UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS

INTERNSHIP

(MGT666)

UTHM
Universiti Tun Hussein Onn Malaysia

30
1993-2023

AMANAH • PROFESIONAL • INOVATIF

INDUSTRIAL TRAINING REPORT:

UNIVERSITI TUN HUSSEIN ONN MALAYSIA (UTHM)

PREPARED BY:

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2021114329

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SUBMISSION DATE:

28 July 2023

Executive Summary

Industrial training holds immense significance as a pivotal phase in the life of students, serving as a transformative journey that imparts practical skills, experiential learning, and a profound understanding of real-world applications. This crucial phase acts as a bridge between theoretical knowledge and practical implementation, equipping students with invaluable hands-on experience and exposing them to diverse industries. The industrial training programs aim to produce competent graduates, improve employment opportunities, and bridge the networking gap between students and employers.

This executive summary gives a general overview of the industrial training at KANZU Research, Universiti Tun Hussein Onn (UTHM). The industrial training took 5 months and 2 weeks to complete. The primary objective of the industrial training was to offer the student hands-on exposure to real-world practices, methodologies, and challenges in business administration. Throughout the training period, the student actively engaged in various activities, projects, and tasks, under the guidance of seasoned professionals and experts within the organization.

The student able complete SWOT analysis for the company during internship period. SWOT analysis is crucial for a company as it provides valuable insights into its internal strengths and weaknesses, as well as external opportunities and threats. Companies can plot a route for long-term success and growth using this analysis.

Contents

Acknowledgement

I would want to thank Allah SWT, The Most Generous and The Most Merciful, for providing me with the strength and direction I needed to finish this written report. I would like to thank Allah (SWT) for granting us His favor in completing this written report. I would not be able to finish this final internship report without His Blessings.

I want to start by expressing my sincere gratitude to Sir Mohd Isham Bin Abidin for his ongoing advice, knowledge, and patience. His insightful suggestions, helpful criticism, and willingness to share his experience were crucial in determining the direction and quality of this study. I sincerely appreciate having the opportunity to learn from his depth of knowledge and mentorship.

I also want to express my gratitude to the entire KANZU Research: Resilient Built Environment staff for their support and cooperation throughout my internship. Their willingness to impart their knowledge, respond to my inquiries, and include me in valuable projects has given me a rich and useful learning experience. I am appreciative of the kind and supportive workplace culture that encouraged both professional and personal development.

I also want to express my appreciation to my family and friends for their unfailing help, compassion, and inspiration. Their unwavering confidence in my abilities and their readiness to listen have served as a source of inspiration throughout this process.

I want to express my sincere gratitude to everyone who was named above as well as anyone who may have been accidentally left out for their help and efforts. This report is only possible because to your support and believe in me. I appreciate your contribution to my journey and the enduring influence you have had on both my professional and personal development.

1.0 Resume

AIDA AFRINA BINTI KHAMSAN

Business Administration

About Me

A self-motivated, hardworking student in business administration, I seek a position that allow me to explore career options in industry and utilise my skills to be part on of company development. I look forward to learning from company that provides the opportunity to expand my knowledge in business administration major.

Work History

Business Administration's Internship

Kanzu Research, UTHM

March 2023 – present
- Expected to finished internship on August 2023
- Gained valuable knowledge of system and software use in the company
- Created EventBrite and responsible for update upcoming events or workshop
- Provide administrative support for executive staff and other staff
- Successfully assist 5 events during internship period

Sales Assistant

Ten Ten Retail – Parit Raja

August 2022 – September 2022 (part-time)

- Cultivated a customer focused shopping environment by greeting and responding to all customer in a friendly manner
- Answered any questions regarding inventory, sales and promotion
- Maintained organised and presentable product to drive continuous sales
- Deals with stock transfer in and out of the stock from other outlets
- Responsible for opening and closing the store

Operator

Monies Cookies

January 2018 – May 2018 (fulltime)

- Handling and producing variety of cookies daily
- Pick and pack orders accurately
- Communicated with colleagues and problem solved to maintain continuous production

Educational Background

UITM KAMPUS BANDARAYA MELAKA

2021 – present

Bachelor of Business Administration (hons) International Business

- Expected to graduate in 2024

UITM SEGAMAT, JOHOR

2018 – 2021

Diploma in Banking Studies

- Dean's list in 2 semester

SMK SERI GADING

2013 – 2017

Skills

- Microsoft Office
- Team Player
- Problem Solving
- Adaptability

Extracurricular activity

QGIS tutorial
Participant
2023
Participant in QGIS tutorial session on plotting area and digitalizing mapping

