



**THE STUDENT'S PERCEPTION ON EFFECTIVENESS OF INTERNSHIP
PROGRAM IN UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA KAMPUS
BANDARAYA MELAKA**

FLORA LENJAI ANAK NOEL

2014587877

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Human Resource Management)

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

JANUARY 2018

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Flora Lenjai Anak Noel (I/C Number: 940109-13-5698)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

JANUARY 2018

The Head of Program

Bachelor of Business Administration (Hons.) Human Resource Management

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka

Dear Sir/Madam/Miss,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title "The Student's Perception on Effectiveness of Internship Program in Universiti Teknologi MARA Cawangan Melaka Kampus Bandaraya Melaka" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you. Yours sincerely,

.....

(FLORA LENJAI ANAK NOEL)

2014587877

Bachelor of Business Administration (Hons.) Human Resource Management

UiTM Kampus Bandaraya Melaka

ABSTRACT

This research explores the student's perceptions on the effectiveness of internship program in Universiti Teknologi MARA Cawangan Melaka Kampus Bandaraya Melaka. The survey was conducted to determine the significance and influence of underpinnings of the relationship between pre-placement activities, assistance provided by staff internship unit and the support provided by Host Company towards the effectiveness of internship program in Universiti Teknologi MARA Cawangan Melaka Kampus Bandaraya Melaka. A total of 186 usable questionnaires were distributed and 136 were obtained.

The findings show that the three (3) variable pre-placement activities, assistance provided by staff internship unit and support provided by Host Company were important in determining the influences towards the student's perception on effectiveness of internship program. Therefore, Universiti Teknologi MARA Cawangan Melaka Kampus Bandarya Melaka need to consider these factors and provide the best way to improve the student's perceptions on effectiveness of internship program.