



UNIVERSITI  
TEKNOLOGI  
MARA

**iCEPS**  
INSTITUTE OF CONTINUING  
EDUCATION & PROFESSIONAL STUDIES

# INDUSTRIAL TRAINING REPORT

AT UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

12 AUGUST 2024 - 24 JANUARY 2025



*Prepared By:*

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**SURAT KEBENARAN**

Tarikh : 24 January 2025

Kepada :

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# Executive Summary

During my internship at UiTM Bandaraya Melaka's iCEPS Unit, I contributed particularly to the unit's administrative and operational functions. My main tasks included assisting the unit's clerk with new student registration and ensuring that onboarding procedures were accurate and efficient. In addition, I carried out a variety of office tasks such as document preparation, data entry, and filing, which helped me improve my organizational skills and attention to detail.

I also made a contribution to event and program management by helping with paperwork and documentation. This included preparing reports, proposals, and other required documents. Furthermore, I assisted Persatuan Mahasiswa iCEPS Melaka (PMiM), the alumni club, in organizing and completing their events, which helped me improve my skills in planning, coordination, and stakeholder engagement.

This internship has been a valuable learning experience for me which allows me to improve my administrative, organizational, and communication skills. It provided me with a thorough understanding of each role in an academic support unit, as well as practical knowledge that will help me perform well in future professional settings.

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# Acknowledgement

First and foremost, I would like to express my deepest gratitude to Allah SWT for granting me the strength, health, and determination to successfully complete my internship at the iCEPS Unit, UiTM Bandaraya Melaka.

Next, I want to express sincere gratitude to Dr. Azhana binti Othman, iCEPS Unit's supervisors for giving me the opportunity to gain practical skills in a supportive and professional environment. I would especially like to thank the clerk for the unit, Cik Nur Hamizah binti Mohd Haniff, who helped me develop and gain important administrative skills throughout my internship by mentoring and guiding me.

Additionally, I also want to express my deepest appreciation to Puan Zarinah binti Abu Yazid, my internship supervisor at UiTM, for her constant assistance, encouragement, and guidance throughout my internship. Her constructive feedback and advice have been very important in encouraging me in performing my responsibilities and reflecting back on my experiences.

Last but not least, I want to thank my family and friends for their constant encouragement and support during this trip. They have consistently motivated me with their trust in me.

I am grateful to everyone who helped make my internship experience enjoyable and meaningful, whether directly or indirectly.

# Student's Profile



## NURUL ASYIKIN BINTI SHAFARUDIN

Universiti Teknologi MARA, Kampus Bandaraya Melaka

A full-time student of Bachelor of Business Administration (Hons.) Finance at the Universiti Teknologi MARA, Kampus Bandaraya Melaka. Currently undergoing my internship at UiTM under iCEPS unit. My objective is to expand my knowledge and experience in work settings so that I can improve my skills while getting the opportunity to learn new things to get prepare for the demands, culture, and real working environment of the industry.

### Contact

### Education

- Sekolah Menengah  
Kebangsaan Kompleks KLIA

2014 - 2018  
SPM: 2A 5B

- Universiti Tekonologi  
MARA, Kampus Alor Gajah

2019 - 2022  
Graduated in Diploma in Accountancy

- Universiti Tekonologi  
MARA, Kampus Bandaraya  
Melaka

2022 - Now  
Degree Bachelor's in Business  
Administration (Hons.) Finance  
Current CGPA: 2.92

### Skills

Organized	● ● ●
Communication	● ● ○
Teamwork	● ● ●
Meeting deadlines	● ● ●
Critical thinking	● ● ○

### Experience

- Tearista  
at Tealive 3 months

A full time worker and i get to experience doing multiple tasks and needed to communicate with customers. Through this experience, i tend to gain my communication skill, social skill and can multitask.

- Internship Student  
at UiTM Bandaraya Melaka under iCEPS unit 6 months

I was actively involved in supporting the unit's administrative and operational functions. I also contributed significantly to event and program management by assisting with paperwork and documentation requirements.

### Extracurricular

- Malam Aspirasi Budaya (MAYA)

I have joined MAYA in dancing for two times. From here, I learn how to have a good teamwork and also has sharpened my leadership skill.

- Sukan Antara Program (SAP)

Participated SAP in cheerleading

- Webinar: Ratio Analysis: What We Are Looking For

I held the project as a secretary

- Kelab Kebudayaan

Joining kelab kebudayaan in school and universities as a dancer and manage to be district representative

### Reference

NURHASLINDA BINTI HASHIM  
UiTM Kampus Bandaraya Melaka  
Senior Lecturer

AMIRUDIN BIN MOHD NOR  
Senior Lecturer (Finance)  
Faculty of Business and Management  
UiTM Kampus Bandaraya Melaka

# Company's Profile



## Company's Background

From its establishment in 1973 as ITM Off-Campus (Kajian Luar Kampus) the Institute of Continuing Education and Professional Studies (iCEPS) at UiTM has experienced remarkable expansion. The institution focused on external education services first but received its name change to Pusat Pendidikan Luar (PPL) in 1986 to start offering distance learning before getting named Pusat Pendidikan Lanjutan in 1999 when electronic distance education enhanced.

In 2002 the unit became Education Development Centre (EDC) whereas it developed distance learning and cooperative programming. The institution began as Pusat Perkembangan Pendidikan-InED before receiving its name change to InED in 2003 and now operates as a center for distance education and joint venture activities with continuing education programs. The taking over of Program Pengajian Luar Kampus (PLK) leadership by InED in 2009 established their entry into educational management.

The year 2012 introduced an organizational structure adjustment at UiTM which resulted in the SBU label for its business operations. Management officially renamed the entity iCEPS during 2017. As a statement of professional development commitment the institution aims to establish "Preparation for Life" before 2019 and will build upon its educational service range.