Exhibition for Minister of Higher Education Malaysia
Committee members
2023
Assist in providing support for senior executive and decoration of the booth

Sk Tenggera 2, Melaka
Committee members
2023
In charge as committee members of activity for education talk with standard 5 of Sk Tenggera 2, Melaka

Kampong Sambah, Tuaran, Sabah
Volunteer Work
2022
Spring cleaning at the village, woman talk and fun activities with the kids

Pusat Aktiviti Warga Emas (PAWE), Muar, Johor
Volunteer Work
2018
Doing volunteering work to help them improve their facilities such as painting mural

Reference

Sir Mohd Isham Bin Abidin
Academic Advisor

Prof Madya Sr. Dr Noralfishah Binti Sulaiman
Industrial Training Supervisor

2.0 Profile of the company
Background of the company

Universiti Tun Hussein Onn (UTHM) is one of public university in Malaysia primarily focusing on engineering and technology. It was established in 1993. UTHM main campus located in Parit Raja, Johor. Current chancellor of UTHM is His Royal Highness Tunku Mahkota Ismail Ibni Sultan Ibrahim.

The university was previously recognized as Pusat Latihan Staf Politeknik (PLSP) which was established on 16th September 1993. The fundamental purpose was to provide comprehensive training and develop proficient academic staff for polytechnics, equipping them with extensive knowledge and skills in diverse engineering disciplines. Subsequently, after a span of three years, precisely on April 12, 1996, PLSP underwent a remarkable transformation and was elevated to the esteemed status of Institut Teknologi Tun Hussein Onn (ITTHO). This significant promotion served as a recognition of the institution's exemplary track record in producing highly qualified professionals for technical education, affirming its commitment to excellence and its pivotal role in nurturing talented individuals for the field. The institute reached a significant milestone on September 27, 2000, when the Malaysian government granted it university-college status. The institute was then renamed as Kolej Universiti Teknologi Tun Hussein Onn (KUiTTHO). This recognition acknowledged its significant contributions to science and technology advancement and its role in supporting the nation's aspirations. KUiTTHO continued to progress and produce skillful, knowledgeable, and competitive graduates. Consequently, the Malaysian government, on September 20, 2006, agreed to award the university-college a full university status and changed its name to Universiti Tun Hussein Onn Malaysia.

Company Logo, Vision, Mission, Objective, Goal

The logo of UTHM embodies the essence of the university as an educational institution dedicated to fostering knowledge expansion and development across various levels of study in science and technology.

The vision of UTHM is to become a global technical university specializing in sustainable technology and transportation. With a forward-thinking perspective, UTHM aspires to establish itself as a trailblazer in these fields on a worldwide scale, actively contributing to the development and implementation of innovative solutions that promote sustainability and revolutionize transportation systems.

The mission of UTHM is rooted in its commitment to providing technical solutions for both the industry and the community, guided by the tauhidic paradigm. UTHM endeavors to harness the power of this paradigm, integrating it into their approaches and practices, to deliver innovative and sustainable technical solutions that cater to the needs and aspirations of industry stakeholders and the broader community.

The objective of UTHM including UTHM edu-train which is developing competent, professional, and entrepreneurial graduates. Next, UTHM technopreneur which is providing an ecosystem to develop TECHNOPRENEUR. Thirdly, UTHM *prihatin* which is fulfilling social responsibility towards community and environment. Lastly, UTHM governance which is practicing good governance and high-performance culture.

Organizational structure

Products or services

UTHM offers a wide range of educational programs, comprehensive research training workshops, and top-notch facilities and services.

Education program	1. Undergraduate programs 2. Postgraduate programs 3. Doctoral programs 4. Flexible learning options 5. Practical and industrial exposure 6. TVET
Research training and workshop	1. Research methodology 2. Literature review and research proposal 3. Data analysis tools and software 4. Research writing and publication 5. Research funding and grant writing
Facilities services	1. Sports and recreation facilities 2. FKAAB Reference Center

List of Duties and Responsibilities:

