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INDUSTRIAL TRAINING REPORT

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INDUSTRIAL TRAINING REPORT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

THE RESEARCH, INDUSTRY, COMMUNITY, ALUMNI, ENTREPRENEURSHIP,
AND NETWORK (RICAEN)

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UITM CAMPUS PERLIS

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EXECUTIVE SUMMARY

This report describes my experiences during my industrial training at RICAEN, the Research, Industry, Community, Alumni, Entrepreneurship, and Networks unit in Universiti Teknologi Mara Campus Perlis. The internship lasted 5 months, which is equivalent to 19 weeks, starting from October 16, 2023 and ended on February 23, 2024.

During the time, I was assigned to the MASMED unit representing the Malaysian Academy of Small and Medium Enterprises and Entrepreneurship Development under the supervision of Dr. Farah Lina Binti Azizan, as my supervisor which is MASMED coordinator, also the one who assist me Madam Nur Jazillah Mohammad, a member of the MASMED team. RICAEN plays an important role at UiTM and will oversee industrial cooperation between UiTM Perlis and other local or international organizations.

Additionally, it actively engages with the community, students, and alumni, conducts research publishes, and promotes student entrepreneurship. This experience has provided me with essential skills, knowledge, and insight. These will undoubtedly prove beneficial in my future endeavors.

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2.0 INSTITUTIONAL'S PROFILE



Figure 1: UiTM Logo



Figure 2: RICAEN Building

Officially established on July 5, 1974, UiTM Perlis is a leading public higher education institution located in Perlis, Malaysia. Starting with 258 pioneer students, it has since grown to 34 degree programs, including 17 degree programs and 16 diploma programs in seven departments. The campus is located on a 335-hectare site in Arau and features a variety of infrastructure and facilities, including 15 residential colleges, 67 science laboratories, 22 computer laboratories, and 3 language laboratories.

The university's mission is to maintain institutional excellence, foster impactful research, strengthen strategic alliances, and provide a cutting-edge academic ecosystem. UiTM Perlis is a leading institution in Malaysia that provides education in sports science, sports management, leisure, and leisure programs. The university is a member of the Universiti Teknologi MARA (UiTM) network, which comprises public universities headquartered in Shah Alam and other branches or satellite campuses throughout Malaysia. Although there is a discussion about culture at UiTM, it is important to note that experiences may vary by campus and department.

The Research, Industry, Community, Alumni, Entrepreneurship, and Network also known as RICAEN is located inside UiTM and the building is at the front of the Star Complex building. RICAEN department at Universiti Teknologi Mara Campus Perlis is open from 8 in the morning until 5 p.m. The building is overseen by the Deputy Rector (Research & Industrial Linkages) and assists faculty members in research-related activities, industry partnerships, and alumni engagement.

It also aims to strengthen partnerships with a diverse range of stakeholders including industries, the community, alumni and other universities across the country. Additionally, the Entrepreneurship Unit is dedicated to promoting practical entrepreneurship experience for faculty and fostering entrepreneurial skills for students through targeted initiatives.

UiTM Objectives:

- To provide world-class education.
- To offer competitive academic programmes that fulfil market needs, spearhead national development and promote global prosperity.
- To produce well-balanced, entrepreneurial graduates who are globally competent

UiTM Vision

To establish UiTM as a Globally Renowned University of Science, Technology, Humanities and Entrepreneurship

UiTM Mission

To lead the development of agile, professional Bumiputera through state-of-the-art curricula and impactful research

RICAEN Objectives:

- Manage, coordinate and provide services related to research, consulting, and publishing.
- Helping the development of new fields in line with campus program priorities.
- Disseminate and provide research, consultation and writing training to UiTM Perlis residents.

- Ensuring that the culture of innovation, research, consultation and publication is always fertile among UiTM Perlis citizens.
- Help strengthen the quality of teaching and learning of UiTM Perlis academic staff.
- Strengthen the marketability of prospective UiTM Perlis graduates.

RICAEN Vision

To become a world-class researcher, innovation, consulting, and publication management centre and to establish a relationship between UiTM Perlis and industry, government, private sector and society for mutual benefit.

RICAEN Mission:

- Establish good, harmonious and effective relationship between UiTM Perlis and industry, government, private sector and community.
- Distribute and provide research training, consultation and writing to UiTM Perlis residents.
- To ensure the relationship between industry, government, private sector and community will bring a positive impact on UiTM Perlis's image.