## Company's Location



The iCEPS programs are accessible through 14 campuses of UiTM in 2024. The nationwide distribution of the campuses includes the main facility at Shah Alam which resides in Selangor. Other campuses deliver educational programs at diploma and degree levels for students from different geographical regions. Students access education through the iCEPS unit because the unit specifically focuses on students who already have established interests.

I am currently interning at UiTM Kampus Bandaraya Melaka. The educational center sets itself close to important cultural hubs and business districts which allows students to benefit from the best academic standards and experience the lively urban atmosphere of Melaka.



### Address:

**Universiti Teknologi MARA  
(UiTM), Cawangan Melaka  
Kampus Bandaraya Melaka,  
Level 10, 110 Off Jalan Hang  
Tuah, 75350 Melaka,  
Malaysia**

### Operation Hour:

**8 a.m - 5 p.m**



## **Motto:**

**"Preparation for life"**

## **Vision:**

**To become a leading lifelong learning institute with world-class standards.**

## **Mission:**

**To provide a variety of lifelong learning opportunities.**

## **Objectives:**

- **To champion lifelong learning needs through innovative products and services**
- **To create a global culture of lifelong learning**
- **To widen accessibility to lifelong learning through humanizing the technology environment**

# ORGANIZATIONAL STRUCTURE



Figure 1: Top Management of iCEPS unit

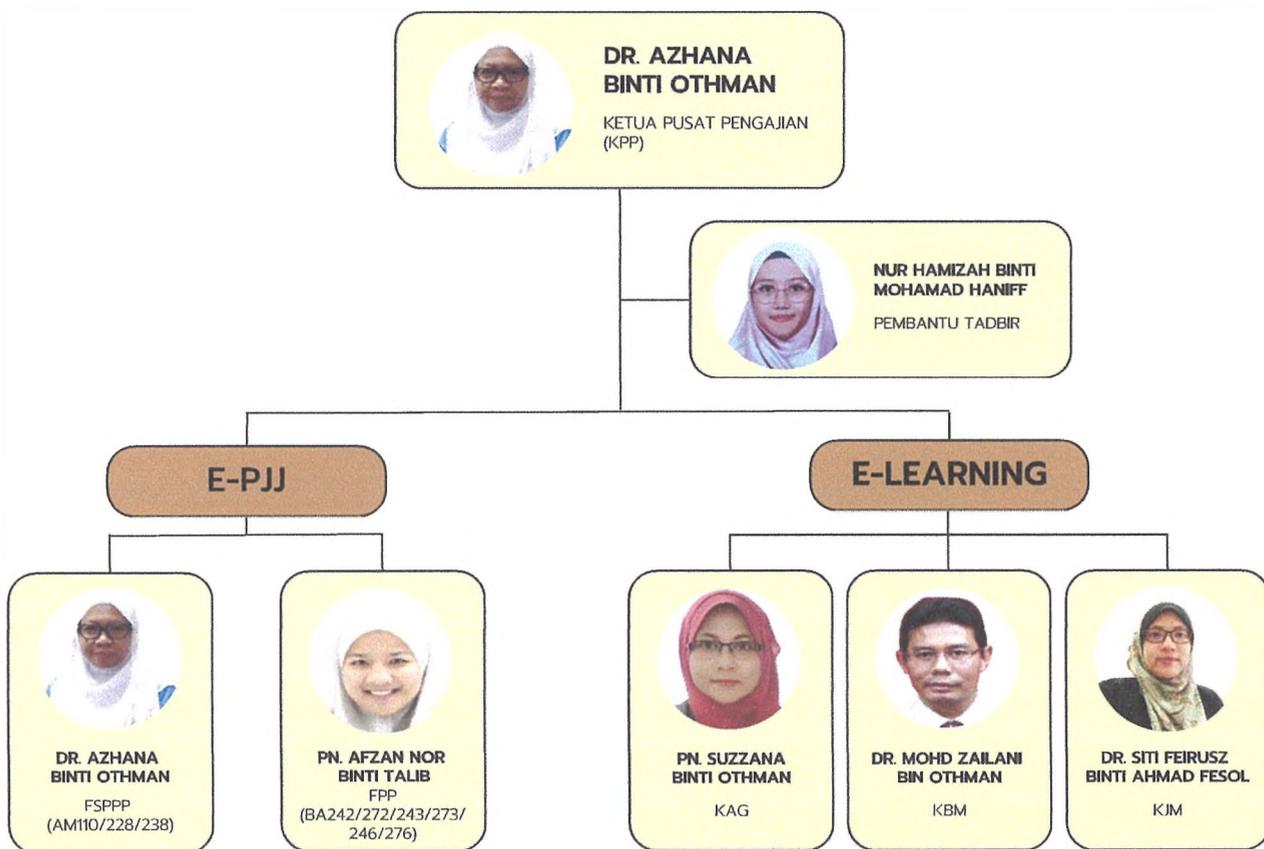


Figure 2: Top Management of iCEPS unit Cawangan Melaka

# Products/Services

**Distance Learning Programme (Part-Time)**

**Transnational Education (TNE)**

**Short Courses**

**ANNEX Certificate**

**Accreditation of Prior Experiential Learning  
(APEL)**

**Professional Programmes**

**Homegrown Programmes**

**Affiliated Colleges (KKB)**

# Training's Reflection

My six-month internship at UiTM Bandaraya Melaka's iCEPS Unit was a major opportunity. I gained valuable knowledge about office operations and organizational administration during the period by being involved in all kinds of administrative and student-focused activities. My main goal was to obtain real-world experience and improve abilities that would boost my chances of getting a job in the administration and finance fields.

