



اَوَّلُ سَبِيْلِي سَبِيْلُ كَوْنِي مَعْرُوفًا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



UNIVERSITI
MALAYSIA
KELANTAN

INDUSTRIAL
TRAINING REPORT

UNIVERSITY MALAYSIA
KELANTAN
3 SEPTEMBER - 13 FEBRUARY
2023/24

UNIVERSITI MALAYSIA KELANTAN
Entrepreneurial • Excellent

PREPARED BY

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2021107111

HRM666 - INTERNSHIIP



EXECUTIVE SUMMARY

The internship was carried out in Kelantan at the University Malaysia Kelantan (UMK). The internship ran for 24 weeks, starting on September 3 and ending on February 13. Under the supervision of Puan Noorafnie Edura Binti Abd Manaf, I have been assigned to the Administration Department within the Faculty of Hospitality, Tourism, and Wellness. Enhancing team members' knowledge, abilities, and competences in a variety of fields is the aim of our department.

During my 24-week internship at UMK, I oversaw a variety of management tasks, including creating and maintaining correspondence, overseeing student affairs, keeping track of staff attendance, and much more. Along with supporting several programs and events, I also collaborated closely with team members.

Overall, my internship experience at University Malaysia Kelantan provided a tremendous platform for personal and professional growth. Engaging projects have taught me so much, especially when it comes to actively participating in various teams and departments. In addition to strengthening my academic knowledge, my internship experiences have piqued my interest in the workplace and strengthened my will to seek a profession.



Universiti Malaysia
KELANTAN

Executive Summary

Acknowledgement

01 Student's Profile

02 Company's Profile

- Name, Location, Background
- Vision, Mission, Objectives
- Organization Structure
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03 Training Reflection

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Universiti Malaysia
KELANTAN

<https://fhpk.umk.edu.my/>



2023/24

**“ENTREPRENUERSHIP
IS OUR TRUST”**

**COMPANY
PROFILE**

LOCATION



Universiti Malaysia
KELANTAN

HEADQUARTERS
UMK KAMPUS
BACHOK



UMK KAMPUS
KOTA

UMK KAMPUS
JELI





ABOUT



Universiti Malaysia
KELANTAN

University Malaysia Kelantan has been made a component in the 9th Malaysia Plan to support the development of quality human capital in the country's higher education sector. YAB Prime Minister of Malaysia has announced the government's approval to establish a university in Kelantan in the presentation of the Ninth Malaysia Plan (RMK 9) on 31 March 2006.

The establishment of this university was approved by the Council of Ministers in the Cabinet Meeting on 14 June 2006. The Council of Ministers also determined that the philosophy of the study curriculum at University Malaysia Kelantan (UMK) should be based on entrepreneurship education and enterprises in all study programs. Therefore, catchphrases such as "Entrepreneurship is Our Thrust" and "Entrepreneurial University" are widely used.



At the same time, emphasis is placed on language skills and soft skills. All study programs aim to produce high-quality national human capital with a first-class mind complete with entrepreneurial characteristics. It is hoped that the human capital produced can be utilized for global well-being and pay attention to increasing the capacity and capacity building of Small and Medium Enterprises (SMES) as well as contribute to the development of a highly entrepreneurial trading community. In line with the implementation of all fields of study, information, and communication technology (ICT) is used as an enabler.





VISION

TO BE A CHAMPION IN HUMAN CAPITAL DEVELOPMENT FOR THE TOURISM, HOSPITALITY AND WELLNESS INDUSTRY

MOTTO

“ENTREPRENUERSHIP IS OUR THRUST”

TRANSFORMATIVE *ENTREPRENEURIAL * EXCELLENT

MISSION

- QUALITY AND INDUSTRY RELEVANT ACADEMIC PROGRAMMES
- RELATED RESEARCH AND INNOVATION CULTURE
- ADVANCED OPPORTUNITIES FOR STAFF DEVELOPMENT
- SUFFICIENT AND CONDUCIVE TEACHING, LEARNING, AND WORKING FACILITIES
- SMART COLLABORATION WITH COMMUNITIES

OBJECTIVE

- Become a leader in hotel education, tourism, and health management with a strong emphasis on wellness.
- Become an important player in providing knowledgeable and highly skilled human resources to provide quality services in the areas of hospitality, tourism, and health management.
- To provide experienced and experienced graduate entrepreneurs in the fields of hospitality, tourism, and health management.
- To realize the national development goals by focusing on the development of the hospitality and tourism industry which is one of the focuses of the National Economic Area (NKEA).
- To establish a certification system in good health and wellness management, it is widely accepted for national and regional use.
- To promote quality research in the areas of hospitality, tourism, and health management with a focus on research that will benefit the industry and society.



