

NOR IRDINA

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MAGAZINE

Industrial Training Report (MGT666)



Prepared for:

Dr. Mohd Zailani bin
Othman

August 2024 - January
2025



SURAT KEBENARAN

Tarikh : 10/2/2025

Kepada :

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Maklumbalas (I)



Setuju



Tidak Bersetuju

Tuan/Puan

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Nama Pelajar	NOR IRDINA BINTI AHMAD JAMRI		
No. Matriks	2022879612	Nama Program	PENGURUSAN SISTEM PEJABAT
Tajuk Laporan	INDUSTRIAL	Nama Syarikat	UITM.

TRAINING REPORT (MGT666) - UITM

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar

Nama Pegawai : DR. NOR AZMAWATI HUSAIN
Jawatan : PENYELARAS LATIHAN INDUSTRI
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

DR. NOR AZMAWATI HUSAIN
Pensyarah Kanan
Jabatan Pengurusan dan Pemasaran
Fakulti Pengurusan & Perniagaan
Universiti Teknologi MARA (UiTM)
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Kampus Bandaraya Melaka

Acknowledgement

Firstly, I am very grateful to Allah S.W.T, with His blessings and helps, everything that we planned for this task, “Industrial Training Report (MGT666) - UiTM” worked out well and then led me to complete it with a great success.

Then, I would like to express our deep and sincere gratitude to my beloved supervisors, Dr. Geetha A/p Muthusamy and Dr Nor Azmawati Husain, my beloved advisor, Dr Mohd Zailani Bin Othman who have always been helping and guiding me steps by steps patiently for during the whole process of completing this report. They also have taught me the right methodology on how to prepare an excellent report by sharing us a lot of information to meet the criteria required. Their dynamisms, visions, sincerity, and motivations have deeply inspired us, and we appreciated very much.

Not to forget to mention, my family members for their moral support given to me. Finally, I would like to thank everyone who got involved either directly or indirectly in completing the task. This would not have been possible without their help. Thus, I really hope that my report can inspire and motivate more students out there to join and challenge themselves to do better than me in the future.



NOR IRDINA AHMAD ZAMRI

I am a dedicated and detail-oriented graduate with a Bachelor's degree in Office Systems and Management from Universiti Teknologi MARA (UiTM). With experience in customer service and administrative support, I have developed strong communication, teamwork, and organizational skills.

Contact

Experiences

Industrial Training - UiTM Kampus Bandaraya Melaka

August 2024 - January 2025

- Act as the primary point of contact for students, faculty, and industry partners regarding internship-related matters.
- Prepare official correspondence
- Provide guidance to students on professional behavior and expectations in the workplace.

Sales Assistant - AEON CO. (M) BHD

February 2022 - October 2022

- Provide quick and professional assistance to customers' questions and complaints.
- Work towards meeting individual and team sales targets set by the management.
- Assist in regular inventory checks to keep stock records accurate.

Projects

- The Beginner's Guide - Technical and Logistics Bureau (May 2023)
- VIBE2RECYCLE - Safety Bureau (November 2023)
- Rent-a-Room - Member (December 2023)
- Melaka International Intellectual Exposition 2024 (NeuroBrilliance) - Leader (May 2024)
- Mental Health of Part 5 Students in University Technology Mara (UiTM) Campus Bandaraya Melaka - Member (July 2024)

Educations

Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka

2022 - Present

Bachelor in Office Systems and Management (Hons.)

CGPA: 3.13

Universiti Teknologi MARA (UiTM) Kampus Alor Gajah

2019 - 2022

Diploma in Office Management and Technology

CGPA: 3.52

SMK Padang Temu

2014 - 2018

Sijil Pelajaran Malaysia (SPM)

Awards & Achievements

- Dean List for Diploma in Office Management and Technology
- Melaka International Intellectual Exposition 2024 (NeuroBrilliance) - Gold (Innovation)

Competencies

Computer Literacy (Microsoft Word, Excel and PowerPoint)

Good Communication

Writing

Team Player

Flexible

References

DR GEETHA A/P MUTHUSAMY

Senior Lecturer/Industrial Training Unit Coordinator

DR NOR AZMAWATI BINTI HUSAIN

Senior Lecturer/Industrial Training Unit Coordinator

Executive Summary

Located in UiTM Kampus Bandaraya Melaka, the Practical Training Unit is an integrating force in linking the academic aspect of learning with the real-world professional experience. There are several ways that can be initiated by the unit in preparing students and candidates for internships, for instance, structured seminars, personal mentoring, and an effective support system for candidates. These systems add the values and competencies needed to work in the industry; however, this well-constructed system still operates on a manual record-keeping technique that suffers from a plethora of challenges such as increasing inefficacy, peril of data entry error, and unsafe data breaches. Lack of automation in the system, accompanied by poor student monitoring, brings about other flaws like assignments of menial jobs to interns or selection and hiring bias against companies.

These issues could be resolved with the adoption of advanced technologies in furtherance of an AI-driven system, as such AI systems could immensely improve the operational efficiency. The record-keeping should be automated to increase accuracy of data, thus making the process efficient and ensuring the fairness of the internship placement. Increased synergy with industry partners can create more organized and targeted internship opportunities, which would match students' academic background and career aspirations. Subsequent digital tracking and feedback systems would allow for real-time monitoring to guarantee that the students are getting meaningful hands-on experience without being exploited. In essence, a modernization plan that incorporates technology and creates a strategic partnership with the industry would enhance the Practical Training Unit's efficacy in better preparing students for today's extremely competitive job market thereby increasing their employability.

Company's Profile

Universiti Teknologi MARA (UiTM) was incepted in 1956 when it was first called the Dewan Latihan RIDA (Rural and Industrial Development Authority Training Centre). With this, its prime function is to provide education and training for Bumiputera students from Malaysia. Then, in 1965, the university upgraded to Maktab MARA (MARA College) and later became Institut Teknologi MARA (ITM) in 1967, expanding its academic programs and campuses. ITM was awarded university status in 1999 and officially became Universiti Teknologi MARA (UiTM) in recognition of its contributions to higher learning.