## Task

I was given a number of tasks to complete throughout my internship that helped the iCEPS Unit operate efficiently. Among my main duties were:

- Assisting with the registration of new students at the beginning of the semester (documentation)
- Assisting with iCEPS operational management during working days
- Answering questions from the part-time students (through phone calls and WhatsApp)
- Involved in academic missions for the promotion of iCEPS
- Preparing posters and promotional content for new student briefing sessions, lecturer briefings for distance learning (Subject Facilitator), and activities related to iCEPS and the iCEPS Melaka Student Association (PMiM)
- Assisting in the preparation and implementation of the iCEPS Pre-Graduation and Appreciation Awards Ceremony (MPGDAA 3.0)
- Preparing proposals for iCEPS activities
- Preparing visual reports after activities

In addition to help me to support the unit's operations, these tasks gave me the chance to put what I had learned to use in practical situations.

# Skills Gained

## Technical Skills:

- Understanding of data management systems and administrative tools like Microsoft Excel.
- Increased capacity for properly managing and organizing a lot of student data.

## Soft Skills:

- Communication skills are improved through regular contacts with alumni, staff, and students.
- Increased ability to solve problems and think critically while handling operational difficulties.
- Developed the time management abilities necessary to successfully manage several tasks and follow to deadlines.

# Challenges and How I Overcame

One of the biggest challenge I faced was keeping up with deadlines while preparing documentation for several events. The requirement existed often for me to directly contact team members while efficiently sorting out responsibilities. I implemented three key methods to tackle these limitations:

- (1) planners and to-do lists for organization
- (2) seeking supervisor guidance for better understanding priorities
- (3) maintaining clear communication with colleagues.

It assisted me to coordinate my assignments through to-do list management systems. Besides, I will consult with my supervisor to gain a clear comprehension of what needs to be prioritized immediately. I also kept an open dialogue with my colleagues which helped us achieve maximum teamwork efficiency.

My work experience taught me about both flexible adaptability and proactive address of workplace issues.

## Personal Growth

My internship experience led to transformation of both my professional life and personal development. The experience demonstrated the need for teamwork and clear communication in reaching organizational goals and added to my knowledge base of administrative work. Through my experience I gained better understanding of administrative operations which contribute to student educational success in educational institutions.

Through this internship I learned both my strengths such as organizational abilities and attention to detail and areas that require improvement such as enhancing my technical abilities and public speaking confidence. These acquired pieces of knowledge will direct my professional advancement alongside my educational trajectory.

# SWOT Analysis

## STRENGTHS

1. Recognition of UiTM
2. Strong Networking

**S**

## WEAKNESSES

1. High Cost
2. Limited Facilities

**W**

## OPPORTUNITIES

1. Expansion of Participation
2. Potential for Strategic Partnership

**O**

## THREATS

1. Global Competition
2. Economic Uncertainty

**T**

# Strengths

## 1. Recognition of UiTM

Universiti Teknologi MARA (UiTM) functions as a distinguished Malaysian public university which provides exceptional academic programs to students of Bumiputera background and the entire Malaysian population. Glory achieved for the university became apparent through improved world and regional university ranking positions. The ranking of QS Asia University Rankings underwent substantial improvement at UiTM due to quality improvement initiatives as it rose from 105th position in 2023 to 91st position in 2024.

Through its educational excellence coupled with international partnership development and expert development support the British Malaysian Chamber of Commerce (BMCC) selected UiTM as Best Education Institution. For numerous years the university created superior graduates who pursued economic growth in Malaysia thus building its solid reputation.

The long-term support network of UiTM exists because of cooperation between employers and governmental bodies which enables ongoing growth for the university. UiTM maintains its dominance as students with their families prefer the institution along with its partnership network because the university puts academic discipline and scholarship quality at the forefront. Because of its higher education achievements the university continues to serve as a top standard for Malaysian academic performance and the surrounding region.

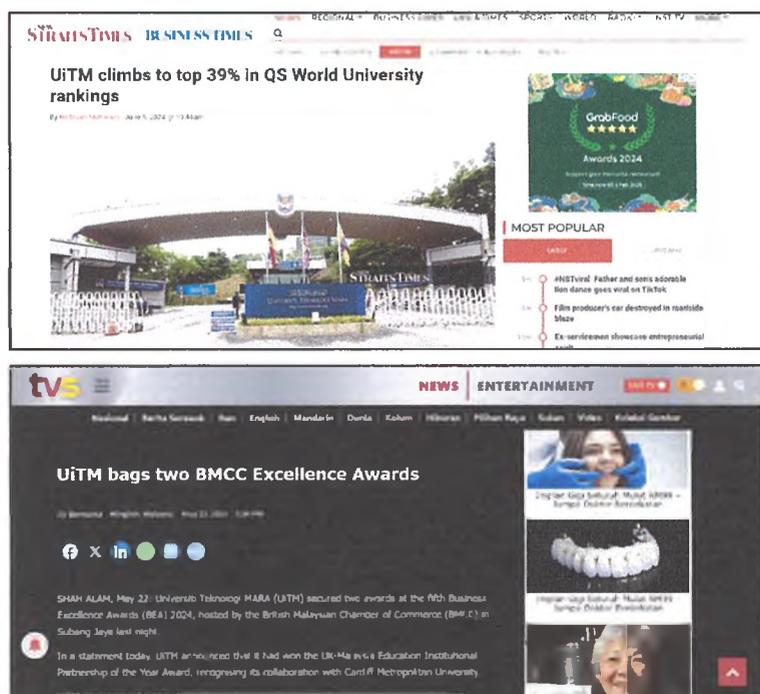


Figure 1: Article and news about the recognition of UiTM

# Strengths

## 2. Strong Networking

The alumni association at UiTM acts as a strong professional and social network to provide opportunities for graduates through its extensive network. Professional students benefit from the network to connect with industry professionals through which they can access internships and job placements as well as career success opportunities. The strong private and public sector connections at UiTM fuel innovation and development that helps academic programs as well as contributes to national progress.