TRAINING REFLECTION

DURATION

Date: 3rd September 2023 – 13th February 2024
(24 weeks)

Working Day: Sunday - Thursday

Working Hours: 8:00 a.m. - 5.00 p.m.
(8 hours Workdays)

DEPARTMENT

- Administration Department:
Faculty of Hospitality, Tourism
and Wellness



ROLES AND RESPONSIBILITIES



Ensure that certifications are created and issued.



Assisting the team in facilitating the implementation of activities to ensure favorable outcomes.



Overseeing the management of the for various data collection analysis



Responsible for overseeing the management and coordination of correspondence.



Overseeing student affairs.



Tasked with the careful finalization of the examination timetable.



Keeping track of staff attendance.



Entrusted with the responsibility of systematically and accurately managing student information

GAINS: INTRINSIC & EXTRINSIC BENEFITS



INTRINSIC BENEFITS



- Strengthen networking opportunities.
- A more comprehensive understanding of workforce personnel management
- Boost my self-assurance and communication abilities.
- Deeper comprehension of how to use Microsoft Excel and Word properly.
- Neutralize myself with an actual working situation.

EXTRINSIC BENEFITS



- Gained monthly allowance
RM 200.00
- Trainees are eligible to apply for 1 day leave per month if they choose to take it.



RM 200

Allowance



1 Day leave

Per Month



SWOT ANALYSIS

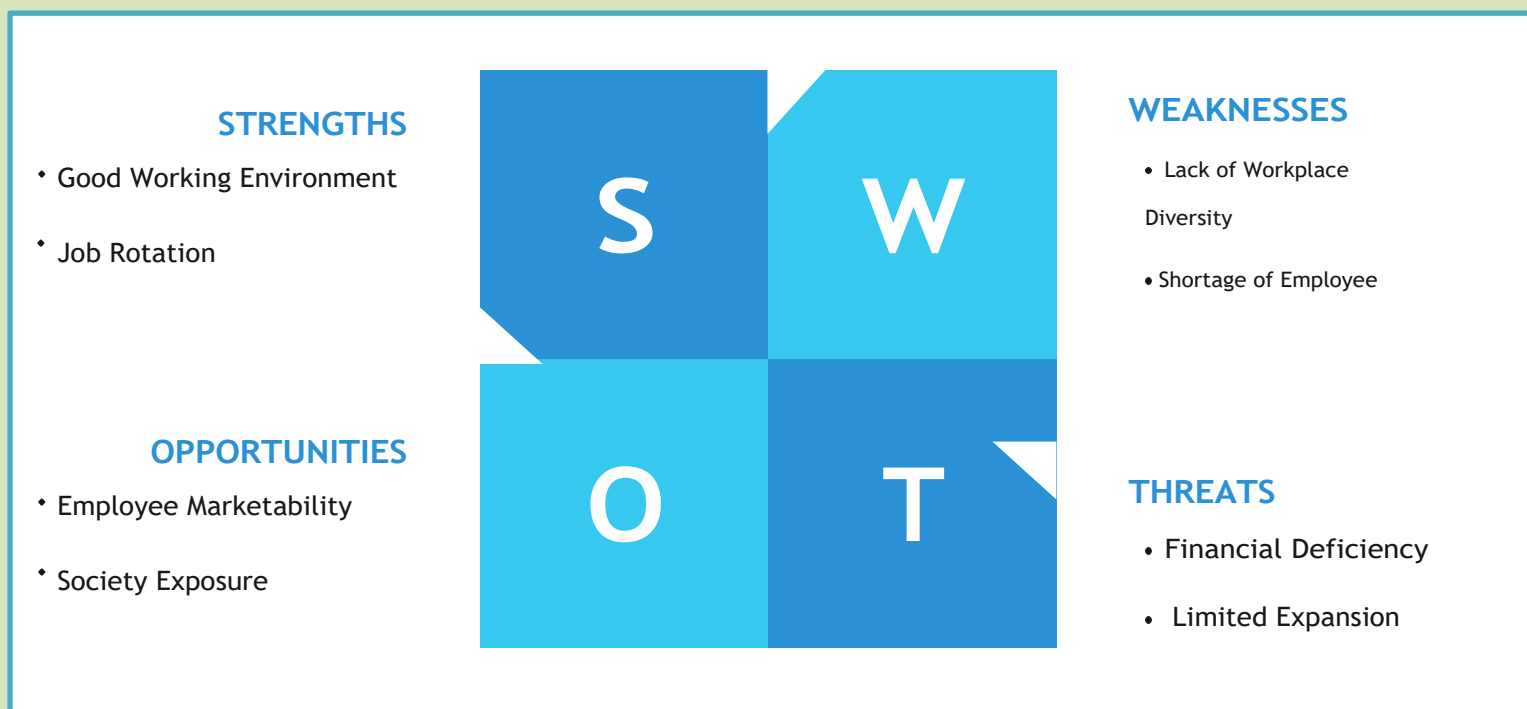


SWOT ANALYSIS

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats. These words make up the SWOT acronym. The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy. To do this, SWOT analyzes the internal and external environment and the factors that can impact the viability of a decision.

The following is the SWOT analysis for University Malaysia Kelantan (UMK):

SWOT diagram:





STRENGTH



1. Good Working Environment

People are social creatures by nature. Considering that people spend a third of their life at work, it is obvious that having supportive coworkers will boost employee satisfaction. If coworkers are more comfortable with one another, they will feel more comfortable sharing their opinions, contributing to brainstorming sessions, and endorsing new ideas. The atmosphere in which employees worked at UMK was truly one of familial brotherhood. Strong mutual understanding makes communicating at work much easier. The mutual assistance between them also demonstrates how well the processes operate, with each person learning something new while simultaneously assisting the others in understanding it. They were all eager to provide a helping hand to one another and didn't hesitate to ask one another for it.