Firstly, the student was expose on website such as EventBrite and AssetTiger. The student is given task to study on how to use EventBrite and create two account for Kanzu Research: Resilient Built Environment and Kanzu Knowledge. The student also responsible to update upcoming event in Kanzu Knowledge and workshop in Kanzu Research: Resilient Built Environment. The student also exposes to AssetTiger website which student was given a task to learn how to update assets on the website. The student also helping to label assets in Kanzu Research office, living lab of Kanzu Research and Kanzu Knowledge. The student also assists to create new code for assets in three places as mentioned above.
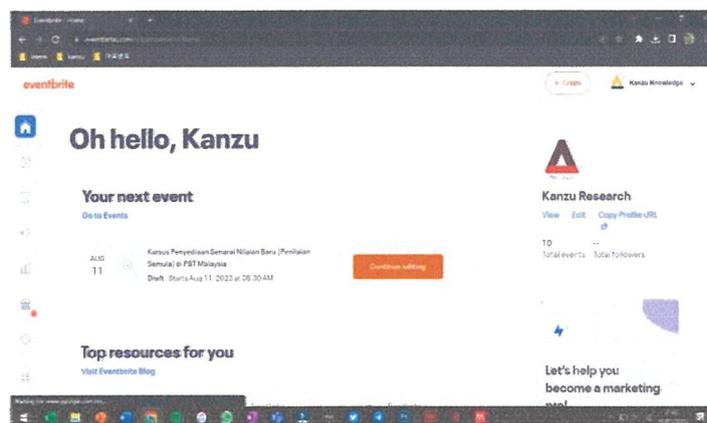

Figure 1:Updating event Kanzu Knowledge
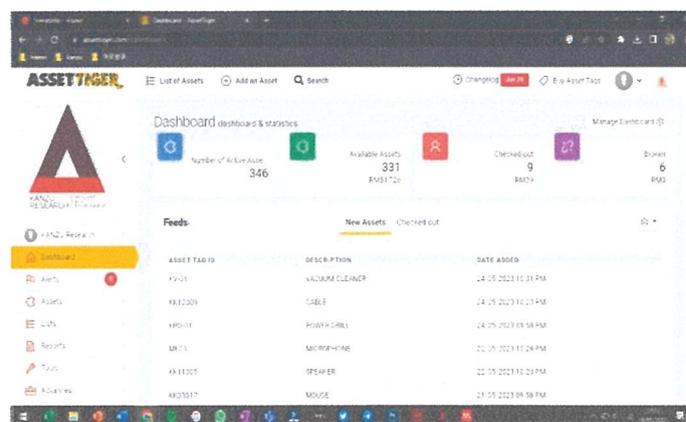

Figure 2: Updating Kanzu Research asset

Next, the student also given the encourage to explore the application of digital tools and platforms to improve brand promotion and promote social media engagement. The student specifically

introduced to popular tools like Canva and Capcut, allowing the student to create eye-catching marketing materials, such as attractive posters for Kanzu Knowledge and digital card for the celebration of Hari Raya.

Figure 3: Creating poster for Kanzu Knowledge

Moreover, the student also given valuable experience to handle event management. The task include coordinate with the event schedule to ensure that the food is prepared and ready to be served at the designated times. The student also assists in monitoring the quality of the prepared food, ensuring that it meets the desired taste, texture, and presentation standards. The student also assists with on-site coordination, such as overseeing setup and layout and ensuring smooth transitions between sessions. The student also has been reminding to prepared to handle unexpected situations or changes. The student offer help in cleaning the food preparation area, utensils, and equipment after use. The student also responsible to take picture during the events as one of marketing strategy.

Figure 4: Organize the dishes after arriving at dining area

Additionally, the student also has been given great experience as involved in preparation of two important exhibition which are exhibition for the Minister of Higher Education Malaysia and Johor Smart City Forum (JSCF) at Persada, Johor. The student assist in printing and folding the brochure, listing checklist equipment use and decoration at the booth. The student able to learn on how to management of corporate events.