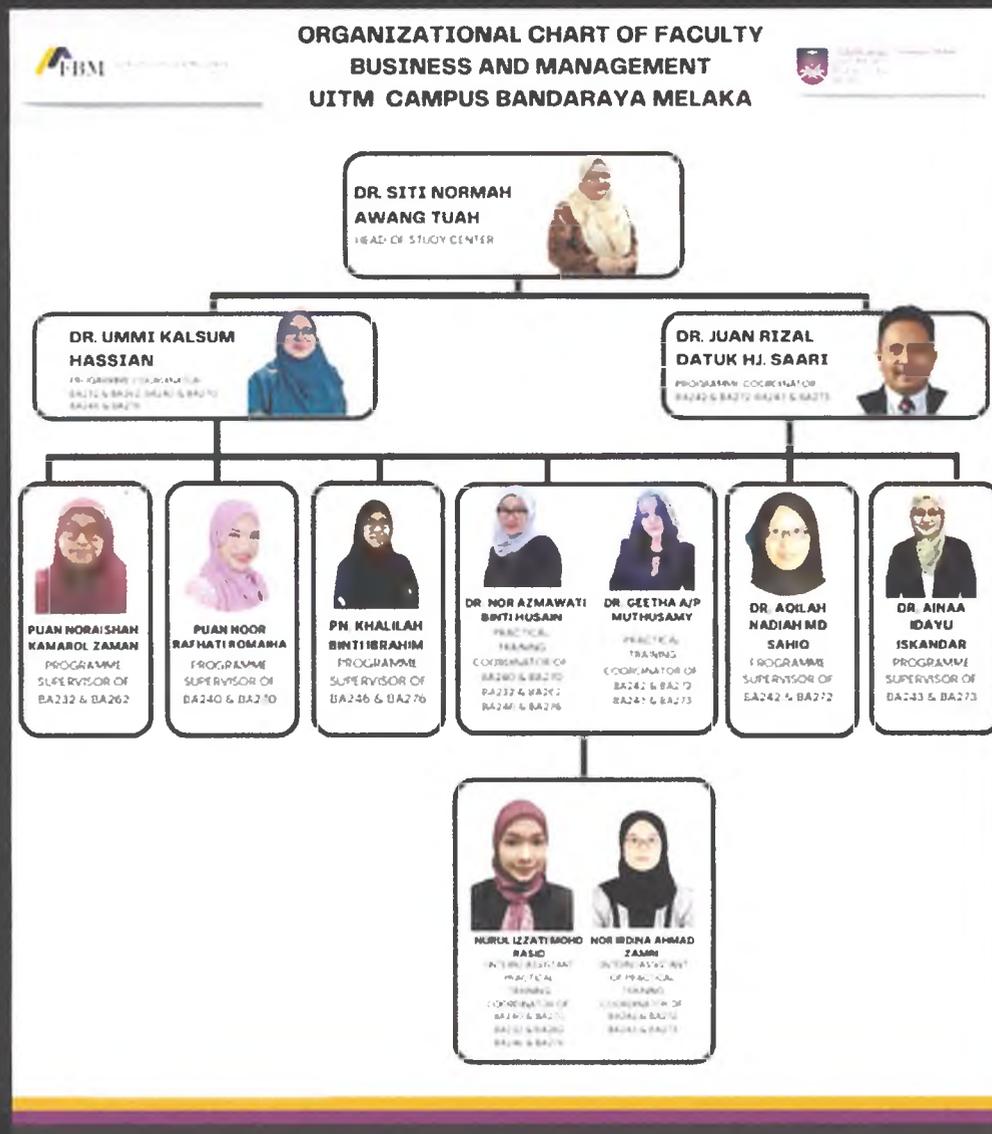


For several years now, UiTM has become the largest public university in Malaysia with several branches all over the nation offering diploma, degree, and postgraduate courses in various fields. As for now, UiTM is committed to developing Bumiputeras through quality education, research, and collaboration with the industry, in line with the national goals for the development of Malaysia, while also promoting academic excellence and global competitiveness. Being a university of outstanding quality as recognized for its academic excellence in training graduates who are globally competitive and ethically grounded, empowering Bomiputeras in professional fields of international standards. Their mission is to advance Bumiputeras' knowledge and skills through professional programs, research, and community service

based on morally and ethically upright values. The Office of the Deputy Vice-Chancellor (Academic and International) ensures that UiTM's academic activities are developed in tandem with Malaysia's high education aims. This includes keeping abreast of professional standards, encouraging research and innovation within the delivery of the teaching program, management of the academic processes, and provision of clear directional settings on education growth. It also supports quality assurance in teaching, learning, and assessment activities.



Organizational Structure



At the Faculty of Business and Management, UiTM Campus Bandaraya Melaka benefits from a well-defined structure, which ensures smooth academic operations and timely support to students. The top hierarchy starts with Dr. Siti Normah Awang Tuah as Head of the Study Centre, who is in charge of overseeing all activities under the Faculty. The programs are then coordinated by two key program coordinators, Dr. Ummi Kalsum Hassian and Dr. Juan Rizal Datuk H. Saari, to ensure the standards of each program comply with the educational standards set by UiTM.



Aside from these program coordinators, Puan Nor Aishah Kamarol Zaman, Puan Noor Rahfati Romaiha, and Pn. Khalilah Binti Ibrahim work with them to run the programs and attend to student needs. Dr. Nor Azmawati Binti Husain and Dr. Geetha A/P Muthusamy provide an overview of Practical Training Coordinators, facilitating the preparatory aspect of industrial internships for students by ensuring they gain the necessary exposure and practical learning experiences.

Other faculty members like Dr. Aqilah Nadiah Md Sahiq and Dr. Ainaa Idayu Iskandar help in providing academic support to certain courses as program supervisors. At the administrative level, Nurul Izzati Mohd Rasdi and Nor Irdina Ahmad Zamri help in overseeing the day-to-day operations, internship coordination and student affairs. The hierarchy thus functions to ensure that an efficient academic system guides students toward academic success and professional preparedness.

Products/Services

UiTM offers two main types of programs for full-time students: postgraduate and degree programs, each with its advantages. The master's and PhD programs are available in two modes—coursework and research. Coursework allows students to build practical knowledge through classes, assignments, and exams, ideal for those seeking career advancement in their field. The research mode focuses on independent research and thesis writing, which benefits students interested in academic or specialized research careers.



Faculty of Business & Management

Pre Diploma

BA002 / BA003 - Pre Diploma In Commerce

Diploma

BA111 - Diploma In Business Studies

BA115 - Diploma In Business Studies (Insurance)

BA118 - Diploma in Office Management and Technology

BA119 - Diploma in Banking Studies

Bachelor Degree

BA232 - Bachelor in Office Systems Management (Hons.)

BA240 - Bachelor of Business Administration (Hons.) Marketing

BA242 - Bachelor of Business Administration (Hons.) Finance

BA243 - Bachelor of Business Administration (Hons.) Human Resource Management

BA246 - Bachelor of Business Administration (Hons.) International Business

Faculty of Communication and Media Studies



For undergraduate students, UiTM offers five bachelor programs including Bachelor's in Office System management, Bachelor of International Business, Bachelor of Marketing, Bachelor of Finance, and Bachelor of Human Resource Management, providing a variety of choices to match their interests and career goals. This variety helps students gain relevant knowledge and skills, enhancing their employability and future opportunities.