2. Job Rotation

The term job rotation is a human resources management method in which workers are routinely rotated among various tasks or positions within a company. Job rotation's main goal is to expose staff members to a variety of departments and roles, giving them exposure to a wider range of experiences and abilities. This approach was put into practice at University Malaysia Kelantan (UMK) so that the staff member may continue developing and accumulating expertise over time. They were able to examine each employee's skills and talents in this way, which also helped to evaluate person-job fit and inspire motivation. While some employees may already possess a specific set of abilities, others may be able to expand their skills and uncover latent talents by undertaking various responsibilities. By doing this, the organization will also benefit in several ways as it will be able to gather ideas from various perspectives.



WEAKNESSES



1. Lack of Workplace Diversity

Diversity in the workplace fosters the development of fresh viewpoints, innovative ideas, and helpful feedback while upholding a culture where everyone is valued and feels that they are contributing to a shared objective. Since every employee at UMK is Malay, managing the faculty and students is a challenge because of their mixed ethnic backgrounds. This problem may cause certain barriers to emerge. Additionally, to engage with students without touching delicate subjects, staff members need to acquire additional knowledge. Diversity helps the company satisfy the needs of an increasing number of diverse customers while also encouraging creativity and innovation. Research has indicated a connection between company success, including increased earnings, sales, customers, and market share, and racial or cultural diversity.

2. Shortage of Employee

The shortage of employees is now regarded as a serious problem that many businesses are facing. This problem must be handled more skillfully since it will have an adverse influence on the performance and growth of the organization in the future. It is noticeable that the shortage of employees exists in the organization when I join as an intern at UMK. The amount of work wasn't much but it still shows the hint of scarcity in workforce where there is certain part of work were often to be abandoned as other employees were working on more important task. The issue rise to the surface when there was employee that are absent and sudden load of task.