Figure 5: Kanzu Research staff at Minister of Higher Education's exhibition

The student was given the chance to obtain practical experience in a variety of office management areas, including actively taking part in industrial visit where the student was exposed to the practical operations of a real-world company environment. The student was given important duties including preparing beverages to create a comfortable environment as well as can contribute to smooth professional gathering. The student was provided with the unique opportunity to develop her written communication skills by learning formal letters addressed to important clients. A key
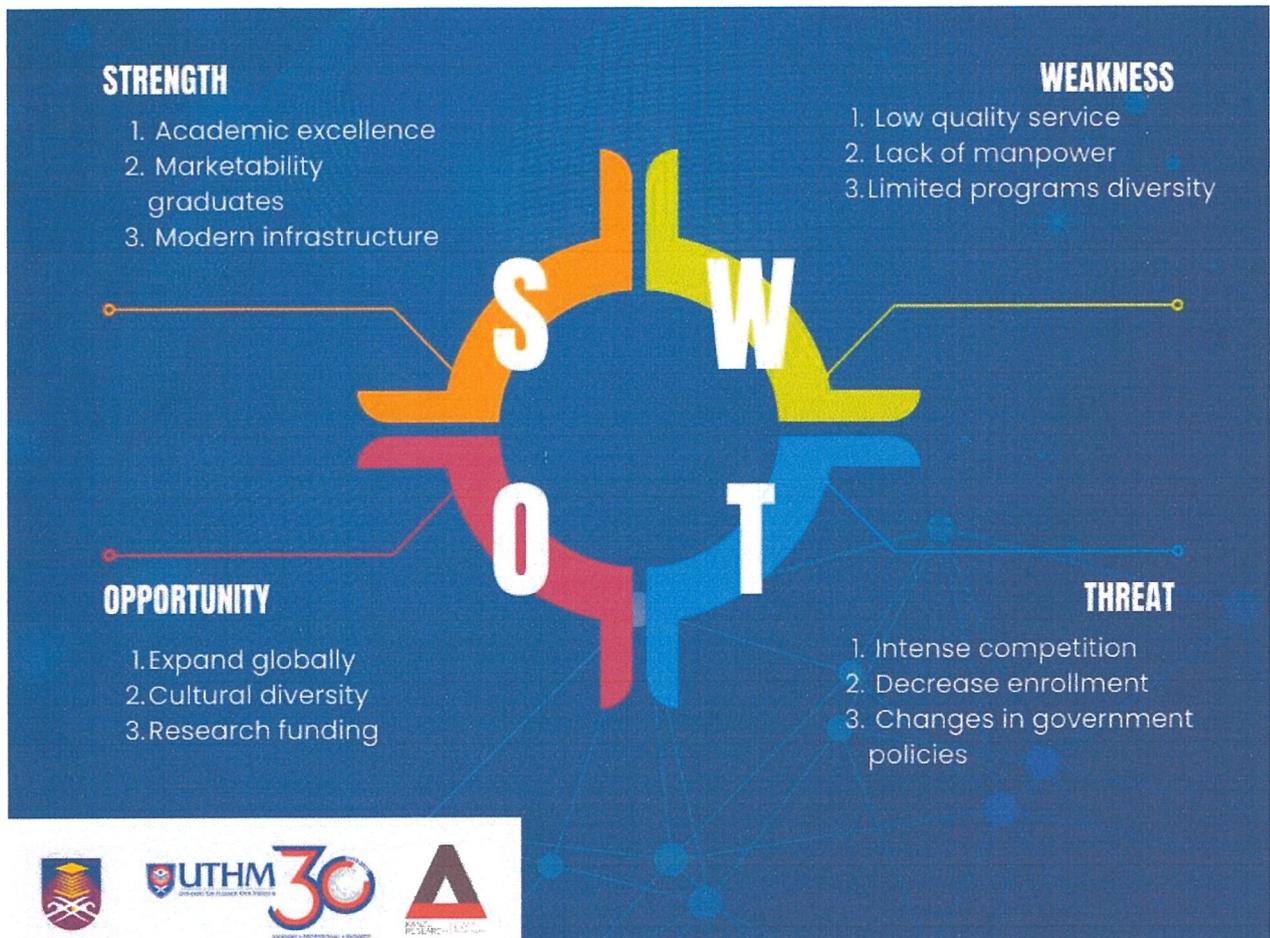
component of corporate etiquette is knowing the subtleties of formal correspondence, and the proficiency of the student in this area certainly improved their professional competence.

In addition to the enriching learning opportunities mentioned earlier, the student also had the privilege of gaining valuable international experience by participating in an international online meeting held in collaboration with TRANSCEND, a renowned organization, and their UK partners. The student had a wonderful opportunity to interact with professionals, specialists, and enthusiasts from all over the world at this monthly conference. The student was able to widen their perspective on the world, learn about various cultures, and form connection with people who share their interests from all backgrounds thanks to this virtual meeting.

Furthermore, the student is provided with a remarkable opportunity to develop a start-up company business profile that include a compelling vision that outlines the long-term direction, a mission statement that captures the purpose and core value, well-defined objective, and goals to achieve, and organizational chart. This assignment gives the student the fundamental understanding and skills needed to succeed as an entrepreneur in the future. It also encourages the student to embrace the attributes of leadership, innovation, and creativity.

Finally, the student had the invaluable opportunity to learn and familiarize themselves with a new software called QGIS. They actively participated in tutorial sessions specially designed to provide comprehensive training on its usage, covering various essential aspects. These tutorials encompassed everything from effectively plotting geographical areas on the software, attributing relevant information to specific locations, to mastering the art of digitalizing and mapping different areas. By engaging in this software learning experience, the student acquired a valuable skill set that could prove instrumental in their future endeavors. The ability to utilize QGIS created new horizons in data analysis, geographical information systems, and spatial mapping, making it a sought-after proficiency in numerous fields, including environmental studies, urban planning, and resource management. With this newfound information, the student is better equipped to handle problems in the real world and make valuable contributions to tasks requiring understanding of geospatial analysis and mapping.

