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BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)**

**PRACTICAL TRAINING REPORT (ADS667)  
AN OVERVIEW OF HUMAN RESOURCE MANAGEMENT IN BUKIT GAMBANG  
RESORT CITY (BGRC)**

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## CHAPTER 1

### INTRODUCTION OF THE ORGANIZATION

#### 1.1 Introduction

This chapter will introduce the organization background that will highlight on the corporate profile of Sentoria Group Berhad and will also discuss the main assets which is Bukit Gambang Resort City. Next, it will cover the objective of Sentoria Group Berhad and Bukit Gambang Resort City. It is also highlight on the Sentoria Group organization policy and the Organization Corporate Symbols. In this chapter, the mission and vision statement also will take place. Other than that, the Organization Structure of the Sentoria Board of Directors and Bukit Gambang Resort City organizational structure with Human Resource of Bukit Gambang Resort City Department also been identified under this chapter to acknowledge their functions. Then, the last part of this chapter will determined the core business of the organization and summary of the entire chapter.

#### 1.2 Background of the organization

##### 1.2.1 Corporate Profile of Sentoria Themeparks and Resorts Sdn Bhd

**Sentoria Group Berhad** is formerly known as Sentoria Development Sdn Bhd commenced operations in year 2000. The organizations have transformed themselves from a contractor to a full-scale property developer and resort operator. The significant growth has contributed to the establishment as a major player in the east coast economic region of Malaysia. From a staff of 5, Sentoria is now a family of over 600 full-time employees with hundreds of business associates who work with them on a regular basis. The organizations expertise now includes developing integrated townships that feature leisure and hospitality properties for resort-style living and commercial development. The property gallery of Sentoria Group Berhad are been developed mostly in Kuala Lumpur and Kuantan. One of Sentoria Themeparks and Resort Sdn Bhd main assets of leisure and hospitality is **Bukit Gambang Resort City (BGRC) and Sempurna Resort** located in Gambang, Kuantan, Pahang Darul Makmur.

## **CHAPTER 2**

### **SCHEDULE OF PRACTICAL TRAINING**

#### **2.1 Introduction**

This chapter is focused on schedule of practical training. The daily training are been summarized and report extracted from the Log Book. The part of introduction highlight on which department the student been under training and then, it continues with the summary of weekly for schedule of practical training and the last part of this chapter will be the summary of the chapter.

#### **2.2 General summarize of practical training**

During the 9 weeks of my practical training period in Bukit Gambang Resort City (BGRC), I was assigned in Human Resource Department. I spent 9 weeks period in this division under the instruction of supervisor namely, Madam Amilia Binti Abd Hamid which is the Human Resource Manager of BGRC. As the trainee of HR Department, I was given with various task which relevant and related with my course outline such as Services task, Administration, Meetings, Counter Services, Data Processing, Outdoor task, Public Relation and mostly are related to Personnel administration and others are for the purpose of exposure to other fields that are semi-related. In my personal preferences, this period of practical training have given me a chance and opportunity to learn and improving my soft skills especially in management techniques and procedure when dealing with superiors, subordinates and the public.