OPPORTUNITIES



1. Employee Marketability

Generally speaking, a marketable employee is someone that prospective employers are interested in recruiting. However, it is also feasible to determine how an employee could portray oneself as appealing and essential to the company, as this is vital to their job continuity. It is a commitment to constantly upgrading their knowledge and abilities to be up to date, competitive, and well-positioned to compete for work in a range of market scenarios. The job rotation method at UMK has contributed to the production of employees who are multi-skilled and knowledgeable in various areas of the work-related activity. The person will be in more demand for any future employment if they have these several skills and areas of competence. This also will portray UMK as a great working place as it able to equip employees with various skills and expertise.

2. Society Exposure

The term society exposure usually describes an individual's interactions or experiences inside a community or society. It entails participating in social settings, interacting with other groups, and encountering a range of social, cultural, and economic elements that influence the community. Exposure to society has a significant impact on people's development, promoting empathy, understanding, and a sense of shared responsibility for the community in which they live. Most of the events organized at the Faculty of Hospitality, Tourism, and Wellness involved the outside society and were not exclusive to faculty members, which gave them enough opportunity to interact with society. They frequently promote the third party's participation in most of their events. As a result, the UMK's name was readily spread across society without requiring them to do any advertising for their group.



THREATS



1. Private University

Private colleges sometimes rely on tuition-dependent funding sources, such as private gifts and student fees, to function. They may occasionally face accusations that they are stealing resources and students from public institutions, which are usually supported by the government. Since individuals have more options for pursuing higher education, the rise of private universities in the modern world, which provide a wider range of options for continuing education, poses a challenge to public universities like UMK. Although there are more alternatives and opportunities, this could be advantageous for society overall, but it will still pose a danger to competition.

2. Limited Expansion

Limited expansion refers to a scenario where a business or entity faces constraints or restrictions that prevent or hinder its growth beyond a certain point. Several factors can contribute to limited expansion. UMK as a university were force into a limited expansion as the company were focus towards the education sector. Because of this, the growth of the company tends to be focusing on the education growth. This will cause the abandonment of other sector growth.



RECOMMENDATION

DIVERSE RECRUITMENT

The goal is to create a workplace that is inclusive, and representative of the diversity found in the broader population. Increasing diversity in the workforce has several advantages, such as increased creativity, innovation, and problem-solving skills. This shows that this method doesn't just able to improve the lack of workplace diversity but also able to promote more advantages. It creates a more dynamic and adaptive workforce that can better serve a diverse customer base and respond.

ATTRACT AND RETAIN TALENT

Offering benefits and compensation that either match or beyond industry norms. It is an essential component in luring, keeping, and inspiring bright workers. Salary, bonuses, benefits, and other incentives must be included in competitive pay packages to able to attract more candidates. Consider offering flexible work hours, remote work options, or compressed workweeks to appeal to a broader range of candidates. Highlight opportunities for growth and development within the company. Invest in training and upskilling programs for existing employees to fill skill gaps.

COLLABPRATION WITH PRIVATE UNIVERSITY

Private universities often engage in cutting-edge research and development, contributing to advancements in various fields. This can enhance the overall research profile of the educational sector. As it poses as a threat towards public universities such as UMK, it is also an opportunity if everything were planned out right. By collaborating with the private universities, UMK can utilize the technology and the RND that exist there to improve the current state of the organization and also for future growth.

NICHE IDENTIFICATION

Niche identification is the process of discovering and defining a specialized segment of the market that has unique needs and characteristics. It involves finding a distinct and specific target audience that is not adequately addressed by mainstream products or services. Considering that UMK was established as an entrepreneurial institution. They should take advantage of these benefits and apply the concept and output generated by the students to further their development in the business division. Making use of this benefit, benefits the student as well as the organization's growth.



CONCLUSION

In summary, this shows that the SWOT analysis plays a huge role in the organization. It helps companies stay competitive and succeed in the long run. It also promotes a healthy work culture and makes organizational change easier. The involvement of this SWOT analysis will surely help University Malaysia Kelantan (UMK) in solving their current problem and improve for the future of the organization. The weaknesses and the threats towards the organization can be easily apprehended and the strength and opportunities can be fully utilized by this through and thorough analysis.