Community institution UiTM demonstrates its dedication to achieving global recognition through strategic relationships with different national and international institutions using MOU and MOA agreements. The learning institution proved its dedication to meaningful medical research via its agreement with the National Heart Institute (IJN) to investigate heart attacks together and cardiovascular diseases. UiTM benefits from both ground-breaking research discoveries and stronger recognition in medical and scientific disciplines through its collaborations.

The university has established numerous MOUs and MOAs with both domestic and international educational institutions and government agencies and private organizations. The institution has established multiple MOUs with top Asian educational institutions to enable shared faculty-student programs and research collaborations and academic curriculum growth. The active partnerships UiTM maintains allow the institution to access research funding while obtaining innovative developments and global markets leading to its position as a key national and international educational and research establishment.



Figure 2: Article and news regarding MOA and MOU has been made by UiTM

# Weaknesses

## 1. High Cost

The cost of higher education provided at Universiti Teknologi MARA (UiTM) to Bumiputera students exceeds what low-income students can afford. Full-time undergraduates studying at UiTM only need to pay less than RM600 per semester but part-time students face bills exceeding RM1,000 every year for their coursework. Due to the large difference in tuition rates students who work and study encounter major difficulties.

Students from low-income backgrounds need to solve financial obstacles before they can take part in activities that help them grow and seek international exchange programs for international education. Students who face financial difficulties encounter major difficulties when trying to acquire textbooks and needed technological learning tools required for academic success.

Restricted government funding together with inflation and operational expenses generate additional financial hurdles for UiTM in managing its tuition fee structure. Lack of cost management by the university may erect admission barriers which block potential students who need affordable education. The affordable educational mission of the institution faces danger because raising the fees for economically disadvantaged students will produce obstacles that limit their educational access.

KADAR YURAN PENGAJIAN PROGRAM PERDANA UiTM - ASASI, DIPLOMA DAN SARJANA MUDA BAGI MOD PENGAJIAN SEPENUH MASA (S) DAN SEPENUH MASA LANJUT TEMPOH (SML)						
JENIS PENGAJIAN	MOD PENGAJIAN	SUJUAN	TEMPOH PENGAJIAN (SEMESTER)	KADAR YURAN (RM)		
				YURAN PENDAFTARAN (RM 1 SAHAJA)	YURAN PENGAJIAN	YURAN PERKHIDMATAN**
ASASI	SEPENUH MASA	SEMUA	2 SEMESTER	200.00	200.00	290.00
DIPLOMA	SEPENUH MASA	SEMUA	5 & 6 SEMESTER	200.00	200.00	340.00
	SEPENUH MASA LANJUT TEMPOH (SML)	SAHS DAN TEKNOLOGI PERKURUSAN PERBANGSAAN DAN SAINS SOSIAL	MELIBAH TEMPOH PENGAJIAN / BAYUAN MASUK PENGAJIAN*		500.00	415.00
SARJANA MUDA	SEPENUH MASA	SEMUA	6 & 8 SEMESTER	200.00	200.00	390.00
	SEPENUH MASA LANJUT TEMPOH (SML)	SAHS DAN TEKNOLOGI PERKURUSAN PERBANGSAAN DAN SAINS SOSIAL	MELIBAH TEMPOH PENGAJIAN / BAYUAN MASUK PENGAJIAN*		RM70 / JAM KREDIT	390.00
					RM 55 / JAM KREDIT	390.00

\* YURAN PERKHIDMATAN LAIN-LAIN AKADEMIK  
\*\* YURAN PERKHIDMATAN BAGI PELAJAR NON MUDA-MU: DITOLAK RM10.00 (RUJUK BPP 212/2018 FAKULTAS DS041) Persekitaran Program Persekitaran - Pusat Makam  
BPP 212/2018 FAKULTAS DS041

TAHUN	SEMESTER	JAM KREDIT	YURAN PENGAJIAN MENGIKUT JAM KREDIT	BIAYAAN TETAP UiTM (YURAN WAJIB SETIAP SEMESTER)	JUMLAH KEBELURAHAN
1	SEM 1	11	RM1,100.00	RM265.00	RM1,365.00
	SEM 2	12	RM1,200.00	RM125.00	RM1,325.00
2	SEM 3	11	RM1,100.00	RM125.00	RM1,225.00
	SEM 4	13	RM1,300.00	RM125.00	RM1,425.00
3	SEM 5	13	RM1,300.00	RM125.00	RM1,425.00
	SEM 6	14	RM1,400.00	RM125.00	RM1,525.00
4	SEM 7	13	RM1,300.00	RM125.00	RM1,425.00
	SEM 8	13	RM1,300.00	RM125.00	RM1,425.00
5	SEM 9	9	RM900.00	RM125.00	RM1,025.00
	SEM 10	8	RM800.00	RM125.00	RM925.00
<b>JUMLAH</b>		<b>117</b>	<b>RM11,700.00</b>	<b>RM1,413.00</b>	<b>RM13,113.00</b>

NOTA: Berdasarkan kadar yuran ke-151 & 152 dalam peraturan UiTM

Figure 3: Differences in pay fees between full-time and part-time student

# Weaknesses

## 2. Limited Facilities

The growing number of students at UiTM leads to physical infrastructure problems because the institution has several campuses. Student numbers exceed the pace of building upgrades leading to room congestion and obsolete equipment in educational centers. Students and employees face delays due to the limited number of lifts at the UiTM Kampus Bandaraya Melaka's 16-level building during busy attendance periods.

The campus also lacks sufficient facilities. The hall is too small for the large number of student, limiting event space, and the sports facilities are insufficient, reducing opportunities for physical activity. These limitations have an impact on students' participation in extracurricular activities, which are important for personal development.