3.0 ORGANIZATIONAL CHART

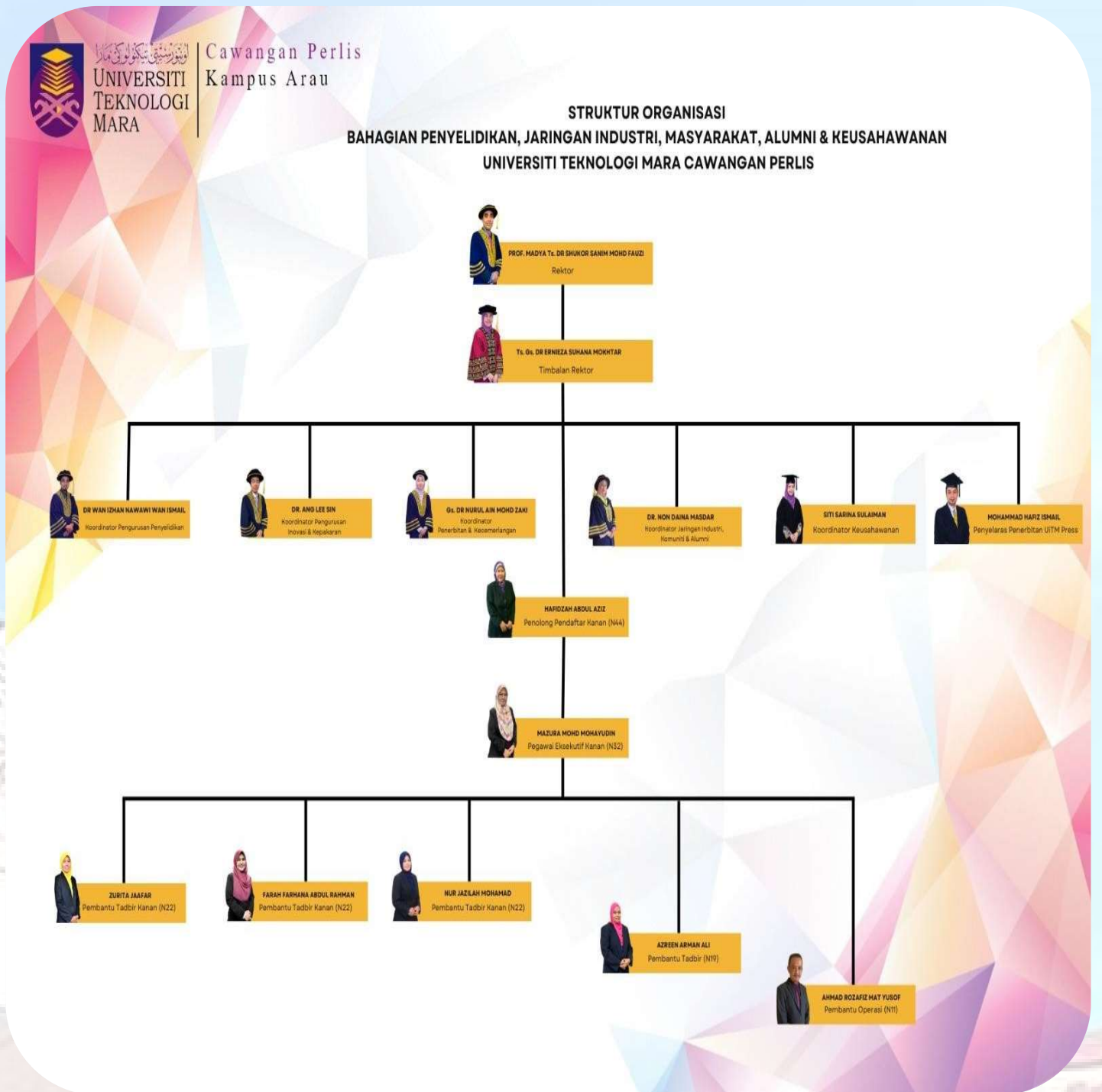


Figure 3: Organizational chart of RICAEN

4.0 TRAINING REFLECTION

During my internship training at Research, Industry, Community, Alumni, Entrepreneurship & Network (RICAEN), I adhered to standard working hours from 8.00 AM to 5.00 PM. every Monday to Friday. Under the guidance of Dr. Farah Lina Binti Azizan, the coordinator of the Malaysian Academy for Small and Medium Enterprises and Entrepreneurship Development (MASMED) unit, and assisted by Mrs. Nur Jazillah Mohamad, I was immersed in a dynamic learning environment. Despite the lack of financial allowance, I gained valuable experience, including accommodation in a dormitory, the opportunity to gain diverse experience, access to medical facilities, and the opportunity to learn new skills.

Throughout my internship, I actively participated in various departmental programs and events aimed at promoting entrepreneurship and community involvement. Notable engagements include serving as one of the committee in the Talent Influencer on TikTok for Entrepreneurship event and the International Symposium on Community Social Responsibility (i-CSR 2023). Additionally, I also volunteered for events and programs organized by other RICAEN units such as Fun Run 2023, Entrepreneur Carnival Digital by MDEC, Do-Good Challenge, and the “Pengurusan Harta Pusaka Islam” program. These activities not only broadened my understanding of entrepreneurship and community engagement but also allowed me to meaningfully contribute to a variety of events.

Despite the lack of financial compensation, extensive exposure and hands-on participation in various programs provided valuable learning opportunities. This internship experience not only expanded my academic knowledge but also provided me with practical skills and insights essential for professional development. Overall, my internship at RICAEN was fulfilling and rewarding and provided a comprehensive learning experience that went beyond the traditional classroom.

5.0 SWOT ANALYSIS

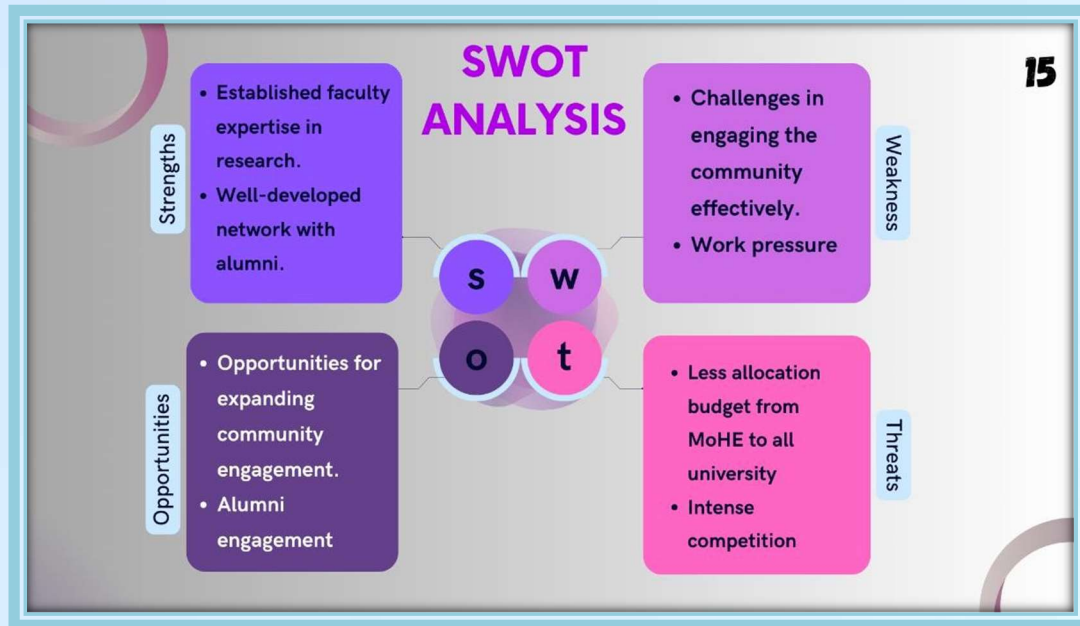


Figure 4 : UiTM Perlis SWOT Analysis

5.1 STRENGTH

S1-Established faculty expertise in research.