4.0 SWOT Analysis

STRENGTH
1. Academic excellence
2. Marketability graduates
3. Modern infrastructure

WEAKNESS
1. Low quality service
2. Lack of manpower
3. Limited programs diversity

OPPORTUNITY
1. Expand globally
2. Cultural diversity
3. Research funding

THREAT
1. Intense competition
2. Decrease enrollment
3. Changes in government policies

5.0 Discussion and Recommendation

5.1 Strength

<u>Academic excellence</u>

UTHM is widely recognized as a prestigious and esteemed university in Malaysia, renowned for its academic excellence. The university holds a commendable position among Malaysian universities, ranking 24th out of 30. UTHM has gained recognition on a global scale as it is included among the top 600 universities in Asia according to the QS World University Ranking for 2023. The QS World University Ranking (QS WUR), which is the most established global ranking system, is the ranking system used in the blueprint and the strategic plan. Ranking and rating systems are crucial for public university. All universities use ranking and rating as marketing strategies for attracting both domestic and foreign students (Tham & Chong, 2023).

In 2017, Universiti Tun Hussein Onn Malaysia (UTHM) achieved notable recognition by earning commendable ratings in five out of eight categories evaluated by the Quacquarelli Symonds Assessment System (QS) Stars Rating. Since 2010, the Unit has assessed more than 270 institutions in 45 different countries. This accomplishment marked a significant advancement for UTHM, highlighting its excellence and expertise across various aspects of academic evaluation. UTHM has also garnered an outstanding 4-star rating across various key categories, encompassing Research, Employability, Teaching, Facilities, Internationalization, Social Responsibility, Inclusiveness, and Programs Strength in Civil Engineering.

This accomplishment is truly remarkable considering the university's relatively short existence of just two decades. It serves as a compelling testament to the capacity of UTHM to not only compete with esteemed local and international institutions but also to forge a trajectory towards achieving the esteemed status of a world-class university in the times ahead. UTHM is widely recognized for its exceptional academic standards and comprehensive array of programs encompassing various disciplines. With a distinguished group of scholars and researchers holding doctoral degrees from various countries such as the United Kingdom, Australia, Canada, Germany, Sweden, New Zealand, Japan, and Hong Kong, UTHM stands out as a leading institution driving innovative and sustainable research aligned with the nation's requirements.

Universiti Tun Hussein Onn Malaysia (UTHM) is officially been awarded as Premier Digital Tech Institution (PDTI), a prestigious recognition from the Malaysian Digital Economy Corporation (MDEC) in 2023. Only the institution that successfully completed the assessment by the panels chosen by MDEC will be granted the PDTI status. The record of institution of producing top-notch graduates for high-value professions based on digital technology is evaluated, as are its research and educational strategies, faculty connections with the business community, and career development and placement services. UTHM is awarded PDTI status for three years from 2022 to 2025. This recognition is in line with the tagline of UTHM to "We Produces Professionals" and will fully support the university's direction to be a Global Technopreneur University in 2030 (GTU2030).

<u>High marketability of undergraduates</u>

It is becoming more important to have highly talented resources to satisfy the demand of the industry. Access to a highly skilled workforce is essential as Malaysia's economy shifts to knowledge-intensive industries in order to boost labor productivity and attract international investment (Lee et al., 2022). The mainstreaming of TVET, the encouragement of lifelong learning, and the improvement of the educational delivery system are some most significant achievements of Malaysia in human capital development. These accomplishments have strengthened position of Malaysia as one of the most competitive nations in the region and contributed to expanding economy of country.

According to a recent case study by (Lee et al., 2022) titled "Undergraduates Marketability of Universiti Tun Hussein Onn Malaysia", the findings reveal that around 66.6 percent of UTHM graduates secure employment in fields directly related to their studies. The majority of UTHM undergraduate graduates from 2015 to 2020 found work in their field. Additionally, approximately 57 percent of graduates start their careers with salaries that align with their qualifications. These statistics highlight the success of university in preparing students for the job market. A high employment rate speaks volumes about the university's quality education and training. It elevates the institution's reputation, drawing in more students and potentially securing additional funding and resources. A robust employment rate cultivates positive ties with employers and industries, opening doors to more internships, collaborations, and research partnerships. It can inspire current students, as they have an increased probability of finding employment after completing their studies.

