INFORMATION SCIENCE STUDIES

COLLEGE OF COMPUTING, INFORMATICS AND MATHEMATICS

UNIVERSITI TEKNOLOGI MARA (UiTM)

NEGERI SEMBILAN BRANCH REMBAU CAMPUS

PROGRAMME: CDIM110

COURSE CODE:

INDUSTRIAL TRAINING (IMD310)

DURATION OF TRAINING:

22 JULY 2024 – 13 SEPTEMBER 2024 (8 WEEKS)

PLACE OF TRAINING:

USIM EDUCATION & SKILLS DEVELOPMENT SDN. BHD.

PREPARED BY:

MUHAMAD ZULFADLI BIN JUMAAT (2022860618)

PREPARED FOR:

PUAN NORHIDAYU BINTI MD YATIM

GROUP: N5CDIM1105H

SUBMISSION DATE: 1 DECEMBER 2024

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

LIST OF TABLES AND FIGURES

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