UNIVERSITI TEKNOLOGI MARA | Fakulti Pengurusan dan Perniagaan

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR IN BUSINESS OF TECHNOLOGY MANAGEMENT (HONOURS)

(BA262)

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COMPANY'S NAME:

UNIT LATIHAN INDUSTRI, UiTM CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA

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EXECUTIVE SUMMARY

This report presents the overall experience and learning outcomes gained throughout my 16-week industrial training at Unit Latihan Industri, Universiti Teknologi MARA (UiTM) Cawangan Melaka, Kampus Bandaraya Melaka, from 1 April 2026 until 17 July 2026. The internship was undertaken as a compulsory component of the Bachelor of Business Technology Management (Honours) programme to provide practical exposure to workplace practices and bridge the gap between academic knowledge and professional experience.

During the internship, I served as an administrative trainee responsible for supporting the daily operations of Unit Latihan Industri. My primary responsibilities included managing internship-related documents and student records, organizing physical and digital files, preparing formal correspondence using mail merge, assisting in briefing sessions, disseminating information through digital platforms, creating Google Forms, responding to enquiries, conducting basic company background analysis, and assisting the Faculty of Business and Management (FPP) with administrative materials. These tasks provided valuable exposure to office administration, records management, communication, and the use of digital tools such as Microsoft Office, Google Workspace, and online collaboration platforms.

The internship contributed significantly to my personal and professional development. Intrinsic gains included improvements in communication, organizational ability, time management, confidence, professionalism, workplace ethics, critical thinking, and problem-solving skills. Meanwhile, extrinsic gains included practical administrative experience, proficiency in digital applications, formal document preparation, participation in briefing sessions, professional networking opportunities, and a comprehensive understanding of internship management processes within a higher education institution.

This report also evaluates the operational environment of Unit Latihan Industri through a SWOT analysis. The analysis identifies systematic internship management processes and strong coordination among stakeholders as key organizational strengths. Conversely, dependence on manual administrative processes and limited data storage capacity were identified as internal weaknesses that may affect operational efficiency. Externally, opportunities exist through the implementation of integrated digital systems with Hal Ehwal Akademik (HEA) and the expansion of industry collaborations to improve internship management and graduate employability. At the same time, variability in host company quality and dependence on external stakeholders present potential challenges that require continuous monitoring and strategic improvement.

Overall, this industrial training has provided meaningful practical experience that complements the knowledge acquired throughout my studies in Business Technology Management. The experience has strengthened my technical competencies, interpersonal skills, adaptability, and professional confidence while providing a deeper understanding of administrative management within higher education. It has also prepared me to enter the workforce with greater competence, responsibility, and readiness to contribute effectively in a professional environment.

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