7. Information on equipment and facilities
- 1.8. Port capacity (cargo/passenger capacity, vessel/yacht capacity, handling capacity, etc.)
- 1.9. Statistical data (handled cargo/passenger traffic, vessel/yacht traffic, etc.)
- 1.10. Additional information

### 2. Port Administration and Management

- 2.1. Type of port administration (public, private, municipality, etc.)
- 2.2. Administrative structure (port service units, authority and responsibility areas)
- 2.3. Managerial features (management type, structure, decision making process)
- 2.4. Organizational chart
- 2.5. Service units, departments, distribution of authority and responsibilities
- 2.6. Human resources policies and procedures
- 2.7. Corporate social responsibility and sustainability policies
- 2.8. ICT (Information and Communication Technologies) structure and usage
- 2.9. Certificates, memberships and affiliations
- 2.10. Prizes awarded
- 2.11. Additional information on port administration and management

### 3. Port Operations

- 3.1. Port operation units and services
- 3.2. Cargo/passenger operations and services
- 3.3. Vessel/yacht operations and services
- 3.4. Logistics and value added service operations
- 3.5. Gate operations
- 3.6. Facilities used in port operations
- 3.7. ICT usage in port operations
- 3.8. Automation systems used in the port
- 3.9. Additional information on port operations and services supplied

### 4. Port (Services) Marketing

- 4.1. General information on the marketing system and activities
- 4.2. The marketing mix of the port (product, price, place, promotion, people, process, and physical evidence)
- 4.3. The tariffs and pricing
- 4.4. The main customers of the port
- 4.5. Additional information on port services marketing

### 5. Accounting System and Financial Information

- 5.1. Financial evaluation of the port
- 5.2. The accounting system of the port
- 5.3. Investment plans of the port
- 5.4. Additional information

### 6. Future Plans and Projections

- 6.1. Future plans regarding improvements, capacity building, etc.
- 6.2. Regional expectations regarding port businesses (new seaport investments, etc.)

### 7. Additional Information

### 8. Resources

Appendices

## PORT SIDE OF A BUSINESS INTERNSHIP REPORT

If you are doing your internship in a business to be physically involved in port operations, consider the content titles on this page instead of previous page.

### 1. Introductory Information

- 1.1. Introduction of the company (name, type, location, history)
- 1.2. Business activities of the company
- 1.3. Human resources of the company (white and blue collars)
- 1.4. Macro external environmental analysis of the company (political, economic, social, technological, environmental, legal environment, etc.)
- 1.5. Micro external environmental analysis of the company (customers, suppliers, competitors, employees, etc.)

### 2. Managerial and Organizational Structure of the Company

- 2.1. The vision, mission and strategies of the company
- 2.2. The organizational structure and chart of the company
- 2.3. Human resources policy and practices
- 2.4. Duties, responsibilities and authorities of the departments

### 3. Operation/Production System of the Company

- 3.1. Operation/production strategies
- 3.2. Operation/production technologies and digitalization
- 3.3. Operation/production capacity
- 3.4. Operation/production inputs
- 3.5. Operation/production flowcharts

### 4. Marketing System of the Company

- 4.1. Marketing strategies
- 4.2. Marketing mix of the company (product, price, place, promotion, people, process, and physical evidence)
- 4.3. Marketing organization of the company

### 5. Accounting System and Financial Information

- 5.1. The financial strategies of the company
- 5.2. The accounting system and technologies of the company
- 5.3. Organization of the financial and accounting activities

### 6. Investment and Operational Planning

- 6.1. Future plans regarding investments
- 6.2. Marketing targets
- 6.3. Schemed projects
- 6.4. Industrial projections
- 6.5. Technological projections

### 7. Port Operation Activities

- 7.1. Ports Where the Business Has Cargo Flow (Location, Type, History, Hinterland Etc.)
- 7.2. Services Provided by Ports
- 7.3. Equipment used in the Ports
- 7.4. Cargo Relationship of the Business with the Ports
- 7.5. Activities Performed for the Cargoes of the Business at the Port
- 7.6. Pictures from the Port Operations (Selfie pictures are preferred as proofs of attending the port operations)

### 8. Additional Information

### 9. Resources

Appendices