Training's Reflection

I undergo industrial training for 24 weeks or 6 months starting from 12 August 2024 to 24 January 2025, at the Practical Training Unit of UiTM Campus Bandaraya Melaka. I was responsible as an admin in the Practical Training Unit. I must ensure that the internship process runs smoothly by managing multiple tasks. To match students to internships, I must regularly update and inform all information regarding internship placement offerings to the intern students via the telegram platform. For example, I should post a job or internship offer in marketing to the marketing students. I also handle record-keeping by organizing student applications, placement records, and feedback for future use. Besides that, I am also responsible for monitoring to ensure they gain relevant experience and addressing problems like misuse if a company overloads them with work. Next, I should provide student support by replying promptly to emails or messages from students, lecturers, or administrators explaining the

steps to apply for an internship or resolving placement issues. Lastly, I prepare formal letters like internship confirmation letters for students or correspondence to the companies, ensuring everything is clear and professional. During the internship, I gained many intrinsic and extrinsic benefits. I applied my academic knowledge practically. For example, I executed my diploma knowledge when preparing a formal letter and doing documentation. I also implemented the correct keyboarding skills. These skills are vital because they allow me to deliver excellent written communications and complete data entry projects accurately and promptly. Then, I became more confident when interacting and communicating with students and lecturers. For example, I used to be anxious and stutter when picking up phone calls, but now I am calmer and fluent. Next, it enhances my ethical and professional development. I am responsible for handling messages and emails from students and lecturers therefore, I

must professionally respond to them. Proper email etiquette prevents misunderstandings and potential conflicts and reflects my personality. Lastly, I improved my skills. I used to be weak and had little knowledge of Excel skills. It was very troublesome for me since I needed Excel often to monitor and record the data of the internship students. However, as time went by, I enhanced my Excel skills. I learned many things during this internship period.

www.utm.edu.my

 UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

Tanah : 30 April 2024
Surat Kami : 100KBM (HEA/FPP 14/3/31)

KEPADA YANG BERKENAAN

Tuan/Puan,

PERMOHONAN MENJALANI LATIHAN INDUSTRI
(Tempoh Latihan: 12 OGOS 2024 – 24 JANUARI 2025)
*bertaklik kepada tanah pelajar melapor di

Perkara di atas adalah dirujuk:

2 Sukacita dimaklumkan bahawa pemohon merupakan pelajar Ijazah Sarjana Muda Pentadbiran Perniagaan (Kepujian) Fakulti Pengurusan Perniagaan, UiTM Kampus Bandaraya Melaka dan ingin memohon menjalani latihan industri di organisasi tuan/puan. Berikut adalah keterangan pemohon:

Nama Pelajar :
No. Pelajar :
No. Telefon :
Email :
Kod/Nama Program : BA202 (SISTEM PENGURUSAN PEJABAT)

3 Latihan industri akan dijalankan selama 24 minggu dan pelajar dikehendaki menjalani latihan industri selama tempoh yang ditetapkan sebagai salah satu syarat wajib penganugerahan Ijazah Sarjana Muda Pentadbiran Perniagaan, Universiti Teknologi Mara. Sepanjang tempoh latihan industri, semua pelajar kami telah pun dilindungi insurans kelompok kemalangan dari UiTM.

4 Sekiranya pihak tuan/puan menenai permohonan ini, tuan/puan diminta untuk mengesahkan Surat Jawapan yang dilampirkan. Surat jawapan boleh dikembalikan semula melalui emel atau melalui pelajar. Tanah akhir bagi pelajar membenarkan jawapan kepada Unit Latihan Praktikal adalah 01 Ogos 2024. Diharap pihak tuan/puan dapat memberi maklumbalas sebelum tanah ini.

5 Untuk makluman, pelajar akan memulakan latihan industri sebelum keputusan peperiksaan akhir dikeluarkan. Sekiranya pelajar GAGAL mana-mana kursus selepas itu, pelajar hendaklah berhenti menjalani latihan industri di organisasi tuan/puan dan kembali ke universiti bagi menjalani sesi pengajian semula di kampus.

6 Sokongan dan kesudian daripada pihak tuan/puan adalah amat dihargai dan didahului dengan ucapan terima kasih.

HUR HAZWANI MOHAMAD ROSELI
Penyetaras Latihan Industri
Bachelor in Office Systems Management (Hons)
Bachelor of Business Administration (Hons) Marketing
Bachelor of Business Administration (Hons) Human Resource Management
No. Tel: 012-5527424/06-2857119
Email: praktikalfppmelaka@utm.edu.my

Surat ini adalah cetakan komputer. Tanda tangan tidak diperlukan.

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 UTM



This study will highlight the issue relating to manual systems in the Practical Training Unit of the Faculty of Business and Management at UiTM Kampus Bandaraya Melaka. This issue causes inefficiencies and errors. The manual system is the process of managing data and tasks without the help of automated tools or technology. It typically involves the implementation of paper-based records, handwritten documentation, and physical filing. For example, students must fill in the form manually and submit it to the unit. The unit receives it and saves it in the file. In such situations, tasks like data entry, retrieval storage, and communication rely on human effort, which can cause inefficiencies, errors, and slower operations. Since the manual process is inefficient, employees can be less productive since it consumes too much time on mundane documentation instead of value addition. While it may be more low-volume environments, a manual system often struggles to keep up with the demands of modern business operations, especially in terms of accuracy, speed, and effectiveness.

PROBLEM

There are a few reasons why the unit has been using the system. Firstly, the unit lacks funds because UiTM provides world-class education with one of the most affordable tuition fees in the country. A study conducted by Diana (2013) found that most respondents chose to further their education at UiTM due to its enrolment fees which were more affordable than those of other government or private higher education institutions. UiTM's affordable enrolment fees make it accessible to many students, but this also limits its income from tuition. With lower revenue, UiTM must prioritize essential needs like maintaining campuses, paying staff, and supporting students. Due to this, the administration has a limited budget and cannot afford to implement online or advanced systems because most of them are high-cost as they are complicated and require experts to build. Then, the coordinators insist on changing from manual to online systems. Changes have become fundamental to an organization or unit because of advanced technologies, new business development strategies, and globalization. Cummings and Worley (2019) explain that the rapid global, economic, and technological developments cause change to be a continual aspect of organizational life. However, change is not always easy or welcomed by everyone. Resistance often arises from the pressures of change, and many well-planned restructuring efforts fail when faced with strong opposition (El-Taliawi, 2018; Bradutanu, 2015). According to Cohen and McWilliams (2021), resistance refers to attitudes or behaviors that show a person's reluctance to support or accept change. Similarly, Farrell (2021) describes resistance as actions aimed at protecting individuals from the effects of actual or perceived change. When employees resist change, it reflects their unwillingness to adapt to the adjustments needed to improve organizational or unit productivity. One of the top reasons is that the coordinators exhibit higher resistance and reduced support for change. This poor role modeling influences employee behaviors and their support for the change. Next, the Industrial Practical Unit uses a manual system because of limited infrastructure. For example, it does not have a paper shredder machine, affecting practical students to dispose of confidential documents or files. The unit also lacks a computer. Due to that, they must bring their laptops. For the final point, managing a large student population requires significant resources, which further stretches the budget. As a public university, UiTM also relies on government funding, which may not always be enough to cover the high costs of acquiring and maintaining advanced technologies.

