



اَوْنُوْرَسِيْقِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau



SWOT ANALYSIS: UNIVERSITI SAINS MALAYSIA

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PROGRAM:

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT

EXECUTIVE SUMMARY

The internship report consists of the work experience that I have gained during my six months at USM. It was a great opportunity to be participate in area of human resources and administration of this company.

I had the opportunity to work on a wide range of projects for example event management. I develop a strong communication and teamwork skills as my department did a lot of benchmarking to another public and private university such as Taylor's University, Sunway University and Universiti Utara Malaysia.

Throughout my internship, I also able to identify the SWOT Analysis. Strength, weakness, opportunity, and threats is crucial as it helps to assess internal and external factor that might affect the organization.

TABLE OF CONTENT

NO.	CONTENT	PAGE
	EXECUTIVE SUMMARY	i
	TABLE OF CONTENT	ii
1.0	ACKNOWLEDGEMENT	1
2.0	STUDENT'S PROFILE	2
3.0	COMPANY'S PROFILE	
	3.1 Company's Background	3
	3.2 Vision, Mission, Objectives and Goal	3
	3.3 Organizational Structure	4
	3.4 Product or Services	5 - 6
4.0	TRAINING'S REFLECTION	
	3.1 Roles	7
	3.2 Responsibilities	8
	3.3 Assignment and Tasks	8 - 9
	3.4 Gain and Benefits	9 - 10
5.0	SWOT ANALYSIS	11
6.0	DISCUSSION AND RECOMMENDATIONS	12 - 17
7.0	CONCLUSION	18
	REFERENCES	
	APPENDICES	

3.0 COMPANY PROFILE



Universiti Sains Malaysia is a public research university in Malaysia. USM was founded on 1 June 1969 as a statutory body with its own constitution. USM consists of 3 campuses in Malaysia which is in Kelantan, Nibong Tebal and Gelugor, Penang (USM, 2024). USM is the only Accelerated Programs for Excellence (APEX) government-funded autonomous university in Malaysia. USM is non-profit organization. Ybhg. Professor Dato' Ir. Dr. Abdul Rahman bin Mohamed has been appointed as Vice-Chancellor USM during 3 January 2023 (Zulkiffli, 2023).

3.1 Vision

“Transforming Higher Education for a Sustainable Tomorrow”

3.2 Mission

USM is a pioneering, transdisciplinary research intensive university that empowers future talents and enables the bottom billions to transform their socioeconomic well-being.

3.3 Objectives/ Goals

- To produce holistic, entrepreneurial mindset, balanced, articulate and thinking graduates to contribute to the wellbeing of society, as well as meeting national and global needs.
- To produce graduates that are able to demonstrate knowledge and skills, especially in their professional discipline with global mindset using critical thinking and problem-solving approaches.
- To produce graduates that can demonstrate leadership, teamwork skills and practice lifelong learning, especially in their professional discipline.
- To produce graduates that communicate effectively and with confidence, encompassing intra-and inter-disciplines, society and technology.

3.4 Organizational Structure