The academic reputation and knowledge-building capabilities are greatly aided by faculty research expertise at UiTM Perlis. For example, the university's faculty members specialize in various fields such as agriculture, engineering, and economics, as evidenced by the study on "Strengths, Weaknesses, Opportunities, and Threats (SWOT) of Malaysian Construction Companies," which highlights their expertise and research capabilities of the faculty at UiTM Perlis. The university's faculty members have made significant contributions to many research fields. This expertise not only improves the quality of education for students but also positions the university as a leading center for research and innovation in the region.

S2-Well-developed network with alumni.

Additionally, UiTM Perlis has a well-developed network of alumni, which serves as a valuable resource for mentorship, career advice, and collaboration opportunities. For example, university alumni excel in a variety of fields and can provide insight and support to current students, as well as contribute to the development of industry-relevant programs and initiatives.

By leveraging these strengths, UiTM Perlis can continue to promote a culture of academic excellence and innovation and further enhance its reputation in the higher education community.

5.2 WEAKNESSES

W1-Challenges in engaging the community effectively.

UiTM Perlis has certain weaknesses that require attention and strategic correction. The University faces challenges in engaging effectively with the community, which may impact the University's ability to maintain strong community relationships and respond to community needs. This weakness has been highlighted in research on “Critical Internal and External Factors that Affect Firm’s Strategic Planning”, which emphasizes the importance of community involvement in organizational success.

W2-Work pressure

Moreover, work pressure is a notable internal weakness faced by the staff of UiTM Perlis. High work pressure can lead to decreased productivity, and burnout and negatively impact the overall well-being of university staff. For the university to optimize its overall performance and impact, it is important to address these weaknesses through targeted community engagement efforts and supportive work environment strategies.

5.3 OPPORTUNITIES

O1-Opportunities for expanding community engagement.

UiTM Perlis provides opportunities to expand community and alumni engagement, helping to increase the university's impact and reputation. For example, universities can use community engagement opportunities to address local needs and challenges, foster positive community relations, and create a more inclusive and collaborative environment. The study on “Three Community Engagement Strategies to Increase Public Participation in 2024” highlighted the importance of proximity, partnerships with community groups, and tracking resident interests to improve community participation.

O2-Alumni Engagement

Similarly, alumni engagement provides current students with valuable mentorship, career advice, and networking opportunities, and fosters collaborations and partnerships with alumni who excel in their fields. By strengthening community and alumni relationships, UiTM Perlis

can build a more vibrant and supportive ecosystem that fosters academic excellence and innovation.

5.4 THREATS

T1-Less allocation budget from MoHE to all university

Due to Ministry of Higher Education (MoHE) allocation cuts, UiTM Perlis is facing significant challenges in maintaining and expanding its academic and research programs. For example, the study on the “SWOT Analysis of Unit Ladang UiTM Perlis’s harumanis business” highlights the influence of external forces on the opportunities and threats faced by UiTM Perlis. This threat not only affects UiTM Perlis but also all universities in Malaysia, posing challenges to the operational capacity and long-term development of universities. Potential reductions in funding could limit the university's ability to invest in infrastructure, research and teaching resources, and ultimately harm the university's competitiveness and academic standing. Therefore, it is imperative for UiTM Perlis to proactively address this threat through strategic financial planning, diversification of revenue sources, and efficient resource management to mitigate the potential negative impact of budget cuts.

T2-Intense competition

UiTM Perlis faces intense competition that poses significant threats to its continued success and growth. The University operates in a highly competitive national and international higher education environment, which may impact its ability to attract and retain top talent, secure research funding, and maintain its academic reputation and rankings (Indeed Editorial Team, 2023). Other Malaysian universities, such as Universiti Malaya and Universiti Kebangsaan Malaysia, for example, are also highly rated and attract talented students and faculty. Additionally, international universities such as the National University of Singapore and the University of Hong Kong are also popular choices for students seeking higher education opportunities.

Therefore, to ensure UiTM Perlis' continued success and competitiveness in the higher education sector, it is important to develop strategies that differentiate the university itself from its competitors, such as offering unique academic programs, research initiatives, and community engagement opportunities (Mat Isa, Che Maznah; Mohd Saman, Hamidah; Christopher, Nigel Preece , 2014).

6.0 SWOT MATRIX

<p>SWOT ANALYSIS</p>	<p>STRENGTH : S1-Established faculty expertise in research. S2-Well-developed network with alumni.</p>	<p>WEAKNESS : W1-Challenges in engaging the community effectively. W2-Work pressure</p>
<p>OPPORTUNITIES : O1-Opportunities for expanding community engagement. O2-Alumni Engagement</p>	<p>SO STRATEGIES :</p> <ul style="list-style-type: none"> ➤ Utilizing the established faculty expertise in research to expand community engagement (S1, O1). ➤ Leveraging the well-developed network with alumni to enhance alumni engagement (S2, O2). 	<p>WO STRATEGIES :</p> <ul style="list-style-type: none"> ➤ Addressing challenges in engaging the community effectively by seizing opportunities for expanding community engagement (W1, O1). ➤ Managing work pressure through enhanced alumni engagement, which could provide support and resources (W2, O2).
<p>THREATS : T1-Less allocation budget from MoHE to all university T2-Intense competition</p>	<p>ST STRATEGIES :</p> <ul style="list-style-type: none"> ➤ Using the established faculty expertise in research to counteract intense competition (S1, T2). ➤ Leveraging the well-developed network with alumni to mitigate the impact of less allocation budget (S2, T1). 	<p>WT STRATEGIES :</p> <ul style="list-style-type: none"> ➤ Mitigating challenges in engaging the community effectively amidst less allocation budget (W1, T1) by strategic planning and resource allocation. ➤ Addressing work pressure in the face of intense competition by fostering a supportive and collaborative environment within the institution (W2, T2).

1) Utilizing the established faculty expertise in research to expand community engagement (S1, O1).

UiTM Perlis has a diverse faculty with expertise in a variety of research areas, including agriculture, engineering, economics, and social sciences. These faculty members have a track record of conducting innovative research, publishing scholarly articles, and contributing to the advancement of their fields. By leveraging this wealth of expertise, UiTM Perlis has the opportunity to expand its impact beyond academia and actively engage with local communities. This can be achieved by developing tailored support programs, workshops, and seminars that address specific community needs and challenges, such as sustainable agricultural practices, renewable energy technologies, and rural development strategies. By collaborating with the community in this way, UiTM Perlis is not only able to share its expertise and resources but also foster mutually beneficial relationships, thereby helping to achieve a positive impact beyond campus. We can enhance our institution's reputation as a committed and socially responsible organization (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020).

