



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



USIM EDUCATION & SKILLS
DEVELOPMENT SDN BHD

INFORMATION SCIENCE STUDIES

COLLEGE OF COMPUTING, INFORMATICS AND MATHEMATICS

UNIVERSITI TEKNOLOGI MARA (UiTM)

NEGERI SEMBILAN BRANCH REMBAU CAMPUS

PROGRAMME: CDIM110

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INDUSTRIAL TRAINING (IMD310)

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PLACE OF TRAINING:

USIM EDUCATION & SKILLS DEVELOPMENT SDN. BHD.

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ABSTRACT

This industrial training report is a summary of my eight weeks work experience in USIM Education and Skills Development Sdn. Bhd. (UESSB); I got a chance to know how the marketing is done, how the event is coordinated and how the inter department is worked. I also designed digital marketing materials, managed social media campaigns, helped run registration events, and assisted Education and Facilities departments. These tasks helped me become better at communication, Independence, Teamwork and sense of responsibility.

The internship was useful in learning the operation of professional affairs and obstacles along with balancing tasks across the units and maintaining efficiency. Successes included successful marketing campaigns and behind the scenes support for major events. Hiring the young talent with fresh ideas, using tools and training for improving team collaboration and managing the resources for boosting productivity are the UESSB recommendations. This experience has been a great learning and personal and professional growth experience.

TABLE OF CONTENT

ABSTRACT	iv
TABLE OF CONTENT	1
LIST OF TABLES AND FIGURES.....	2
ACKNOWLEDGEMENT.....	3
1.0 INTRODUCTION.....	1
2.0 ORGANIZATIONAL INFORMATION	2
2.1 VISION, MISSION AND OBJECTIVE.....	3
2.2 UESSB BUSINESS ACTIVITY	3
2.3 ORGANIZATIONAL STRUCTURE.....	4
2.4 DEPARTMENTAL STRUCTURE & THE ROLE OF INFORMATION MANAGEMENT	4
3.0 INDUSTRIAL TRAINING ACTIVITIES	6
4.0 LEARNING OUTCOMES AND ACHIEVEMENTS.....	16
4.1 REFLECTION ON THE LEARNING OUTCOME	16
4.2 PERSONAL GROWTH, SKILLS ENHANCEMENT, AND PROFESSIONAL DEVELOPMENT	17
4.3 ACCOMPLISHMENT AND CHALLENGES OVERCOME	18
5.0 RECOMMENDATIONS AND CONCLUSIONS	19
5.1 SUGGESTIONS FOR IMPROVEMENTS IN THE INDUSTRIAL TRAINING PROGRAM	19
5.2 RECOMMENDATIONS TO ENHANCE THE INFORMATION MANAGEMENT PRACTISES IN ORGANIZATIONS.....	19
REFERENCES.....	21
APPENDICES	22

LIST OF TABLES AND FIGURES

<i>Figure 2.1</i>	<i>The location of UESSB</i>
<i>Figure 2.2</i>	<i>UESSB building</i>
<i>Figure 2.3</i>	<i>Corporate Structure of USIM Tijarah</i>
<i>Figure 2.4</i>	<i>Examples of UESSB program and event</i>
<i>Figure 2.5</i>	<i>Organizational Chart of UESSB</i>
<i>Figure 2.6</i>	<i>Department organization chart</i>
<i>Figure 3.1</i>	<i>Lists of phone numbers</i>
<i>Figure 3.2</i>	<i>Brochure of UESSB</i>
<i>Figure 3.3</i>	<i>Embroidery Service poster</i>
<i>Figure 3.4</i>	<i>Promoting to USIM students</i>
<i>Figure 3.5</i>	<i>Taking orders at the Student Center</i>
<i>Figure 3.6</i>	<i>Handing the program flyers</i>
<i>Figure 3.7</i>	<i>Put up the poster</i>
<i>Figure 3.8</i>	<i>Making a new poster</i>
<i>Figure 3.9</i>	<i>Mailing the offer letter 1</i>
<i>Figure 3.10</i>	<i>Mailing the offer letter 2</i>
<i>Figure 3.11</i>	<i>Reviewing the DPPPI files</i>
<i>Figure 3.12</i>	<i>DPPPI files</i>
<i>Figure 3.13</i>	<i>Setting up the kitchen</i>
<i>Figure 3.14</i>	<i>Going to LHDN</i>
<i>Figure 3.15</i>	<i>Going to BHEUU Putrajaya</i>
<i>Figure 3.16</i>	<i>Using the iCGS system</i>
<i>Figure 3.17</i>	<i>Going to the OUM building</i>
<i>Figure 3.18</i>	<i>Visited by my supervisor</i>
<i>Figure 3.19</i>	<i>Arranging the DPPPI files</i>
<i>Figure 3.20</i>	<i>iCGS Homepage</i>
<i>Figure 3.21</i>	<i>Going to Unit Facility USIM</i>
<i>Figure 3.22</i>	<i>Meeting at the Faculty</i>
<i>Figure 3.23</i>	<i>Picture with my industry supervisor</i>

1.0 INTRODUCTION

IMD310: Industrial Training is a training course for Universiti Teknologi MARA (UiTM) students. It is among the curriculums of the university to make sure that students are ready to get real working experience, enhance understanding of the field they select, and boost their chances for their employment. As Diploma in Information Management students, we are expected to undergo this program for two months in the company which will enable us to apply the knowledge gained in actual organizations. For 8 weeks, students should get the chance to get the idea of a working environment, doing the tasks related to their studies, and they can find what industry they want to join after completing their graduation from the industry. Also, this industrial training helps the university find industries with which they can collaborate and get valuable input on how well their curriculum aligns with industry standards, which can help the university improve its curriculum design.

1.1 PURPOSE AND OBJECTIVES

This industrial training aims to review the practical knowledge obtained from all the activities during the 8-week internship and demonstrate an understanding of the industry's realities. This report aims to display the knowledge gained about industry standards, procedures, and best practices during the internship as the primary objective. To support future career advancement, the report also provides information documenting technical accomplishments, practical experience, and professional development acquired during the training. It also provides evidence of ongoing career and personal growth achieved throughout the internship.

1.2 IMPORTANCE OF INDUSTRIAL TRAINING

- Students will be able to practice educational skills in place that enhance their knowledge and flexibility
- Enhance the employment opportunities of graduates, and at the same time improve the image of the university, which improves their understanding and adaptability.
- Allows the growth of skills such as communication, teamwork, problem-solving, and adaptability, which are required for success in any field students will work in the future