SWOT ANALYSIS

Strengths

1. Preparing Pre-Internship Readiness
2. Efficient Support System for Student Internship

Opportunities

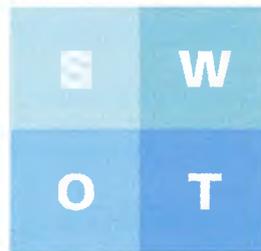
1. Advanced Technology
2. Collaborations and Job Opportunities

Weaknesses

1. Higher Risk of Errors
2. Security and Confidentiality Concerns

Threats

1. Misuse of Students for The Internship
2. Selection Bias by Companies

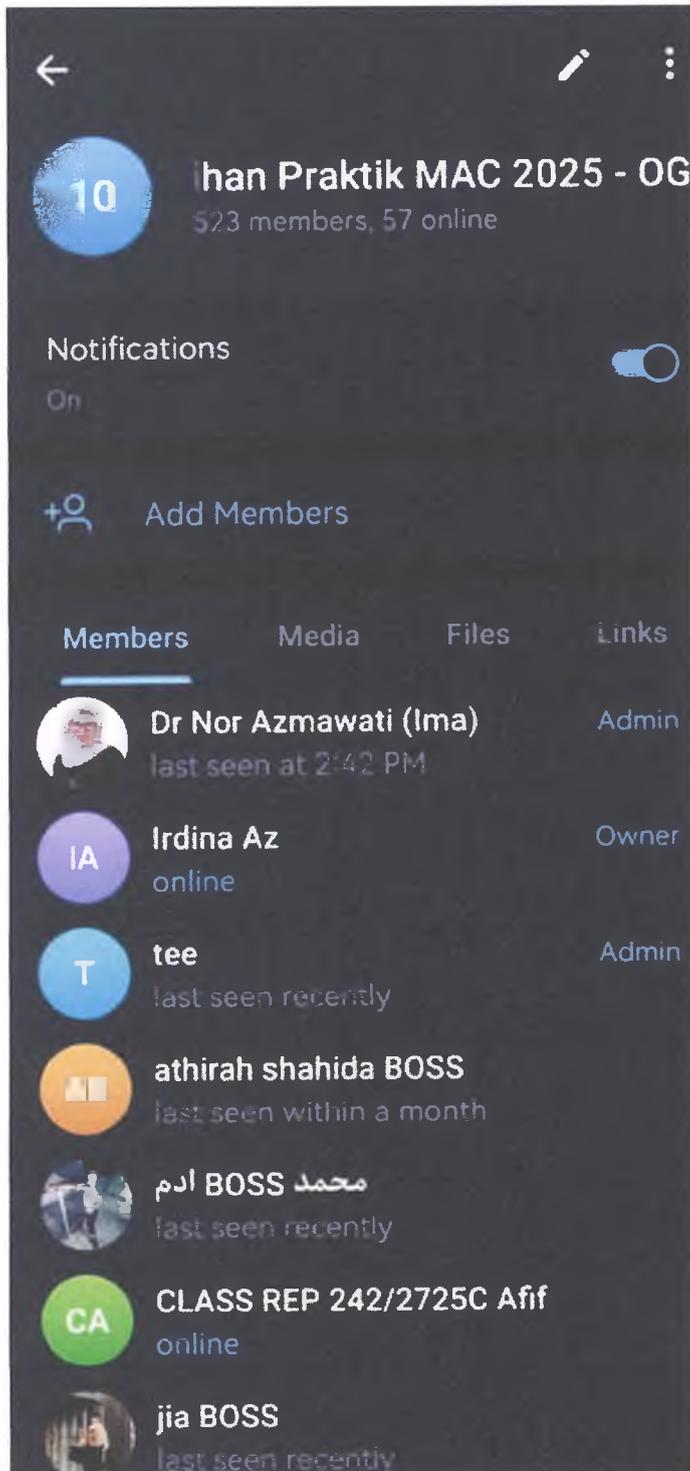


STRENGTH

) Preparation for Pre-internship Readiness: The unit excels in preparing pre-internship readiness even with a manual system through effective preparation strategies designed to meet students' needs. The Practical Training Unit organizes three seminars that provide essential information about real workplace situations. The first seminar is Taklimat Awal, conducted before the students of part 5 start their internship. Next, one of the main objectives of conducting Taklimat Persediaan is to hand out buku log and kad perjumpaan to them. The third seminar, Taklimat Akhir, will be online three or four weeks after they start their internship. For instance, coordinators share real-life examples of challenges or difficulties experienced by alumni during their internships, such as managing workplace conflicts, improving time management, or adapting to a professional environment. By discussing these experiences, coordinators help current students recognize potential obstacles, learn how to address them, and better prepare for similar situations during their internships. This approach offers students practical advice and valuable insights to enhance their readiness and performance. Despite not having advanced digital tools, the unit relies on structured and efficient processes to match students with internship opportunities that align with their areas of study.

SEKOLAH SAKSEKAWAT YANG BOLEH DIPICHIK UNTUK MENJALANI LATIHAN PRAKTIKAL

A	B	C
SENARAI SYARIKAT YANG BOLEH DIPICHIK UNTUK MENJALANI LATIHAN PRAKTIKAL		
NO	NAMA SYARIKAT	WEBSITE
1	A tu Z Wedding House Sdn Bhd	https://www.atuz.com.my/
2	Addar Global Sdn Bhd	http://addarbeauty.com/
3	AEON CO. (M) BHD	http://www.aeonretail.com.my/
4	Aly Haniff Group (M) Sdn Bhd	https://alghaniff.com/
5	Alam Flora Sdn. Bhd. Selangor	http://www.alamflora.com.my/
6	ALKAHFI LESTARI OIL & GAS SDN BHD	https://www.alkahfi.com.my/
7	ALLNEX MALAYSIA SDN BHD	https://allnex.com/en
8	AMANA SAHAM NASIONAL BERHAD	https://www.asnb.com.my/
9	AMTIS Solution Sdn Bhd	https://amtis.com.my/amtisv4/
10	Ancasa Residences PD	https://www.ancasahotels.com.my/port-foctickson/
11	Angkatan Koperasi Kebangsaan Malaysia Berhad Selangor	http://angkasa.coop/bm/index.php
12	ANGKATAN PERTAHANAN AWAM MALAYSIA NEGERI SEMBILAN	https://www.cwidofanon.gov.my/gsm-negeri/angkn-negeri-sembilan/
13	APG Marketing & Management	http://www.apgmarketing.com.my/online/