Aside from that, my colleague has really assisted me in learning important lessons, particularly in teaching me to constantly look for new experiences wherever I go. Opportunities for my professional development and progress have also been made possible by my favorable work environment. In addition, my internship has strengthened my networks and improved my communication and cooperation abilities. Working with people from all sectors and backgrounds gave me the chance to learn the importance of having a supportive team and a great work environment. My capacity to adapt to various work styles and function well in diverse teams has also increased as a result of these wonderful experiences.

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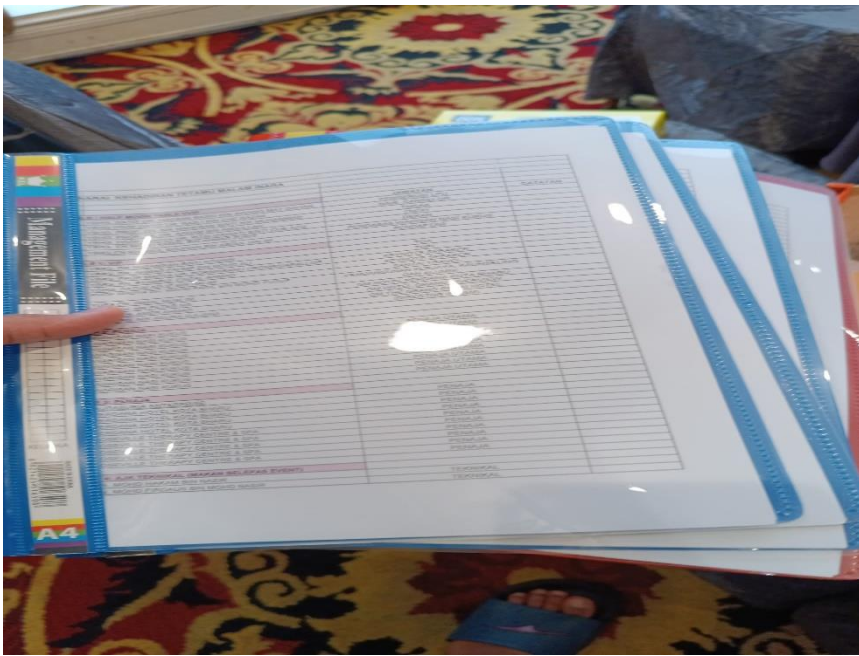
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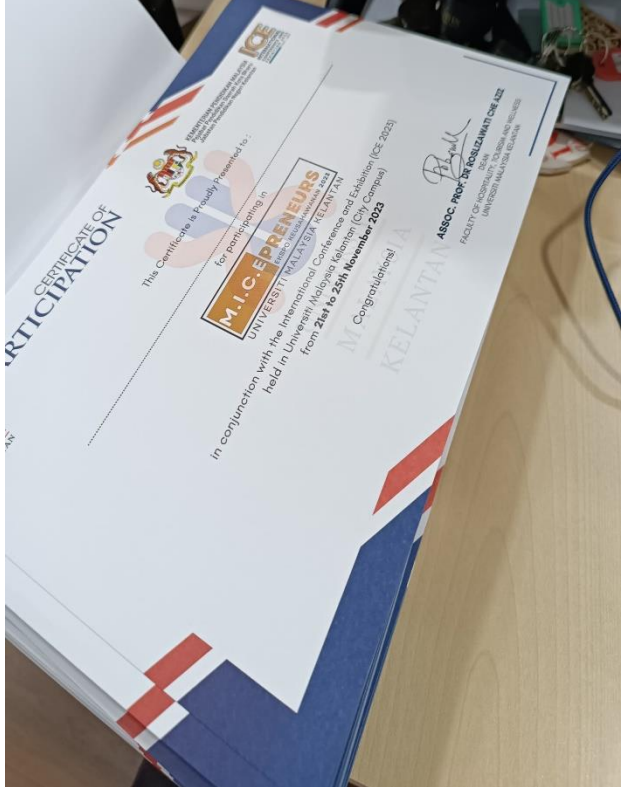
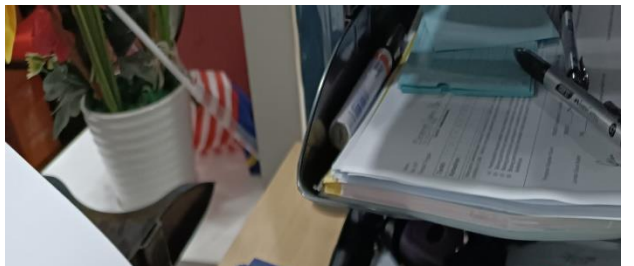
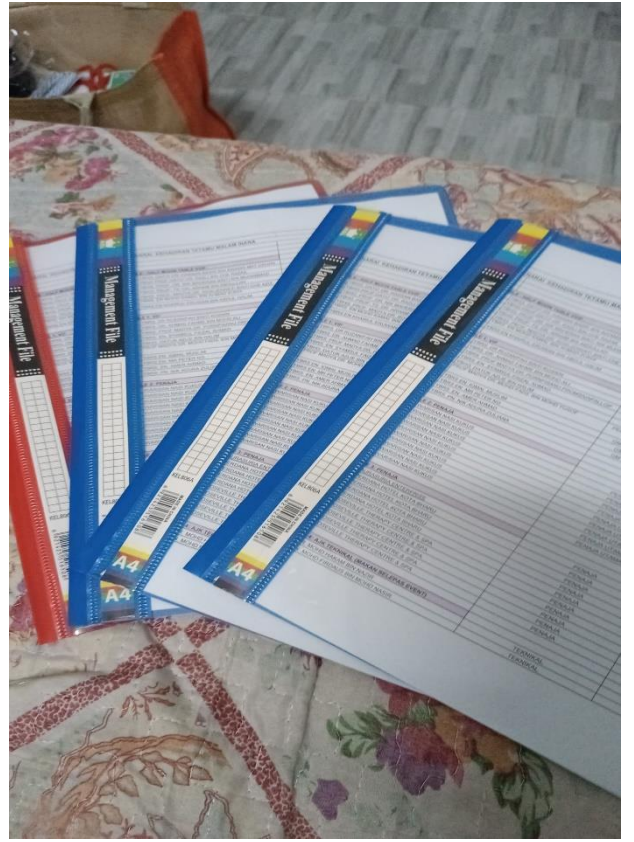
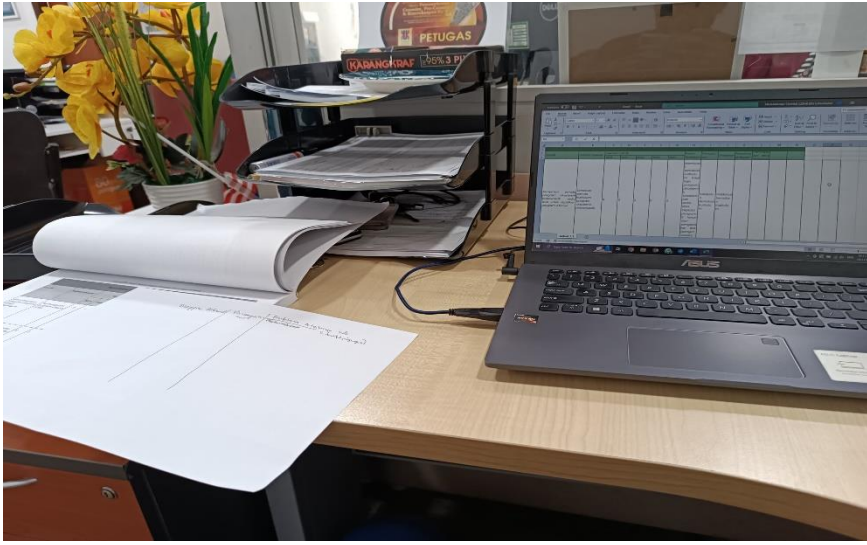