In addition, students struggle to find quiet study spaces and frequently compete for places in study rooms. The lack of study areas creates a stressful environment, which affects academic performance. If these issues are not addressed, UiTM may struggle to provide a comprehensive educational experience when compared to other institutions.



**Figure 4: The lifts being the access for thousand of people to move to each floor**

## 1. Expansion of Participation

UiTM has a potential to grow its student population by attracting a more diverse group of students. While the university currently has a large number of Bumiputera students, there is plenty of opportunity to expand international student participation. UiTM can reach a larger global market by marketing its programs in Asian countries. Furthermore, offering more English-medium programs, providing scholarships, and expanding international research collaborations could help UiTM attract students from all over the world.

The expansion of distance learning provides another avenue for UiTM to extend its reach. Through flexible learning options, the university is able to take in non-traditional students, for example, working adults who wish to enhance their knowledge and skills without needing to leave their jobs. UiTM distance learning initiatives will create new educational pathways combined with better financial advantages as well as global exposure. The combination of work and education through part-time enrollment remains attractive because students want to enhance their learning while maintaining full-time employment. Student enrollment numbers at UiTM Kampus Bandaraya Melaka for part-time education rose from 338 to 382 during the 2024 to 2025 academic period. Students select part-time education to gain better career positions and qualifications without requiring them to stop working.

The part-time education program at UiTM will achieve greater strength through worker competition for higher qualifications since it builds university operations alongside educational delivery.

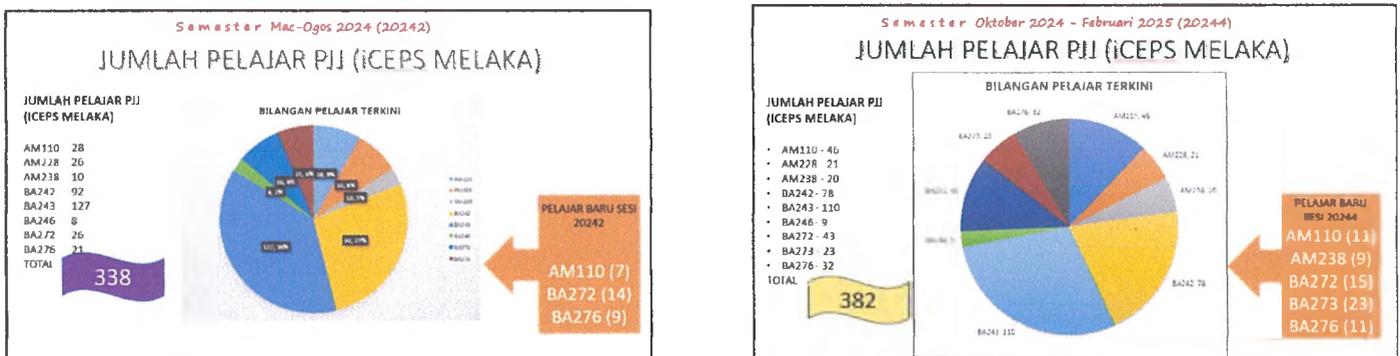


Figure 5: Differences between the total of students in 2024 and 2025

## 2. Potential for Strategic Partnership

The educational establishment of UiTM has all the necessary grounds to establish meaningful partnerships with leading domestic and international universities as well as research facilities and business corporations. These arrangements should include collaborative research activities while enabling faculty exchanges between institutions to enhance the teaching programs at UiTM alongside their industry-relevant content. Such partnerships enable both UiTM and its international partners to conduct joint research that provides funding opportunities to share scientific innovations which improve global awareness of UiTM.

Collaborations between UiTM and these entities lead to increased government and private investment which enhances its status as a leading entity in higher education. Purposeful collaboration exists between iCEPS at UiTM and Kolej Kolej Bersekutu as an affiliated college. Through this partnership the institutions cooperate to utilize resources for academic program development which gives students expanded opportunities while solidifying UiTM's educational leadership across regional and international regions.

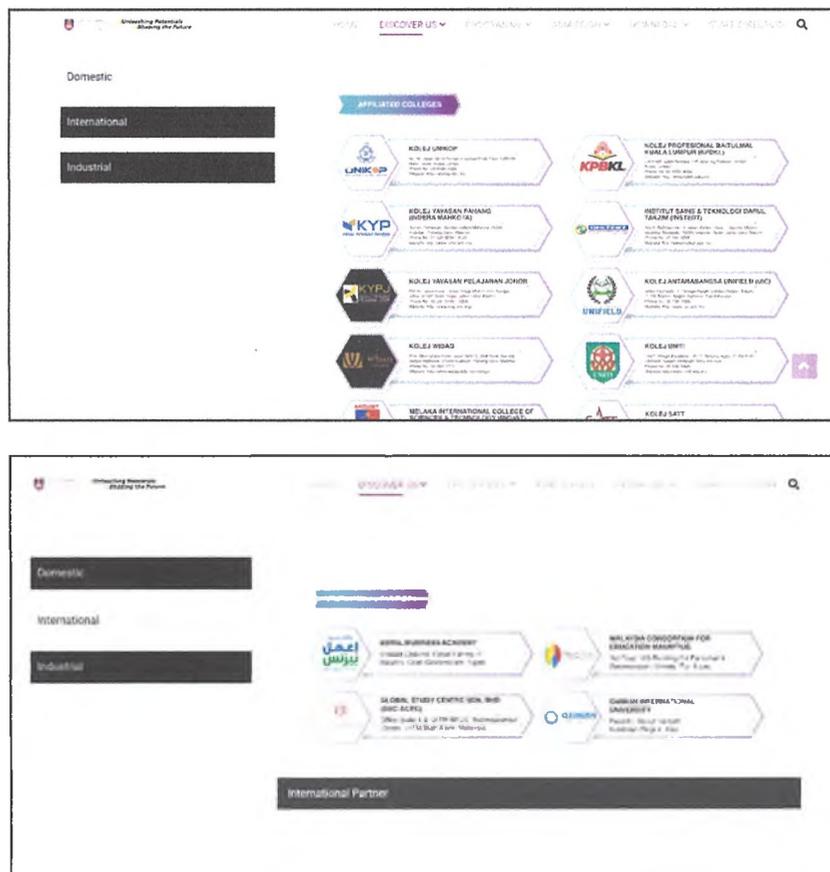


Figure 6: Some of Local and International institutions that iCEPS has made collaboration together

# Threats

## 1. Global Competition

International higher education institutions in the United States and United Kingdom along with Australia and Singapore compete strongly for the best students and academics due to their exceptional research resources as well as grants and research opportunities. The domestic and foreign educational institutions create intense competition for UiTM as this competition distracts the university from attracting premier students and researchers.