2) Efficient Support System for Student Internship: As demonstrated, effective help guarantees students great mental health. The researchers' explanations on why students with better support self-reported feeling better about themselves and performing academically, experiencing less emotional burnout, and having an overall better quality of life, in addition to more favorable adjustment to hardships, were more supportive of this outcome. Even with the absence of a fully automated system, the Practical Training Unit is still able to provide the best support system for the students. For instance, the unit provides the students with necessary information concerning the training programs like the types of companies they should apply for which include black-listed companies, and the procedures and requirements for internships. The

unit that assists students to get internship placements contacts companies on their behalf through emails and has established good working relationships with other industry partners. In a bid to enhance communication, students and teachers have Telegram groups, while students and other lecturers are in WhatsApp groups where questions and comments are shared within seconds. This approach provides maximum encouragement and confidence to students throughout the process and prepares them in advance for their internships, without having these advanced tools available.

WEAKNESSES

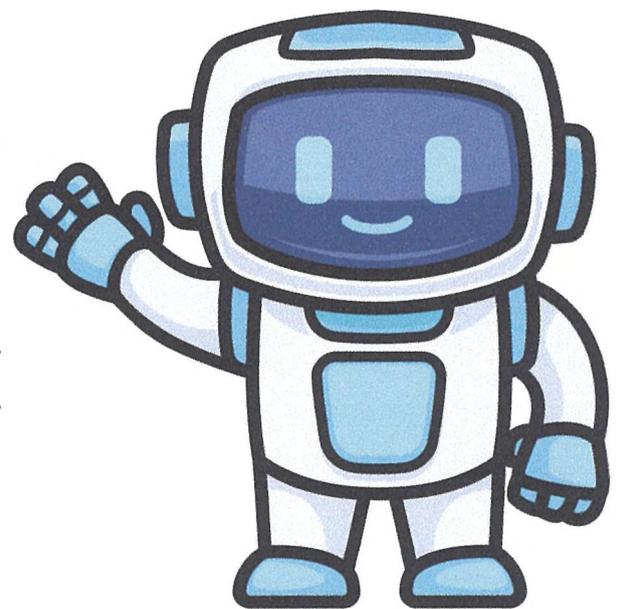
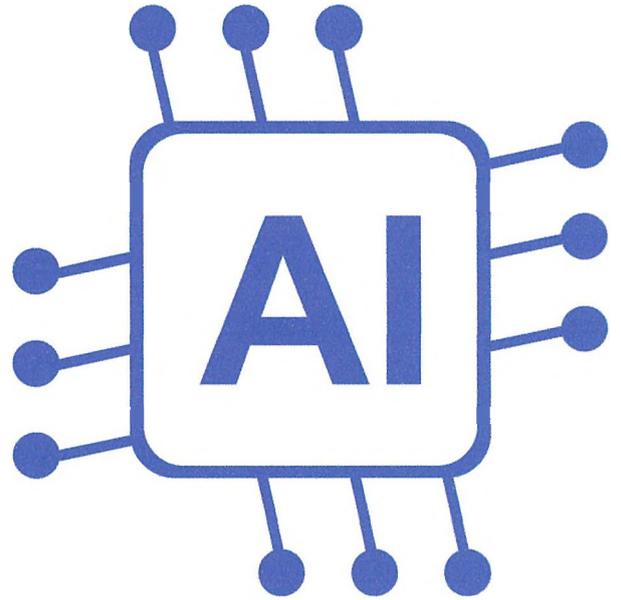
1) Higher Risk of Errors: Manuals can cause a higher risk of mistakes because the employee enters all data by hand. The research done by Rajabi, M., et al. (2020) - Errors in Manual Data Processing during Clinical Trials proved that there were more mistakes when the form was filled in manually. As for result, 163 errors the manually filled-in forms versus 46 in the semi-automated filled-in forms). For example, the employee could accidentally type the wrong number in student contact information or misplace a student's internship application in the wrong file. These errors can lead to many problems. If the data has incorrect information, it could delay their internship placement or confuse them with the company. Besides that, according to Wilson, K., Atkinson, K. M., & Bell, C. P. (2015). Travel vaccines enter the digital age: creating a virtual immunization record, even when meticulously prepared and perfectly legible at the time of documentation, paper records are easily misplaced. Misplaced files mean staff must spend extra time searching, which increases their workload and makes the whole process less efficient. These small mistakes add up, causing delays and making it harder to keep everything organized and on time.



2) Security and Confidentiality Concerns: One of the weaknesses of using a manual system is the lack of proper security and confidentiality measures, which can cause the exposure of sensitive information. For instance, an intern from UiTM once submitted a report about Bank Islam, and the librarian unknowingly uploaded and shared it on the official library website, making it publicly accessible. The report contained confidential information about the bank, which posed a serious security risk. As a result, Bank Islam demanded the university remove the report immediately, threatening legal action if they did not take it down anytime soon. This incident highlights the risks of using manual systems, where the absence of proper checks and controls can lead to breaches of confidentiality and potential legal issues. It underscores the importance of implementing more secure systems to handle sensitive data.