For example, UiTM Perlis can hold workshops with local agricultural cooperatives, host community forums led by faculty experts, and work with local schools to conduct outreach programs to promote STEM education (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020). By leveraging the research expertise of our faculty and expanding our community engagement, UiTM Perlis can position itself as a valuable resource for local communities while enhancing its reputation as a center of knowledge and innovation.

2) Leveraging the well-developed network with alumni to enhance alumni engagement (S2, O2).

UiTM Perlis has a well-established alumni network of successful people in various fields including business, academia, government, and entrepreneurship. By leveraging this network, the university can increase engagement with alumni through mentoring programs, career development initiatives, networking events and reunions, which foster lifelong connections among alumni and increase their commitment to the university. These commitment initiatives provide alumni with opportunities to contribute to the growth and success of the university, as

well as personal and professional development and networking opportunities. The active involvement of alumni positively impacts UiTM Perlis' reputation and attracts potential students, faculty and staff (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020).

Examples of such efforts include establishing alumni mentorship programs, hosting networking events with prominent alumni speakers, and mobilizing alumni networks for fundraising and community service projects. UiTM Perlis leverages a well-developed alumni network to build a vibrant and supportive alumni community, strengthen relationships with the university, and foster personal and professional development opportunities for alumni.

3) Addressing challenges in engaging the community effectively by seizing opportunities for expanding community engagement (W1, O1).

UiTM Perlis faces challenges in working effectively with local communities. This may be due to limited awareness of university initiatives, cultural barriers, and logistical constraints.

However, given these challenges, the university can seize opportunities to expand its community engagement and overcome existing barriers. UiTM Perlis will address these challenges and improve its relationship with the local community by conducting targeted outreach campaigns, collaborating with local organizations, and involving community members in shaping the university's priorities (R. B. Radin Firdaus; Osman Mohamad; Taufik Mohammad; Mahinda Senevi Gunaratne, 2020). This increased community engagement not only allows our institution to gain valuable insights and build trust but also fosters a sense of shared responsibility and pride, drives positive social impact and helps us become proactive and socially engaged. It can enhance your reputation as a responsible institution. By proactively addressing these challenges and leveraging expansion opportunities, UiTM Perlis can position itself as a more connected and responsive organization within the local community (R. B. Radin Firdaus; Osman Mohamad; Taufik Mohammad; Mahinda Senevi Gunaratne, 2020).

4) Managing work pressure through enhanced alumni engagement, which could provide support and resources (W2, O2).

The WO strategy applied at UiTM Perlis focuses on addressing weaknesses in work pressure (W2) among faculty through enhanced alumni engagement, which becomes an opportunity (O2). Work pressure can lead to decreased productivity and burnout, which may be due to factors such as high workloads and tight deadlines (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020).

To address this weakness, the strategy seeks to strengthen alumni engagement by establishing mentorship programs, organizing networking events, creating platforms for resource sharing, and providing professional development opportunities (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020). Alumni who have excelled in a variety of fields can provide valuable advice, support, and industry insight to help current employees cope with work pressures and grow professionally. Involving alumni in these initiatives not only strengthens the bond between the university and alumni, but also fosters a culture of care, collaboration, and continuous improvement within the university community.

Therefore, by implementing this strategy, UiTM Perlis can effectively address the challenge of work pressure among faculty while improving the overall alumni engagement and support ecosystem.

5) Using the established faculty expertise in research to counteract intense competition (S1, T2).

The ST Strategy applied at UiTM Perlis involves leveraging the university's established research faculty expertise to counter the threat of intense competition (NoorAileen, Ibrahim; Nuramira, Anuar, 2024). UiTM Perlis' faculty excels in a variety of research fields and contributes significantly to the university's academic reputation and knowledge-building capabilities. However, in the competitive environment of higher education, intense competition for research grants, talented faculty, and talented students poses a major threat.

To address this issue, the strategy proposes investing in and promoting research initiatives, fostering collaborative partnerships, attracting and retaining academic talent, and actively promoting faculty research output. By strategically leveraging the expertise of its faculty in

established research areas to counter intense competition, UiTM Perlis remains competitive, strengthens its research profile and positions itself as a leading academic institution in Malaysia (NoorAileen, Ibrahim; Nuramira, Anuar, 2024).

6) Leveraging the well-developed network with alumni to mitigate the impact of less allocation budget (S2, T1).

UiTM Perlis' ST strategy includes leveraging the university's established alumni network (S2) to mitigate the impact of reductions in funding allocations from the Ministry of Higher Education (T1). Despite looming funding cuts, the university can strategically leverage alumni networks in a variety of ways to meet the challenges posed by budget cuts. Alumni can provide financial support through donations, endowments, and sponsorships, provide in-kind benefits such as access to industry resources, advocate for increased funding at the policy level, and advocate for partnerships and collaborations.

By strategically leveraging its alumni network, UiTM Perlis can mitigate the negative impact of budget cuts and continue to successfully pursue its academic research efforts despite external challenges (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020). This approach emphasizes the importance of fostering strong relationships with alumni and engaging them as valuable partners in the success and sustainability of the university.

7) Mitigating challenges in engaging the community effectively amidst less allocation budget by strategic planning and resource allocation(W1, T1).

UiTM Perlis' Weakness-Threat (WT) strategy includes reduced budget allocations by implementing strategic planning and resource allocation practices to maximize effectiveness and maintain meaningful relationships with local communities. Nevertheless, it includes addressing the challenges of effectively engaging the community. An identified weakness is the difficulty in engaging communities effectively, which is likely to be further exacerbated by reductions in budget allocation from the Ministry of Higher Education (MoHE). To address this challenge, the university leverages strategic planning practices to prioritize community

engagement initiatives that are consistent with its mission and goals, and to maximize resources imposed by budget cuts. Available resources can be carefully allocated to ensure their effectiveness despite budgetary constraints.

By strategically allocating resources, UiTM Perlis focuses on initiatives that achieve the greatest impact within the constraints of reduced funding, and by maintaining meaningful relationships with local communities, UiTM Perlis improves its community engagement efforts (NoorAileen, Ibrahim; Nuramira, Anuar, 2024). This approach emphasizes the importance of maintaining strong community relationships and engaging in strategic planning and resource allocation to address challenges posed by budget constraints (Doria Abdullah, 2017).