The rise in Malaysian students receiving international scholarships creates an opportunity for UiTM to experience lowered student enrollment figures. The Malaysian education sector presents UiTM with competitive pressure due to its facing competition from the established universities University of Malaya (UM) and Universiti Kebangsaan Malaysia (UKM). For UiTM to continue maintaining its prestigious status it needs to invest in research activities while improving world university rankings alongside student-responsive program modifications.

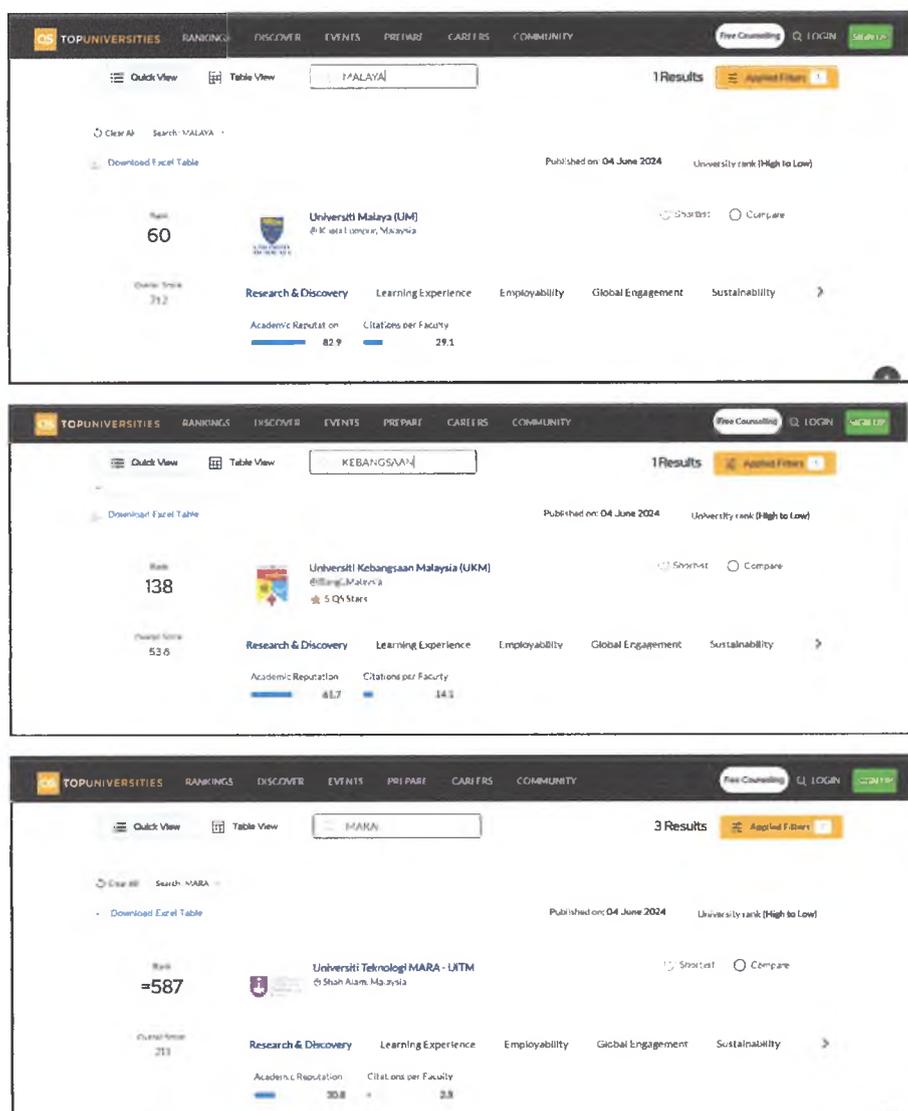


Figure 7: Ranking of UM, UKM and UiTM

## 2. Economic Uncertainty

Periods of economic uncertainty describe the typical global economic landscape that creates difficulties for UiTM and other universities. The budgetary reduction caused by economic downturns significantly influences tuition costs and availability of student scholarships because government funds play an essential role in both programs. Financial uncertainty devastates most student budgets because it makes it harder for students to pay tuition bills and meet their other educational costs.

A recession causes the graduate job market to decrease which subsequently affects both the university reputation and graduate employment prospects. The university's future competitiveness and growth potential will be reduced through restrictions on infrastructure, technology and employee development funding caused by financial austerity. To minimize risks UiTM will establish diversified revenue streams by growing donations from graduates and developing partnerships with commercial entities.



Figure 8: Article about the economic uncertainty impacted to education



# Recommendations

## Strengths

### **Strengthening Recognition Through Entrepreneurial Excellence**

The recognition of UiTM could increase substantially if the university started a program to enhance entrepreneurial achievements of its graduates which has strong international support including Alibaba founder Jack Ma. Jack Ma (2016) states that creative individuals employing technology-driven solutions to address real-world issues control the future that makes student innovation capabilities fundamental. The global economy demands educational institutions to place their emphasis on developing adaptability and innovation among students. The entrepreneurship program at UiTM can be strengthened through practical training combined with mentorship while introducing exposure to new technologies. The innovation center and startup incubator available at school campuses provide students with platforms to develop innovative concepts that they can market. The university strengthens its image through strategic partnerships with leading industrial businesses and international competition initiatives. Such approaches focus on university academic achievements to help Malaysia's innovation development through graduate skills advancement.