OPPORTUNITIES

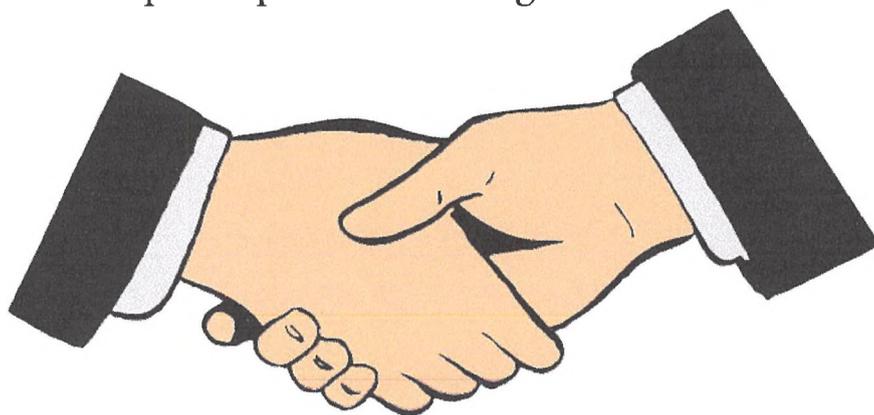
1) Documentation systems are witnessing unparalleled levels of automation, precision, and productivity owing to the introduction of advanced technologies like Artificial Intelligence (AI). Putting the aforementioned activities all together, AI assists the documentation system in the enhancement of workflow by automating important tasks like data input, sorting, filing, and real-time summarizing, thus enhancing the user experience with less manual work and fewer mistakes. The systems, through Natural Language Processing (NLP), can now perform intelligently, understand commands, and fetch information for users such as the Practical Training Unit so that they can easily find specific information. AI supports predictive analytics so that information relevant to what the user is currently doing is given to assist with decision-making and knowledge management. AI-enabled documentations systems enhance collaboration with users being able to edit, update, or review the same document online in real time and manage versions of the document. These systems also allow for supplementary access through cloud storage and security which increases accessibility and data safety. The main benefits of AI in documentation systems are enhancement of productivity, reduction of operational costs, data inconsistency, ease of searching, and improvement in user experience. These features make AI an invaluable tool for businesses, healthcare, education, government, and other industries that rely on efficient documentation and data management.



2) Collaborations and Job Opportunities: Interfirm collaboration plays a great role in ensuring a fresh graduate student is accommodated through innovation, skill development, and entry into the workforce. During joint ventures, research work, or projects that require further manpower, new job openings are created; partner entities assist each other. They allow resource-sharing, skills-sharing, and fund-sharing to set up internship programs, graduate trainee programs, and mentorship opportunities to equip young professionals with valuable industry skills. Such interns and graduate trainees will see that this structured environment provides

valuable experience for fresh graduates who may have little significant job experience in actual training, observance of real business operations, and mentorship by esteemed professionals.

Corporate collaborations often entail the exchanges of knowledge and the integration of technologies, and this can potentially lead to the creation of new industries and the expansion of existing ones, thereby creating further employment opportunities. Such collaborations also facilitate networking, whereby graduates may come to interact with their prospective employers, forge the relationships that they can choose to develop in their professional lives, and possibly embrace different career paths. Businesses can further empower emerging professionals to attain entrepreneurship through joint social responsibility initiatives, such as skills development workshops and incubators for startup projects, contributing to job creation. Indeed, such partnerships bridge the gap between theoretical knowledge and practical implementation while serving as a potent agent for economic growth, fostering innovation, and guaranteeing the availability of vibrant employment opportunities targeting graduates and other participants according to their skills and aspirations.



THREATS

1. The Company Misuse of Students for The Internship: Manual system causes the Practical Training Unit harder to keep track of what interns are doing at their placements. As a result, the companies misusing interns due to less oversight. For example, a record system might not capture information if there is a company assigns an intern only basic tasks like photocopying or running errands. It is because the system requires a manpower or employee to always update it manually from a time to a time,. Apart from that, without a digital way to collect feedback or track student activities easily, the Practical Training Unit cannot know either the students are getting valuable experience or being misused and bullied.

Assalamualaikum miss. Maaf mengganggu miss malam2 ni. Saya
Saya cuma nk buat aduan tentang tempat intern yg saya jalani
skrg ni. Tempat intern yg saya tenma offer dri company Ctra
Damai Auto Sdn Bhd di seksysn 18 shah alam. Saya dah cuba
apply banyak company hanya company ni saja yg terima. So nak
tknak saya kena tenma offer ni. Mulanya pihak company trsebut
call utk mngmbil saya intern dipitu. Saya terus tanya berkenaan
waktu bekerja dan jugak skop pekerjaan serta elaun. Tapi mereka
hnya mnjawab tentang waktu bekerja dan elaun sahaja.
Selebihnya mereka hanya akan bgtahu bila dftn/apordini. Pada
waktu melawat dipitu baru la saya tahu berkaitan apa kn kena
diakukan termasuk la mencuci tandas, mop, menyapu tangga
dan sbganya. Saya juga dibentahu pada waktu lunch, kami bdak
dibenarkan makan diuar. Hanya boleh bungkus dan makan di
pjbt kerana ianya ada dlm SOP syankat trsebut. Dan pada han ke
3 intern, saya telah diben arahan utk ke keda: perabot di puncak
alam. Apabila saya dan rakan2(7org student) yg lain smpi disana,
kami diarah supaya mengemas serta mngangkat perabot disana.
Saya berharap miss boleh mmbantu saya. jikalau saya dpt
menukar ke tmpt yg lain jika diben peuang 🙏

2. Company Selection Bias: Most of the offers received by the Practical Training Unit are from the companies that prefer hiring intern students for roles in administration or finance. It is due to the regular business needs, such as managing paperwork, organizing schedules, or handling budgets. Then, it creates a bias, as students from other courses like office system, marketing, or international business may struggle to find internships that match their skills. For instance, a company might post multiple openings for finance or administrative interns to assist with data entry or financial reporting, while ignoring opportunities for design students to work on marketing materials. As a result, students from non-administrative courses may feel left out, forced to apply for roles outside their expertise or struggle to find internships. This bias can lead to limited career growth for students in specialized fields, as they miss out on gaining relevant experience during their studies.

SWOT MATRIX		STRENGTHS	WEAKNESSES
		1) Providing Pre-Internship Readiness 2) Efficient Support Student Services	1) Higher Risk of Errors 2) Security and Confidentiality Concerns
OPPORTUNITIES	SO	WO	
1) Advanced Technology 2) Collaborations and Job Opportunities	(S1, O1): Integrating Advanced Technology for Pre-Internship Readiness (S2, O2): Efficient Support Student Services to Foster Collaborations and Job Opportunities	(W1, O1): Adopt Advanced Technology to Reduce Errors and Costs. (W2, O1): Utilize Advanced Technology to Enhance Security and Confidentiality Measures.	
THREATS	ST	WT	
1) Misuse of Students for The Internship 2) Selection Bias by Companies	(S2, T1): Strengthen Support System to Prevent Misuse of Students. (S1, T2): Leverage AI and Data-Driven Approaches to Minimize Selection Bias	(W1, T2): Implement Transparent Evaluation and Matching Systems to Address Errors and Bias (W2, T1): Establish Strict Data Protection Policies and Training to Prevent Security Risks and Student Exploitation.	

SWOT MATRIX

Strength-Opportunity (SO) Strategiess

1.Integrating Advanced Technology for Pre-Internship Readiness

The Practical Training Unit is very important in preparing students for their internships. Therefore, this unit consists of well-organized workshops and individual counseling sessions that make sure students are thoroughly ready to meet the demands of industry. However, given the pace at which technology has changed, employing the latest methods with resources such as artificial intelligence will greatly enhance the usefulness of initiating pre-internship training. One advantage of AI integration is the ability to conduct an analysis of student profiles according to their academic performance, skill sets, and career goals.