By forging strategic alliances with multiple government ministries and agencies, the nation has successfully diminished its unemployment rate from 599,600 individuals in the fourth quarter of 2022 to 588,700 people in the first quarter of the current year. According to the Statistics Department Malaysia, the unemployment rate in Malaysia decreased to 3.5 percent in February 2023. As mentioned by Dato' Sri Dr Mohd Uzir Mahidin, Chief Statistician of Malaysia, the status of the employment market in Malaysia has remained constant in line with recent economic changes. UTHM has successfully demonstrated the favorable results of its student development programs, which have led to remarkable academic accomplishments and the development of vital

skills and qualities highly valued by businesses and the job market. The university's commitment to improving the employability of its graduates has played a pivotal role in facilitating their successful transition into the workforce, underscoring the importance of UTHM's endeavors.

<u>Cutting-edge and modern infrastructure.</u>

Universities are competing in terms of their physical and intellectual assets. According to Aithal & Aithal, (2019), six essential infrastructures to be developed by a university for accelerated growth as world-class university are physical infrastructure, digital infrastructure, innovative academic & training infrastructure for confidence building, intellectual property infrastructure, emotional infrastructure, and networked infrastructure. Physical infrastructure provides students with adequate atmosphere conducive to learning. Modern physical facilities are important and have positive effects on students learning and performance. According to Yangambi, (2023), ensuring quality education is one of criteria to measuring growth of education and development level.

UTHM prides itself on offering a wide array of facilities to cater to the diverse needs and interests of its students. The Information Technology Centre is responsible for all the information and communication technology (ICT) facilities and services that are available in the university. The facilities were created the satisfy the needs of users including students, staff, and the community as well as to assist the user, management, and administration of UTHM. UTHM has provide wifi, shared computer rooms and CCTVs for the security surveillance purposes. UTHM has connected all the campus buildings or areas with extensive networks that cover the campus areas and residential college to enable that students can communicate globally and be a part of the borderless world.

In term of transportation, UTHM has taken significant strides to enhance student mobility by implementing a commendable initiative which is provide free bus service for students around main campus *including residential colleges and Parit Raja with a frequency of every 20 minutes. It also* provides real-time bus location and arrival information system where student can easily access the location of bus and estimated arrival time of the campus buses. With that, student able to commutes daily efficiently and minimizing waiting times. This strategy aims to addressing transportation issues faced by students and fostering an environment where accessibility and convenience go hand in hand. This approach demonstrates the dedication of university to embracing modern solutions to enhance the overall campus experience for its diverse student.

Lastly, The Faculty of Civil Engineering and Built Environment (FKAAB) offers a range of facilities designed to facilitate teaching, learning, research, and consultation services. These well-

equipped facilities are available to students, researchers, and industry professionals. FKAAB boasts multiple laboratories that provide students with valuable hands-on practical experience. These laboratories also serve as a vital support system for their research centers, enabling researchers to utilize cutting-edge equipment for their exploratory and experimental research endeavors. Next, the FKAAB building itself comprises 10 dedicated spaces utilized for lectures and tutorials in Lecture Complex, houses rooms and halls for teaching and learning. These rooms are equipped with the necessary resources to create an ideal environment for effective teaching and learning as well as Briefing Rooms that serve the same purpose. Intense research is going in the field of education to fulfil latest education to fulfil latest technological needs and align it with cutting edge technologies. Cutting-edge research facilities, well equipped laboratories and advanced technologies enable researchers to conduct high-quality research, experiment, and investigations as it allows them to push the boundaries of knowledge, develop new solutions, and contribute to scientific advancements in their respective fields.

5.2 Weakness

Low quality maintenance.

Maintenance management is crucial practice that demands priority funding from managing authority as it relates to and impacts the conditions of critical facilities and services in an educational institution. Universities need functional buildings and facilities to operate, and the building must achieve high functional performance standard. According to (Osuya et al., 2023), high-performance areas include lighting, safety, accessibility, administrative office space, library resource centers, sport facilities and workroom. It is to create suitable environment in order to support and enhance learning, teaching, innovation, and research activities.

UTHM needs to address and enhance its service quality as it has received consistently low satisfaction ratings from students regarding various aspects such as facilities, environment, administration, placement services, support services, and activities. These issues have persisted for several years, highlighting the university's urgent need to improve in these areas to meet the expectations and satisfaction of its students. Recent research conducted by (Ahmad et al., 2021) reveals that a significant 57 percent of students expressed dissatisfaction, while only 13 percent expressed satisfaction. Furthermore, 14 percent reported being moderately content with the services provided, while a mere 16 percent rated the services as good, indicating a considerably low level of satisfaction among students. By prioritizing service quality and continuously striving for improvement, universities can create a positive and enriching environment for their students, leading to greater student satisfaction, engagement, and overall success. Quality service is a fundamental aspect of any successful institution, including universities.