8) Addressing work pressure in the face of intense competition by fostering a supportive and collaborative environment within the institution (W2, T2).

UiTM Perlis' WT (weakness-threat) strategy involves meeting the challenges of work pressure in a highly competitive environment by fostering a collaborative and collaborative environment within the facility. Like many other universities, they are under tremendous work pressure due to high academic expectations, research demands, and competition for funding and recognition, leading to faculty, and students becoming stressed, burnout, and less productivity. To alleviate this, UiTM Perlis will establish support mechanisms that foster interdisciplinary collaboration, implement recognition programs, and invest in professional development opportunities that foster a culture of excellence, innovation, and well-being.

By fostering a supportive and collaborative environment, the institution can reduce work pressures, increase resilience and position itself as an attractive and desirable place to work and learn, thereby strengthening the competitiveness and reputation in academic landscape. This approach emphasizes the importance of promoting a positive work environment and supporting the well-being and professional development of the academic community.

7.0 PESTEL ANALYSIS

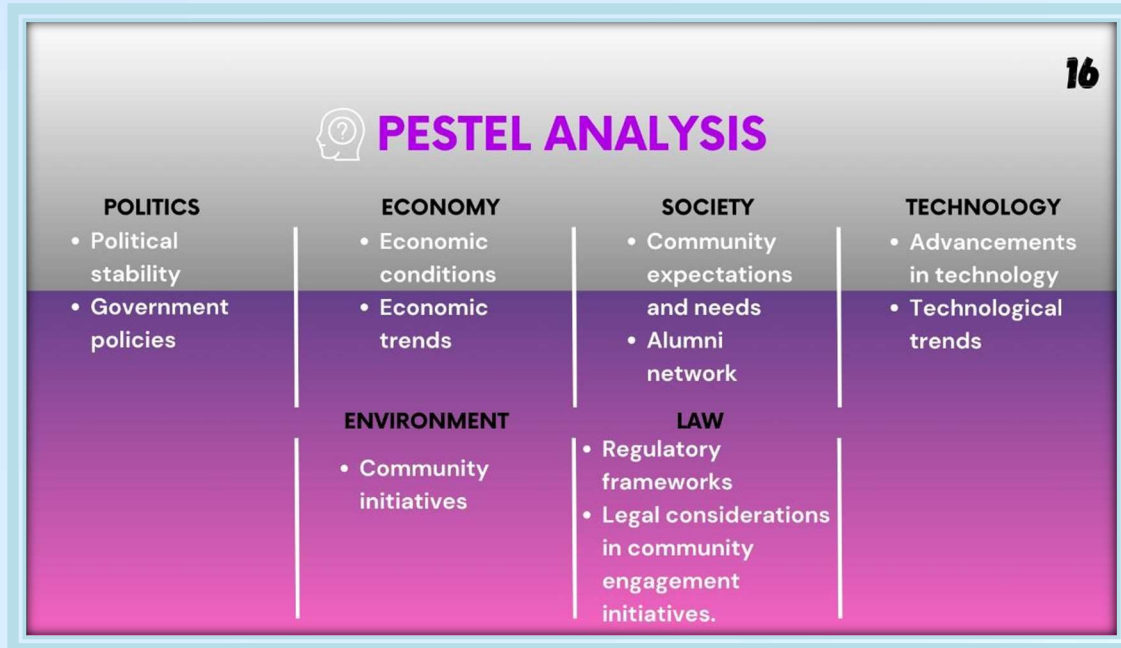


Figure 5 : UiTM Perlis PESTEL Analysis

POLITICAL

As a higher education institution, UiTM Perlis is influenced by various political factors, such as political stability and government policies. Malaysia's political stability has a direct impact on the overall environment in which the university operates, impacting aspects such as investment, economic growth, and social development. Government policies, particularly related to education, funding, and research, play a key role in shaping UiTM Perlis' strategic direction and operating framework. For example, changes in government policies related to higher education funding can have a significant impact on a university's financial resources and ability to continue academic research initiatives.

It is therefore important that UiTM Perlis closely monitors and adapts to political developments and policy changes to ensure its continued success and sustainability as a leading academic institution.

ECONOMICS

UiTM Perlis is subject to various economic factors such as economic conditions and trends. Malaysia's economic growth and stability have a direct impact on the university's financial resources and ability to continue its academic research efforts. For example, changes in interest

rates, inflation, and wage rates can have a significant impact on university budgets and financial planning.[4] Additionally, economic trends such as globalization and changes in consumer behavior can impact the demand for particular academic programs and fields of study, forcing universities to adapt and innovate to remain relevant and competitive.

Therefore, it is important for UiTM Perlis to closely monitor and adapt to economic developments and trends to ensure its continued success and sustainability as a leading academic institution.

SOCIAL

UiTM Perlis is influenced by a variety of social factors, including the expectations and needs of the community and alumni network. The university's community involvement is essential to meeting local needs and fostering positive community relations. For example, the International Symposium on Community Social Responsibility (CSR) held at UiTM Perlis aimed to promote community and industry-related activities and projects.

Additionally, the university alumni network can provide current students with valuable mentorship, career advice, and networking opportunities, and contribute to the development of industry-related programs and initiatives. UiTM Perlis has conducted research on the impact of Corporate Social Responsibility (CSR) on Agriculture B40 students' academic and job performance. These social factors are essential for the university to create a collaborative and inclusive environment that fosters academic excellence and innovation.

TECHNOLOGICAL

UiTM Perlis is subject to various technological factors, including technological advances and trends. A university's ability to adapt to technological changes and leverage it for academic and research purposes is critical to its continued success and competitiveness. For example, the university can utilize production techniques, information and communication resources, production, logistics, marketing, and e-commerce technologies to improve its operations and outreach. Additionally, technological factors can affect the university's ability to attract and retain students, as well as its reputation and rankings in the academic community. Therefore,

it is important for UiTM Perlis to closely monitor and adapt to technological developments and trends to ensure its continued success and sustainability as a leading academic institution.