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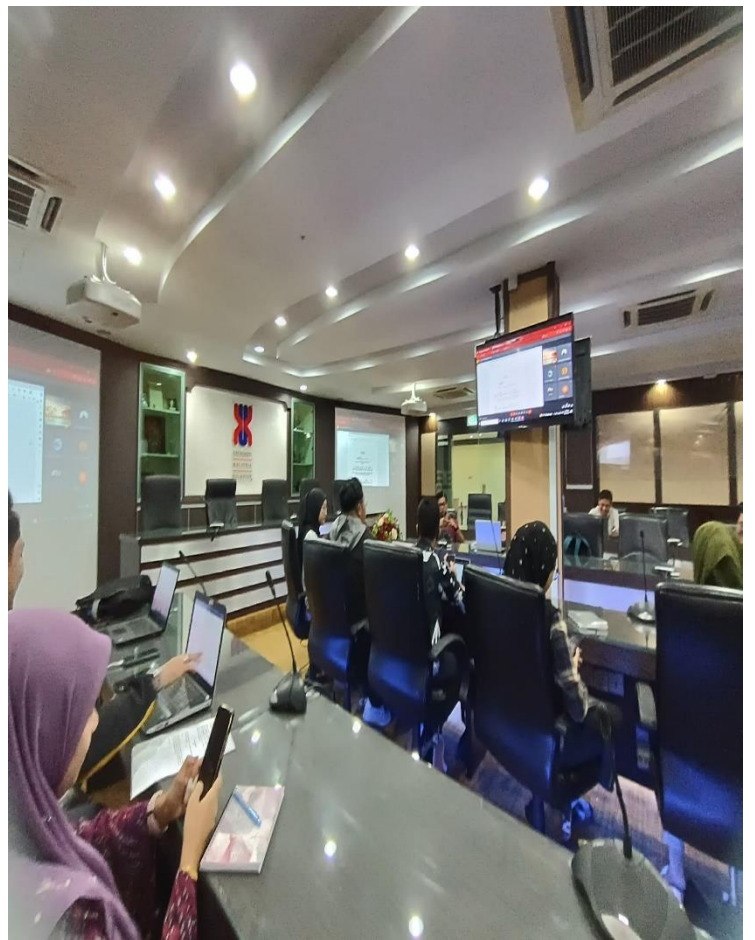
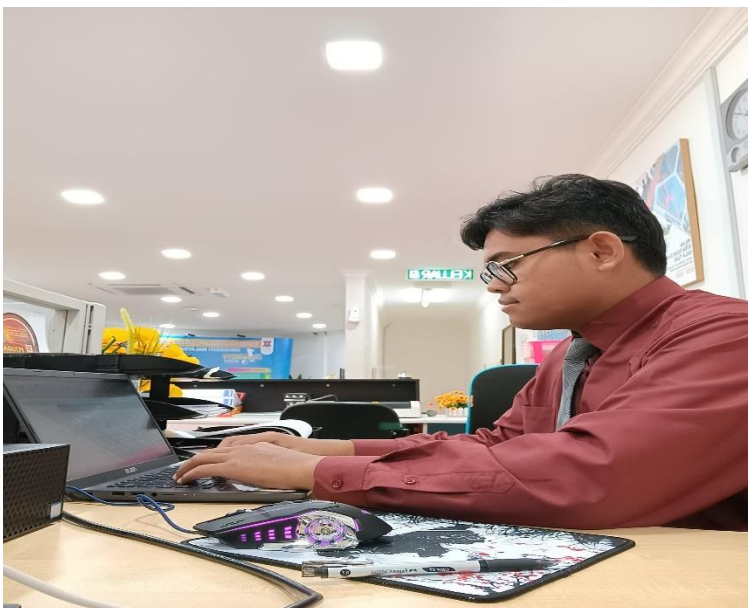
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APPENDICES











INDUSTRY & ACADEMIA
Recognition Awards

InaRA

IN CONJUNCTION WITH
INTERNATIONAL CONFERENCE AND EXHIBITION (ICE) 2023

SATURDAY **25** DEWAN PUTERI SA'ADONG 3 GRAND RIVERVIEW HOTEL

TIME: 8 PM - 11 PM

Event Organized by

FACULTY OF HOSPITALITY, TOURISM AND WELLNESS

ENTREPRENEURSHIP IS OUR THRUST