### **2. Expanding UiTM's Influence Through Strong Networking**

Microsoft CEO Satya Nadella (2017) has declared partnerships vital because he believes organizations must maintain flexible frameworks to permanently change their relationship systems. Through the adoption of this strategy UiTM would enhance the way its network operates. The network of alumni at UiTM along with its public and private sector partnerships can increase through active development of strong connections with leading global industry leaders and educational institutions. Joint research activities exchange student programs and international joint innovation activities connected between UiTM and international universities enable expansion of international presence. Through these partnerships, UiTM can tap into a large pool of resources, talent, and international markets, making its professional and academic services richer. It also believes that the strength and genuineness of relationships determine the best brands and institutions (Angela Andreths, 2013). UiTM is able to host international networking activities whereby students, experts, and institutions engage productively with one another. In sticking to these guidelines, UiTM can position itself as a first-class institution renowned for teaching excellence and research excellence, as well as spearheading national and international development.



# Recommendations

## Weaknesses

### 1. Enhancing Financial Accessibility

UiTM's commitment to affordable education remains important but financial challenges keep happening, particularly for low-income students who struggle with fees, extracurricular activities, and access to essential learning resources. According to Warren Buffett (2008), price is what you pay, value is what you get. It highlights the importance of affordability without sacrificing educational quality. Rising operational costs, inflation, and limited government funding continue to put pressure on UiTM, potentially limiting its accessibility for students who rely on its affordability. If left unaddressed, rising tuition fees may create barriers for low-income students, limiting their academic success and future career opportunities. It reinforces the importance of financial support for disadvantaged students to fully benefit from academic and professional opportunities. However, equity in education is the key to unlocking human potential (Gates, 2015). To uphold its mission of inclusive education, UiTM must explore long-term financial aid solutions such as expanding scholarship programs, increasing corporate sponsorships, and providing more flexible payment options to ensure that financial constraints do not prevent students from reaching their full potential.

### 2. Improving Facilities for a Better Learning Environment

As UiTM's student population grows, improved facilities are required. Based on Elon Musk (2012), he said that we need to embrace change if the alternative is disaster. Overcrowding, outdated technology, and limited study areas all limit learning. Insufficient lifts and small event halls at UiTM Kampus Bandaraya Melaka pose challenges, while insufficient sports and study facilities have a negative impact on student engagement. Expanding infrastructure and upgrading technology would enhance the student experience. People want spaces that inspire them to go beyond (Hadid, 2015). UiTM should invest in modern facilities and seek funding through partnerships. Enhancing infrastructure will result in a more dynamic and supportive academic environment.



# Recommendations

## Opportunities

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### **Expanding Global Reach and Student Diversity**

UiTM also possesses tremendous growth potential by increasing the diversity of students, particularly international students. According to Jack Ma (2019), the key to future success lies in global vision, while ex-Harvard President, Drew Faust (2017) views diversity and inclusion as the foundation of academic excellence itself. Expansion of English-medium programs, offering more scholarships, and additional international collaborations would render UiTM world-renowned. Online learning growth is a phenomenal opportunity. Through flexible learning, UiTM can tap into working professionals seeking career advancement without having to cease work. It would enhance accessibility and, concurrently, boost UiTM revenue and global standing. Indeed, UiTM Kampus Bandaraya Melaka part-time intake grew from 338 students in 2024 to 382 in 2025, reflecting the increasing demand. In order to keep up with the competition, UiTM must invest in international outreach programs and digital learning infrastructure. UiTM's international visibility will enhance its role as a premier institution of choice for a multicultural and expanding student body.

### **Globalizing Impact Through Strategic Partnerships**

The University of Technology Malaysia has strong prospects to create partnerships between leading universities and prestigious research institutions along with influential industry stakeholders. Eric Schmidt (2013) claims that disruptive innovation emerges from partnership development according to Andreas Schleicher (2018) who stresses border-crossing education systems for success. The university will improve program learning value through collaborations that combine research partnerships and faculty academic exchange programs and dual-degree options to boost its global academic standing. These collaborative efforts enable institutions to acquire financial resources and research grants and develop better methods for technology exchange. The academic program of iCEPS at UiTM gained improvement after its unit entered into a partnership with Kolej-kolej Bersekutu. Students will gain access to world-class educational methods through increased partnerships between UiTM and international educational institutions. By pursuing active strategic partnerships UiTM can enhance its reputation and develop better student opportunities that lead to its position as top researcher and educator institution.



# Recommendations

## Threats

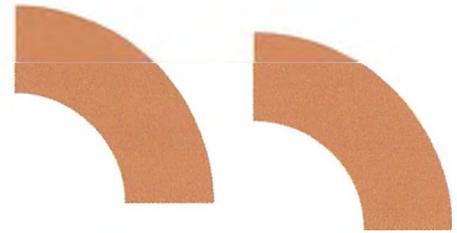
### Enhancing Competitiveness in Global Higher Education

UiTM has continued to compete with prestigious universities from around the world that possess better funding options and research opportunities and superior resources. The combination of new ideas and approaches serves as a critical condition for leading competition states Bill Gates (2015) while universities need to adapt current world trends for meaningful survival according to Philip Altbach (2019). The competitive position of UiTM as a university depends on achieving progress in global university rankings combined with expanded research initiatives and periodic adaptation of academic programs in response to changing industrial demands. The student intake projections for UiTM face potential decrease from the increasing number of Malaysian students who become scholars for international education programs. UKM and UM represent the main competitive universities which compete with UiTM for Malaysian students. The combination of research potential development with international relationship building and improved teaching staff quality ensures future success for UiTM. The combination of amenities that includes prestigious faculty members and modernized curricula tied to industry relationships will transform UiTM into the university students select first. UiTM must develop proper international marketing strategies with strategic initiatives to sustain its future competitiveness among tertiary educational institutions.