By AI-enabled data analytics, the Practical Training Unit will recommend internships personalized according to the students' strengths against the industry expectations; it also aids with general job preparation perception and increases the chances of getting a successful internship. In addition, AI would help automate workflows of various administrative tasks that take up a lot of time and

resources. For example, the dissemination of logbooks, attendance cards, and other documents should be digitized to reduce manual effort and minimize errors. Besides that, a student support chatbot would quickly answer common queries about internship placements, required documentation, and procedural guidelines. Also, AI-propelled training simulations and VR technologies could be integrated into pre-internship programs to simulate real-life workplace scenarios for students.

In conclusion, the uptake of AI and other advanced technologies can lead the Practical Training Unit to revolutionize how students prepare for internships so that the process becomes more efficient, personalized, and impactful. This transformation would not only benefit students but would also foster better partnerships between academia and industry, ultimately narrowing the future space between education and employment.

2. Efficient Support Student Services to Foster Collaborations and Job Opportunities

During the internship, active support is offered by the Practical Training Unit to ensure that students gain hands-on experience relevant to their career paths. While the unit already has established support services, these need to develop further into more initiatives by strengthening the links with industry and sector leaders. Collaboration using available communication means like Telegram groups, direct email communication, and professional networking platforms can be a great avenue to bolster the unit's relationship with employers and create a strong academia-industry nexus.

Besides that, strengthening these collaborations will provide considerable opportunities to both the business world and students. Closer ties with industry will give students access to more internship opportunities, especially those providing practical experience of real value.

Putting forward internships that allow students to engage in real-world projects rather than only do administrative tasks will help strengthen the students' technical and soft skills and employability in today's competitive market. Besides helping students gain employment, these experiences build their confidence when venturing from academic learning to the practical world.

Close partnership relations allow employers access to a pool of motivated, well-trained interns who are inclined to be hired full-time. This may consist of industry panels, social gatherings, and cooperative training-type sessions where experts exchange their ideas on workplace demands, technologies, and critical competencies for success.

The Practical Training Unit can establish feedback systems through which companies provide constructive feedback on students' performance. Primarily with the view of improving the internship programs operationally, the collected feedback results can directly help the unit refine its strategies and ensure its training of students is relevant before they launch into the workforce. In addition, mentoring programs involving industry professionals would also greatly benefit students by providing career counsel, thereby helping them make informed decisions and have a better understanding of their fields.

By fortifying these industry relationships and increasing employer engagement initiatives, the Practical Training Unit can produce more organized and significant internship experiences. In addition to improving the employment prospects of students and recent graduates, this proactive approach will establish the university as a trustworthy supplier of qualified, employable talent for the sector. In the end, these initiatives will help bridge the knowledge gap between education and work, facilitating students' entry into prosperous professions.

Strength-Threat (ST) Strategies

1. Strengthen Support System to Prevent Misuse of Students

The Practical Unit's efficient communication networks can be utilized to monitor and address issues such as intern misuse. By encouraging students to report concerns through existing channels like WhatsApp or Telegram groups, the unit can respond promptly to situations where interns are assigned menial tasks or treated unfairly. Regular check-ins and feedback collection from students can help ensure a positive internship experience and maintain the unit's credibility.

2. Leverage AI and Data-Driven Approaches to Minimize Selection Bias

Using AI and data-driven approaches can greatly reduce selection bias in internship placement processes and thus make the process more equitable and less biased. Using historical data and industry trends, AI can detect preferential selection patterns and tackle biases that can hinder student equality. Thus, the Practical Training Unit can ensure that internship placements are made on the basis of qualifications, skills, and competencies and not on

preferences or other extraneous factors by using an automated system. Real-time tracking and feedback mechanisms can also improve the transparency of the process by allowing for continuous tracking and tuning of the selection process. AI-driven dashboards and reporting tools can give institutions insights into placement trends and help them spot disparities and corrective actions that can be taken. This approach not only promotes fairness and inclusivity but also strengthens trust between students, the Practical Training Unit, and industry partners. As a result, students can gain access to high-quality internships that align with their capabilities, while employers benefit from a diverse pool of well-matched candidates, ultimately bridging the gap between education and the professional world.

Weakness-Opportunity (WO) Strategies

1. Adopt Advanced Technology to Reduce Errors and Costs

One of the primary weaknesses of the Practical Training Unit's manual system is the higher risk of errors and inefficiencies. Transitioning to a digital system would not only minimize mistakes but also reduce long-term costs associated with manual labor, paper-based records, and storage. For example, implementing a cloud-based platform could streamline data entry, improve accessibility, and ensure data security, while also saving time and resources.

2. Utilize Advanced Technology to Enhance Security and Confidentiality Measures.

The Practical Training Unit should implement a comprehensive cybersecurity framework to effectively address security and confidentiality concerns while taking advantage of advanced technology.

This can include end-to-end encryption to protect sensitive student data, multi-factor authentication (MFA) to prevent unauthorized access, and secure cloud storage solutions that comply with international data protection standards. Additionally, integrating AI-driven threat detection systems can help identify and mitigate potential security breaches in real time, ensuring a proactive approach to cybersecurity.

Blockchain technology can also be explored to maintain transparent, tamper-proof records, enhancing data integrity and reducing the risk of manipulation. Regular security audits, staff training programs, and adherence to industry best practices will further strengthen the system, ensuring continuous improvements in data protection. By implementing these measures, the unit can build a more secure and trustworthy platform, reassuring students, faculty, and potential organizations that their personal and professional information remains safe while optimizing internship opportunities through technological advancements.

Weakness-Threat (WT) Strategies

1. Implement Transparent Evaluation and Matching Systems to Address Errors and Bias

Implementation of a transparent evaluation and matching system is very important for reducing errors and mitigating selection bias in internship placements effectively. The Practical Training Unit can achieve this by integrating digital platforms that utilize standardized assessment criteria,

ensuring that students are placed based on their qualifications, skills, and competencies rather than subjective judgment or favoritism. AI-powered algorithms and automated tracking systems can enhance the accuracy of the selection process by efficiently matching students with internships that align with their academic background and career aspirations. Additionally, these digital systems can provide real-time data analytics, allowing for continuous monitoring and improvements in the placement process.

Regular audits, performance reviews, and structured feedback collection from both students and employers will further refine the system, ensuring its fairness and effectiveness over time. Furthermore, by maintaining detailed records of selection trends and outcomes, the Practical Training Unit can identify potential biases and take proactive measures to address

any disparities. This structured, technology-driven approach not only minimizes human errors but also fosters transparency, trust, and equal opportunities for all students. Ultimately, a well-implemented evaluation and matching system will enhance the credibility of the internship program, ensuring that students receive placements that contribute meaningfully to their professional development while providing companies with well-suited candidates for their workforce needs.