ENVIRONMENT

UiTM Perlis is actively engaged in a variety of environmental initiatives, reflecting its commitment to sustainable practices and social engagement. For instance, the university has conducted studies on carbon dioxide emissions from electricity sources within its campus, aiming to assess and mitigate its environmental impact, as evidenced by the "Spatial Mapping and Analysis of Carbon Dioxide Emissions from Electricity in UiTM Perlis for Assessment of Low Carbon Campus".

Furthermore, UiTM Perlis is also a proponent of the green campus concept, and its research focuses on the application of green gamification to support environmentally friendly initiatives. These efforts are consistent with the university's commitment to sustainable and environmentally responsible practices and contribute to broader community and industry efforts.

LEGAL

UiTM Perlis is subject to various legal considerations, including regulatory frameworks and legal considerations in community engagement initiatives. The university must comply with relevant laws and regulations regarding higher education, research, and community engagement. For example, UiTM Perlis must comply with the Malaysian Qualifications Agency's (MQA) guidelines on program accreditation and quality assurance.

Additionally, when engaging with the community, the university must take legal considerations into account, including ensuring compliance with data protection laws and obtaining any necessary approvals or authorizations. These legal considerations are important for UiTM Perlis to operate effectively and responsibly and to ensure compliance with relevant laws and regulations while promoting good relations with the community. These analyses provide a comprehensive overview of internal and external factors affecting the RICAEN division of UiTM Perlis. By leveraging strengths, addressing weaknesses, capitalizing on opportunities,

and mitigating threats, the department aligns its research, industry collaboration, community engagement, alumni relations, entrepreneurship, and networking efforts with its goals.

8.0 DISCUSSION & RECOMMENDATION

8.1 Utilizing the established faculty expertise in research to expand community engagement (S1, O1).

Utilizing faculty's established research expertise to expand community engagement (S1, O1) involves leveraging faculty knowledge and skills to engage with the community through a variety of initiatives. UiTM Perlis accomplishes this strategy by encouraging faculty to participate in community service programs, collaborate on research projects with local organizations, and participate in knowledge-sharing activities. This allows the university to strengthen relationships with local communities and contribute to regional development.

For example, UiTM Perlis can encourage faculty to work on research projects that respond to the needs of the local community and foster closer ties between the university and the surrounding community (Marsela Thanasi-Boçe; Selma Kurtishi-Kastrati, 2021). By implementing this strategy, UiTM Perlis can benefit from the expertise of its faculty while positively impacting the local community. This approach is consistent with the university's commitment to community engagement and development, as evidenced by efforts to strengthen alumni engagement and support ongoing outreach programs and collaborations (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020). Furthermore, it reflects a broader trend in higher education institutions that increasingly emphasizes combining academic expertise with community needs.

In summary, UiTM Perlis can strengthen relationships with local communities, contribute to regional development, and extend beyond campus boundaries by utilizing the established research expertise of the faculty to expand community engagement.

8.2 Leveraging the well-developed network with alumni to enhance alumni engagement (S2, O2).

Leveraging a well-developed network with alumni to improve alumni engagement (S2, O2) is a strategic approach that can be applied at UiTM Perlis to foster stronger connections with the alumni community. This strategy includes creating platforms for alumni participation, including, mentoring programs, alumni networking events, and alumni-led career development workshops. By implementing these initiatives, UiTM Perlis can strengthen relationships with alumni, provide valuable support to current students, and leverage the expertise and experience of our alumni.

For example, universities can establish mentoring programs that connect alumni and current students to provide advice and support toward academic and professional goals (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020). As a leading public higher education institution, UiTM Perlis could benefit from this strategy by increasing its efforts to increase alumni engagement. This is consistent with the university's shared organizational values of excellence, synergy and integrity. By leveraging established alumni networks, universities can build stronger and more active alumni communities, resulting in greater support for the university and its students. This approach is also consistent with her UiTM mission of providing a constructive ecosystem for students, alumni, faculty and staff, further reinforcing the importance of involving alumni in university activities (New Straits Times, 2020).

My recommendation on this strategy is UiTM Perlis could encourage alumni contributions through various means such as guest lectures, industry partnerships, and fundraising events, the university can create a more vibrant and engaged alumni community. This approach is in line with UiTM Perlis's mission to provide a constructive ecosystem for students, alumni, faculty and staff, further reinforcing the importance of involving alumni in university activities.

The university can also develop an alumni engagement strategy to improve its reputation and support student career development. For example, alumni-led career development workshops provide valuable insight and guidance to current students, helping them navigate their career paths and make informed decisions about their futures. Additionally, alumni networking events provide students with the opportunity to connect with potential employers and industry professionals, which can further enhance their career prospects.

8.3 Addressing challenges in engaging the community effectively by seizing opportunities for expanding community engagement (W1, O1).

Taking advantage of opportunities to expand community participation (W1, O1) and addressing challenges in effective community participation is a recommended strategy that can be applied in UiTM Perlis. This approach includes conducting needs assessments, developing targeted support programs, and fostering partnerships with local stakeholders to increase community participation. In this way, UiTM Perlis can overcome challenges in effective community engagement and scale up community engagement efforts.

By conducting needs assessments and developing targeted support programs, the university can ensure that its community efforts are aligned with community needs and priorities. Additionally, by fostering partnerships with local stakeholders, UiTM Perlis can create a more collaborative and integrated approach to community engagement, resulting in more effective and sustainable outcomes (Nadya, 2014).

My recommendation for this strategy is that UiTM Perlis can conduct regular community engagement workshops and training sessions for faculty and staff to equip them with the skills and knowledge needed to work effectively with diverse community groups. This is a key WO strategy that helps UiTM Perlis overcome community engagement challenges (W1) and expand community engagement (O1). UiTM Perlis could regularly conduct community engagement workshops and training to provide faculty and staff with the skills and knowledge necessary to work effectively with diverse community groups. This approach helps overcome community engagement challenges such as language barriers, cultural differences, and lack of understanding of community needs. In this way, UiTM Perlis can strengthen its relationships with local communities, contribute to regional development, and demonstrate its commitment to meaningful impact beyond the boundaries of its campus.