### 2. Strengthening Financial Resilience Amid Economic Uncertainty

Financial cycles cause significant difficulties for UiTM because they influence governmental funding support as well as educational student expenditure. Education economist Bruce Johnstone (2013) supported Warren Buffett (2004) when he stated that university sustainability depends on multiple funding sources. The institution must secure its financial stability by obtaining grants from alumni together with industry partnership deals as well as creating endowment funds to fulfill its financial needs. Graduate job prospects remain restricted during recessions which causes UiTM to bear two adverse impacts regarding reputation and employment prospects for its students. UiTM cannot invest in infrastructure technology and staff development because the limited funding disallows these expenses that would affect its market competitiveness. UiTM must create better relationships with private businesses as well as improve their research grant opportunities to address their current challenges. Financial diversity enables the university to develop sustainably while keeping its education affordable for students.

# Conclusion



My internship work at the iCEPS Unit of UiTM Kampus Bandaraya Melaka exposed me to significant workplace skills for academic institution management through this inspiring positive learning experience. I accomplished student enrollment tasks and processed event documents and performed office duties to help Persatuan Mahasiswa iCEPS Melaka (PMiM) which developed my organizational skills and communication abilities and problem-solving capacity.

During this experience I gained complete understanding of administrative operations and learned program planning as well as execution strategies which align with UiTM's mission to develop students through community engagement. Through my work in organization activities I obtained relevant professional skills that prepare me to face future work problems better.

Through my internship experience I learned to use academic principles in real-world professional settings while taking direction from UiTM to build professionals who are responsible and competent. My practical knowledge and valuable skills obtained during this period will create a solid basis for my future professional tasks.

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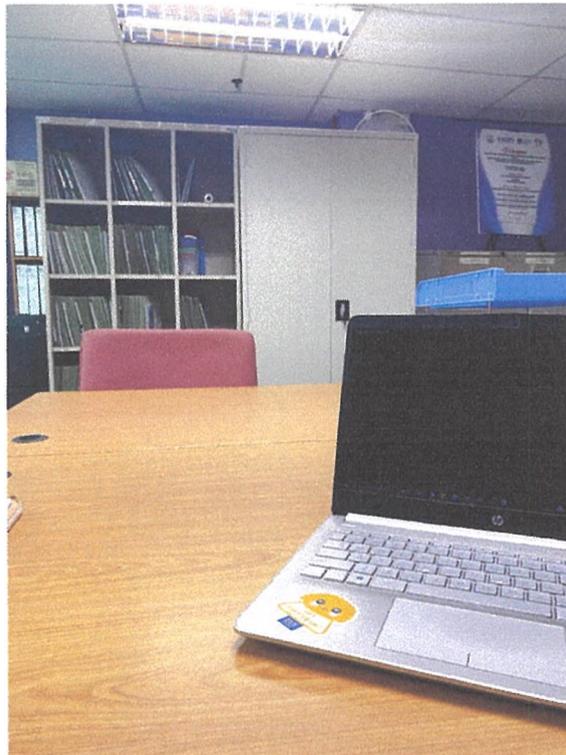
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# Appendices

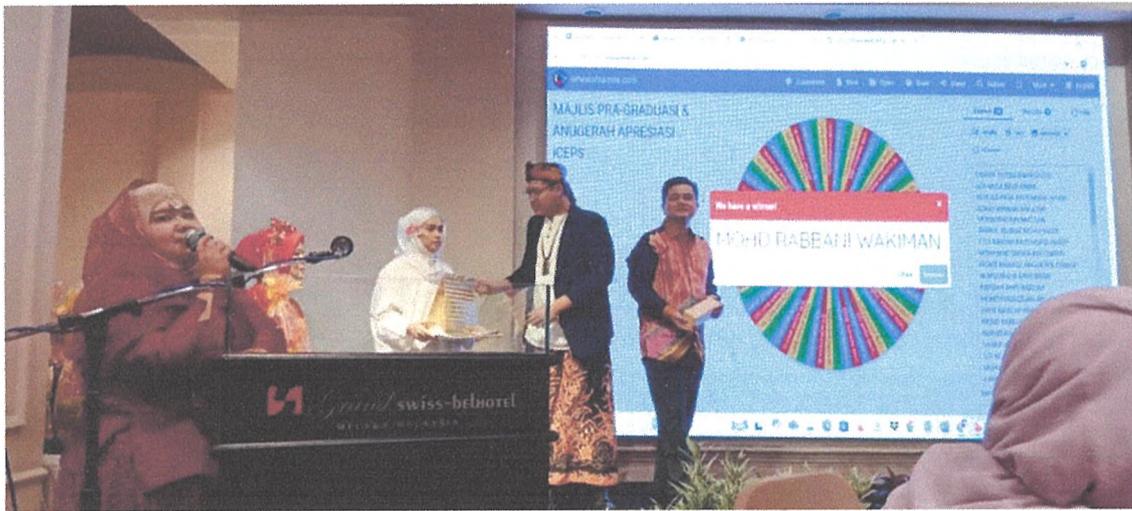


**Figure I: This is my office at Level 10 in UiTM Melaka where I did my internship**



**Figure II: This is my workspace**

# Appendices



**Figure III: I participated as an AJK at MPGDA 3.0 also helping the PMiM students**



**Figure IV: I participated the promotion event to promote iCEPS at KPM Melaka with the my teammates**