2. Establish Strict Data Protection Policies and Training to Prevent Security Risks and Student Exploitation

In order to properly address security and confidentiality threats as well as

prevent the abuse of students during internships, institutions need to have and enforce data protection policies as well as training. The use of advanced cybersecurity measures including end-to-end encryption, multi-factor authentication, and regular system audits will assist in the protection of student's sensitive data from unauthorized access or breach. Furthermore, the institution should formulate clear ethical internship practices, data privacy protocols and penalties for violations of the policies. Students, faculty, and partnering companies should be trained on a regular basis on the secure and ethical internship environment they are expected to create and sustain. It also helps to teach students how to identify bad practices and how to respond to them, so that they do not become victims of abuse by companies. Furthermore, the open-door policy between students and university support services will help students to feel safe to raise any issues

without fear of retaliation. These proactive measures can be integrated in order to not only improve the security of student data but also to develop a transparent and ethical internship system that focuses on student safety.

Conclusion

The UiTM Practical Training Unit is an important unit that helps students to bridge the gap between theory and practice by assisting them to acquire the needed skills and support for their internships. However, the use of a manual documentation system has some challenges such as slow processing, mistakes, and security threats. To this end, the following recommendations that embrace the application of technology are offered to address the weaknesses identified in the current internship management system: The use of AI systems, digital tracking tools, and secure cloud storage to mention but a few. This is because the implementation of these technologies will increase the effectiveness of operations, precision in document processing and the protection of information assets. Also, the integration with industry partners will provide better structured internships that are relevant to students' career interests and goals.

Thus, establishing strong data protection measures and clear evaluation procedures will help to avoid security threats, protect students from exploitation and minimize selection prejudice in internship placement. Moreover, the student support services, and communication networks will be strengthened to offer timely intervention in the event of misuse of the internships. Thus, through digital innovation and appropriate partnerships, the Practical Training Unit can upgrade its processes to deliver a better, safer and student-focused internship programme. As such, not only will the students be affected in a positive way but also the reputation of UiTM as one of the best universities in sending graduates to the market.

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APPENDICES



Figure shows that I participated in Taklimat Latihan Industri

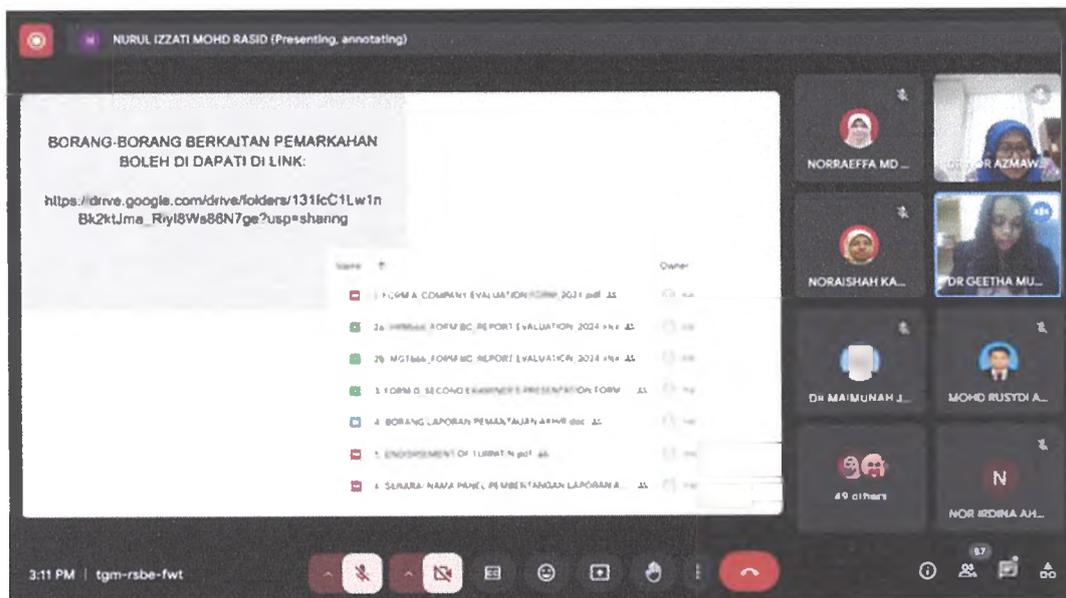


Figure shows that I participated in Online Webinar

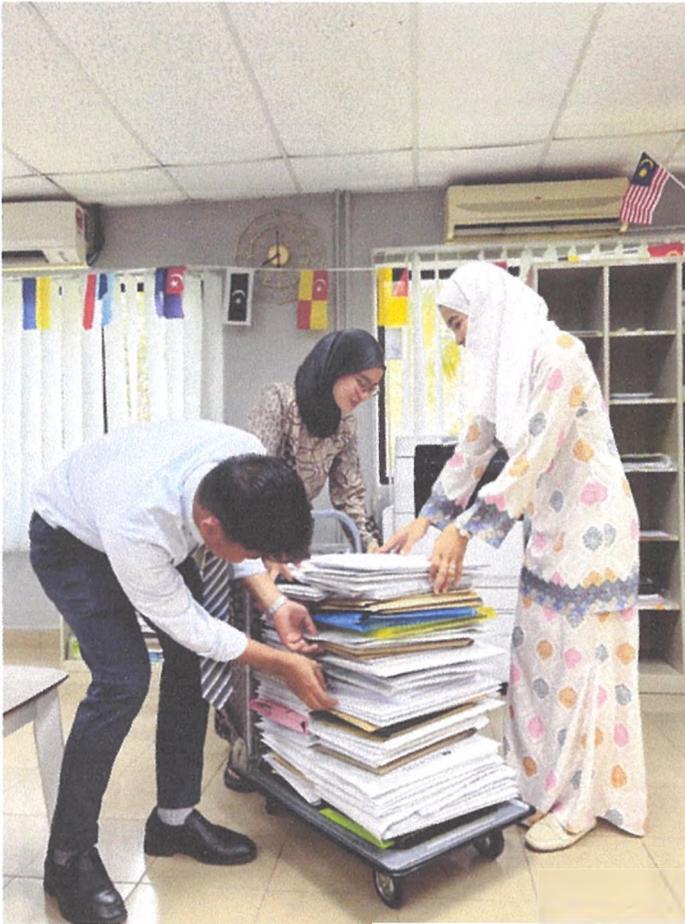


Figure shows that I and my friends are arranging the reports of last batch students



Figure shows that I participated in arranging documents at the Practical Training Unit



Figure shows that I was assisting the students