8.4 Managing work pressure through enhanced alumni engagement, which could provide support and resources (W2, O2).

Strategies to manage work pressure by increasing alumni engagement (W2, O2) are beneficial for UiTM Perlis. By providing staff support mechanisms such as wellness programs, professional development opportunities, and alumni-sponsored mentoring activities, universities can effectively cope with work pressures and support alumni. This approach is consistent with UiTM Perlis commitment to excellence, synergy, and integrity, and his UiTM Perlis mission to provide a constructive ecosystem for students, alumni, and faculty. Increased alumni involvement provides valuable support and resources to UiTM Perlis employees. Alumni-sponsored wellness programs and mentoring initiatives can contribute to a positive work environment and employee well-being.

Additionally, there are professional development opportunities such as, industry partnerships and alumni-led knowledge-sharing activities to help employees improve their skills and stay on top of the latest industry trends (Roziya, Abu; Ainul Azreen, Adam; Nazura, Mohamed Sayuti; Mohamad Razeef Shah, Mohamad Rafik, 2020).

In summary, managing work pressure by increasing alumni participation is a strategic approach that provides a support mechanism for the staff and by increasing alumni participation he benefits UiTM Perlis. This approach is consistent with the university's values and mission, has the potential to contribute to a positive work environment and employee well-being, and ultimately supports the university's overall goals.

My recommendation for this strategy is, UiTM Perlis can provide staff support mechanisms such as wellness programs, professional development opportunities, and alumni-sponsored mentoring activities, so the university can effectively cope with work pressures and support alumni. Increased alumni involvement provides valuable support and resources to UiTM Perlis employees. Alumni-sponsored wellness programs and mentoring initiatives can contribute to a positive work environment and employee well-being.

Additionally, there are professional development opportunities such as industry partnerships and alumni-led knowledge-sharing activities to help employees improve their skills and stay on top of the latest industry trends. This approach has the potential to contribute to a positive work environment and employee well-being and ultimately supports the university's overall goals.

8.5 Using the established faculty expertise in research to counteract intense competition (S1, T2).

Leveraging established faculty expertise in research to counter intense competition (S1, T2) is a strategic approach that may be relevant to UiTM Perlis. By leveraging faculty research to enhance an institution's reputation, attract funding, and differentiate itself from competitors, UiTM Perlis can strengthen its position in an increasingly competitive higher education environment. This strategy is consistent with the university's commitment to excellence, synergy, and integrity, as well as the university's mission to provide a positive ecosystem for students, alumni, and faculty (Nadya, 2014). Leveraging faculty expertise in research can contribute to UiTM Perlis' goals of achieving global excellence and value-based performance, as outlined in the UiTM2025 strategic plan. By differentiating through impactful research and strong reputations, universities can establish themselves as leaders in the field and attract both students and funding opportunities. This approach is consistent with the university's enduring shared organizational values of excellence, synergy and integrity, which shape the university's strategy and ensure productivity.

In summary, leveraging the established research expertise of the faculty to counteract intense competition is a strategic approach that will help UiTM Perlis improve its reputation, attract funding, and differentiate itself from its competitors.

My recommendation for this strategy is that UiTM Perlis can focus on its areas of strength and develop a strategic research agenda aligned with national priorities. This is an important ST strategy that helps UiTM Perlis to counter intense competition (T2) and maintain its competitive advantage in research and innovation. This approach is consistent with the university's commitment to excellence, synergy, and integrity, and its mission to provide a positive ecosystem for students, alumni, and faculty. By focusing on areas of strength and developing a strategic research agenda aligned with national priorities, UiTM Perlis can differentiate itself from competitors and attract funding opportunities.

This approach can also contribute to the university's goal of achieving global excellence and value-based performance, as outlined in its strategic plan UiTM2025. By aligning research agendas with national priorities, universities can position themselves as leaders in the field and contribute to regional development.

8.6 Leveraging the well-developed network with alumni to mitigate the impact of less allocation budget (S2, T1).

Leveraging well-developed networks with alumni to mitigate the impact of lower allocated budgets (S2, T1) is a strategic approach that may be relevant for UiTM Perlis. By leveraging alumni resources such as fundraising campaigns, alumni gifts, and alumni-led initiatives, universities can address budget shortfalls and reduce the impact of reduced allocated budgets (Khairun N. Kamarudin; Ang Lee Sin, 2023). This strategy is in line with UiTM Perlis' commitment to excellence, synergy, and integrity, and its mission to provide a positive ecosystem for students, alumni, and faculty (Nadya, 2014). By leveraging a well-developed alumni network, UiTM Perlis can obtain additional financial resources to support its various programs and initiatives. This approach helps universities maintain their commitment to providing quality education and a conducive learning environment despite budget constraints. Furthermore, it can strengthen the bond between universities and alumni, fostering a sense of community and sharing responsibility for the success of the university. In summary, mitigating the impact of reduced allocated budgets by leveraging a well-developed network with alumni will help UiTM Perlis bridge budget shortfalls and maintain its commitment to providing a quality teaching and learning environment.

I recommend UiTM Perlis to establish an Alumni Fundraising Committee tasked with developing and implementing strategies to mobilize alumni support and donations to ensure financial sustainability despite budget constraints will benefit UiTM Perlis. It is a strategic approach that is consistent with the university's commitment to sustainability, productivity, and enduringly shared organizational values of excellence, synergy, and integrity. By establishing an Alumni Fundraising Committee, UiTM Perlis can effectively leverage its well-developed alumni network and reduce the impact of cuts in the allocated budget. This committee can develop and implement strategies to mobilize alumni support and donations to ensure fiscal sustainability despite budget constraints. This approach provides the university with additional financial resources to support various programs and initiatives, ultimately contributing to the university's long-term financial sustainability and success. In summary, the recommendation to establish an alumni fundraising committee at UiTM Perlis is a strategic approach that will help ensure the financial sustainability of the university despite budget constraints. This initiative is consistent with the university's values and mission and has the potential to significantly benefit the university and its stakeholders.

8.7 Mitigating challenges in engaging the community effectively amidst less allocation budget by strategic planning and resource allocation(W1, T1).

Strategies to alleviate challenges in effective community engagement with smaller allocated budgets through strategic planning and resource allocation (W1, T1), especially in the context of government funding constraints and the need to maintain strong community relationships, are important to UiTM Perlis. This approach includes identifying cost-effective community engagement strategies, prioritizing high-impact and sustainable efforts, and seeking alternative funding sources. By implementing this strategy, UiTM Perlis will be able to maintain its community engagement efforts robust and effectively despite budget constraints. The university's strategic planning and university transformation department, which is responsible for coordinating strategic campus planning and managing strategic official campus information, can play an important role in implementing this strategy.