In order to improve the quality of maintenance at UTHM, it is recommended to develop a robust system that effectively prioritizes maintenance tasks based on their level of urgency and allocates resources accordingly. By implementing such a system, the university can ensure that critical maintenance needs are promptly addressed, preventing any potential disruptions or inconveniences that may arise from delayed or neglected maintenance issues. This approach would enable UTHM to efficiently manage its maintenance workload and ensure that the vital maintenance tasks receive the necessary attention and resources they require. Next, it is highly recommended to dedicate efforts towards the development and implementation of comprehensive standard operating

procedures (SOPs) for various maintenance tasks. UTHM can ensure the proper maintenance of its facilities by using a right management process algorithm as it includes a well-defined procedure for identifying existing processes, determining critical processes, and measuring their significance based on specific process characteristic.

Lack of manpower in management

The productivity of an organization affects its flexibility, which in turn determines how well it performs. Another managerial task is staffing. This is a process where the best people are being selected and put them on jobs where their talents and skills can be best utilized and retained through their incentives, job training, job achievement and every important programmer in order to achieve both individual and company goal (impact of insufficient personnel on organizational performance thesis centria univerity of applied sciences business management, 2017). However, every company may experience a shortage of employees which could cost in the company.

The issue of staff shortage in administrative management continues to be a major concern for UTHM as it requiring prompt attention and preventative measures. Based on the observation from the student during industrial training period, the maximum number of staff allotted to each department barely reaches a meager figure. It affected administrative ability of UTHM to efficiently handle the diverse demand of its student and staff community. Budget restriction are one of the reasons the issue occurs. Budget constraints often play a significant role in creating the issue within universities. UTHM might not be able to acquire enough staff to cover their operating needs because of limited financial resources. This can be a result of budget cuts implemented by the institution itself or external funding limitations imposed by government or other funding sources. Therefore, various departments within the university may experience a shortage of employees, which would put further pressure on current overworked staff and reduce efficiency and effectiveness of UTHM.

A crucial recommendation is to prioritize activities for skill development and cross-training aiming at improving the capabilities and versatility of the current employees. An employee may be hired to perform a particular task, but cross training enables them to perform other functions by imparting the required skills (Ninan et al., 2019) . The university may provide its staff new skills and abilities that go beyond with existing task by investing through training and development programs. This will be enabling the staff to have more duty and be used in a variety of areas as needed. This tactical strategy can be use of the current staff resources and encourage the development of a workforce with a broad range of skills that can adjust to shifting demands and workload changes. UTHM can create more adaptable, resilient, and capable of effectively

managing a variety of tasks and responsibilities. Next, establish a procedure for workforce planning that includes analyzing present and future of institution manpower requirement. Workforce planning establishes a connection between human resources planning with strategic planning (Kapur, 2020). The analysis should include evaluation of how workload is distributed among various departments and function, identification of critical areas experiencing resources shortage or additional staff is immediately required and proactive assessment of potential future demands resulting from growth, programs expansions or shifting priority. The university can create targeted and efficient strategies for recruiting, resource allocation, and talent management by acquiring a comprehensive picture of the current personnel gaps and predicting future demands.

<u>Limited program diversity</u>

UTHM Parit Raja has established as premier institution in Malaysia holding a good reputation of excellence in engineering and technology. Minister of Higher Education (MoHE) and universities in Malaysia are currently focused heavily on science, technology based academic programs, research, and innovation (Abdul Quddus & Sabri Bin Yusuff, 2018).

The primary focus on engineering and technology can act as a deterrent for students interested in other fields such as humanities, social sciences, or business. Prospective students who have a passion for subjects beyond engineering may overlook UTHM when considering their higher education options. Research that is ground-breaking and creative answers to complicated issues are frequently produced via interdisciplinary studies and the cross-pollination of ideas between disciplines. A university's potential to be at the forefront of research and breakthroughs in a variety of areas may be hampered by a lack of program diversity if it misses the possibility to encourage such collaborative efforts.

A university faces the danger of facing considerable difficulties in attracting and keeping a talented and varied student body when it fails to offer a wide selection of program that are in line with the many interests and aims of its prospective students. When faced with a variety of options in the educational environment, students are compelled to choose the institutions that best suit their unique goals and intellectual interests. Students tend to enrolled in colleges that can better meet their academic needs and personal interests, which might result in a noticeable decline in enrollment rates when program diversity is limited.