By aligning community engagement efforts with the UiTM2025 Strategic Plan and identifying alternative funding sources, including activities such as alumni giving and industry partnerships, the university will maintain its commitment to community engagement and development (Khairun N. Kamarudin; Ang Lee Sin, 2023). Additionally, the unit will ensure that the prioritization of high-impact, sustainable initiatives is incorporated into the university's strategic plan, further reinforcing the importance of effective community engagement despite budget constraints.

Thus, to ensure effective community engagement and sustained relations, UiTM Perlis must overcome the challenges of effectively engaging the community with a reduced budget through strategic planning and resource allocation. By aligning this strategy with the university's broader strategic plan and exploring alternative funding sources, the university can continue to demonstrate its commitment to community engagement and development despite budget constraints.

My recommendation is UiTM Perlis can create a community engagement budget allocation plan that allocates resources based on the potential impact and scalability of community activities and ensures optimal use of limited resources is a key WT strategy that will benefit UiTM Perlis. This commitment is consistent with the university's commitment to sustainability, productivity, and enduring, shared organizational values of excellence, synergy, and integrity.

Creating a community engagement budget allocation plan allows UiTM Perlis to strategically allocate limited resources to initiatives with the highest potential and scalability. This approach helps universities overcome budget constraints and continue to work effectively with their communities. Additionally, by prioritizing initiatives based on potential impact, universities can maximize the value of their community engagement efforts and ultimately contribute to the university's long-term success and sustainability.

In summary, the recommendations to develop a budget allocation plan for community engagement in UiTM Perlis will help universities overcome budget constraints and optimally use limited resources for community engagement.

8.8 Addressing work pressure in the face of intense competition by fostering a supportive and collaborative environment within the institution (W2, T2).

At UiTM Perlis, strategies to cope with the pressures of work in the face of intense competition are essential by fostering a collaborative and cooperative environment within the organization (Khairun N. Kamarudin; Ang Lee Sin, 2023). By implementing workload management strategies, promoting a commitment to work-life balance, and fostering a culture of collaboration and teamwork, the university supports its employees and creates an environment where they can thrive in the face of intense competition. As a leading public university, UiTM Perlis adheres to its three enduring shared organizational values: Excellence, Synergy, and Integrity. These values shape the university's strategy, ensure its productivity, and strengthen its role in nation-building toward a globally recognized university. By fostering a supportive and collaborative environment, universities can demonstrate their commitment to these values and ensure that their employees are well-equipped to deal with intense competitive pressures.

In summary, for UiTM Perlis to support its employees and enable it to thrive in the face of intense competition, strategies that foster a cooperative and cooperative environment within the organization are essential. By aligning this strategy with the organization's values, the university can create a work environment where employees can perform at their best, ultimately contributing to the university's long-term success and sustainability (UiTM library, 2024).

I recommend UiTM Perlis to implement employee wellness programs such as stress management workshops, flexible working arrangements, and recognition programs because it is an important step to promote employee health and reduce the negative effects of work pressure in a competitive environment. The university's commitment to enduring, shared organizational values of excellence, synergy, and integrity emphasizes the importance of prioritizing the well-being of its employees. By implementing stress management workshops and flexible working arrangements, universities provide employees with the tools and support they need to effectively manage work pressures, ultimately creating a more positive and productive workforce.

Additionally, implementing a recognition system can help improve employee morale and motivation, which is especially important given the intense competition. This approach is consistent with the university's commitment to sustainability, productivity, and its role in nation-building. By fostering a collaborative and collaborative environment, UiTM Perlis can ensure its employees are well-equipped to withstand intense competitive pressures, ultimately contributing to long-term success and sustainability.

In summary, these recommendations to implement employee wellness programs, flexible working arrangements, and recognition programs are important for universities to promote employee well-being and reduce the negative effects of work pressure in a competitive environment.

9.0 CONCLUSION

In a nutshell, my 5 months of industrial training at RICAEN's MASMED department was incredibly valuable. I am grateful enough for the valuable professional knowledge, skills, and practical experience I have gained, which will significantly advance my personal and professional development. During this time, I actively participated in various programs and tasks organized by RICAEN, MASMED, and other organizations to deepen my understanding of the industry and its management practices.

Participating in these activities honed interpersonal and technical skills such as communication, time management, and collaboration, while also becoming proficient in the use of various computer applications and office tools. My learning journey has been fulfilling and I value the relationships and networks that were created during my internship at RICAEN.

I am confident that the knowledge and insights I gained at RICAEN will be invaluable to my future career. I am excited to apply these newfound skills to help me in my future endeavors. Overall, my time at RICAEN was very fulfilling and I am grateful for the growth, experience, and knowledge I gained.

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APPENDICES



TALENT INFLUENCER ON TIKTOK FOR ENTREPRENEURSHIP

(27/10/2023)



FUN RUN 2023

(28/10/2023)



INTERNATIONAL SYMPOSIUM ON COMMUNITY SOCIAL RESPONSIBILITY (I-CSR 2023)
(9/11/2023)



ENTREPRENEUR CARNIVAL DIGITAL BY MDEC
(10/11/2023)



DO-GOOD CHALLENGE

(20/11/2023)




“PENGURUSAN HARTA PUSAKA ISLAM”

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Page | 1 EXECUTIVE SUMMARY This report describes my experiences during my industrial training at RICAEN, the Research, Industry, Community, Alumni, Entrepreneurship, and Networks unit in Universiti Teknologi Mara Campus Perlis. The internship lasted 5 months, which is equivalent to 19 weeks, starting from October 16, 2023 and ended on February 23, 2024. During the time, I was assigned to the MASMED unit representing the Malaysian Academy of Small and Medium Enterprises and Entrepreneurship Development under the supervision of Dr. Farah Lina Binti Azizan, as my supervisor which is MASMED coordinator, also the one who assist me Madam Nur Jazillah Mohammad, a member of the MASMED team. RICAEN plays an important role at UiTM and will oversee industrial cooperation between UiTM Perlis and other local or international organizations. Additionally, it actively engages with the community, students, and alumni, conducts research publishes, and promotes student entrepreneurship. This experience has provided me with essential skills, knowledge, and insight. These will undoubtedly prove beneficial in my future endeavors.

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