Recommendation to encounter this weakness, UTHM may actively seek collaborations with neighboring universities or colleges to fostering partnerships that can lead to the creation of joint programs or exchange opportunities. By forging such alliances, the university can tap into the collective resources, knowledge, and expertise of multiple institution, ultimately broadening the spectrum of programs accessible to students. These partnerships enable the sharing of curricular offerings, faculty expertise and infrastructure, and opening doors to a wider array of educational possibilities. Through this collaborative approach, UTHM can effectively overcome the constraints of limited program diversity and enrich the academic experiences of its students. Next, actively leverage the resources available within the local community by engaging with businesses,

organizations, and community leaders. By forging partnerships with external party, UTHM can explore verity of opportunities for students, such as internships and cooperative education programs. These collaborations can prove immensely beneficial as they offer students practical experience and exposure to fields of study that may not be traditionally offered within the curriculum of university. Working alongside professionals in various industries, students can develop practical skills, broaden their understanding of different career path, and build invaluable networks that can enhance their prospects.

5.3 Opportunity

Expand globally by establishing strategic international collaborations and partnerships

Globalization has had tremendous influence on the higher education governance and development in Malaysia. Globalization pushes higher education towards this pattern of "commodification" of knowledge-based products and research.

UTHM has an outstanding chance to expand globally by aggressively exploring and building strategic international collaborations and partnerships with famous universities and research institutions throughout the world. UTHM can gain a variety of advantages, such as encouraging fruitful information sharing, fostering cross-cultural understanding, and furthering collaborative research initiatives that address global concerns. Through connections with other countries, UTHM may access a wealth of knowledge and different viewpoints, providing a vibrant learning environment that benefits both domestic and international students' educational experiences. The chance to work together on joint research projects with foreign universities offers doors to shared resources, cutting-edge technology, and cooperative networks that can result in game-changing discoveries and cutting-edge solutions in a variety of academic subjects.

Global collaborations can raise UTHM's profile and exposure globally and promote the sharing of knowledge, skills, and best practices. By participating in international conferences, workshops, and training programs, educators and staff may be given the chance to stay up to date on the most recent advancements in their domains and contribute to the global knowledge landscape. UTHM may establish itself as a center of international cooperation, innovation, and academic excellence by actively pursuing worldwide partnerships. University be able to attract, recruit and retain the best talent, especially form the industry practitioners by having multi-track career pathways (Abdul Quddus & Sabri Bin Yusuff, 2018) The development of such collaborations improves research capacity of the university as well as its global standing, recruiting excellent staff, students, and research funds. Through these partnerships, UTHM can actively contribute to the production of knowledge on a worldwide scale, confront difficult societal issues, and have a significant local and global influence.

<u>Cultural diversity</u>

Cultural can be defined as a way of life by means of exercising values that influence how people experience and sense to the world (Biswajit Biswas, 2021). Cross cultural interaction was strongly associated with sense of belonging and academic success for all students (Sampson, 2019). A system of education that explores cultural differences is known as cultural diversity in education. Therefore, according to Biswajit Biswas, (2021) multicultural education is relevant and essential in both rural and urban regions. Students from each culture behave differently due to several interconnecting factors, such as educational traditions (Tlili et al., 2021). According to Bozkurt et al., 2017) mentioned that each country has its own pattern of learning behaviors that fulfils the specific criteria of that country. Students who are exposed to diversity and inclusion benefit academically and personally as they develop their capacity to interact with people throughout the world. It is also evident that students attending larger colleges have a greater chance to interact with people from different backgrounds (Browers & Ho, 2022).

Cultural diversity is one of UTHM's key values, and the university values the varied backgrounds and viewpoints that come from its student body. The campus thrives as a rich tapestry of cultures, fostering a vibrant and multicultural learning atmosphere that attracts students looking for an inclusive educational experience. UTHM actively encourages its students to engage in productive cross-cultural interactions.

The diversified student body, which includes people from various ancestries, cultures, and traditions, provides an ideal environment for intercultural conversation and comprehension. Students can extend their views, expand their worldview, and get a profound understanding for the diverse cultures represented within the campus community through conversations, discussions, and team projects. The UTHM community embraces cultural variety in all facets of campus life, not just in the classroom.

Cultural festivals, events, and activities are planned to highlight the diverse cultural heritage and give students the chance to introduce their traditions, customs, and cuisines to their peers. These gatherings not only promote a sense of community but also provide a forum for understanding and intercultural communication. In the end, UTHM's embrace of cultural variety improves the experience of attending college for everyone involved.

Students can learn cultural intelligence, which is important in a society that is becoming more connected and globalized. Students develop a better awareness of the world, empathy, and abilities to succeed in a global society through engaging with varied ideas and adopting various cultural practices. Through this dedication, UTHM equips students to become global citizens who respect and value cultural diversity while working peacefully together in a globally integrated society.

Research funding

A research fund is a grant or financial assistance provided to an investigator or researcher to enable him or her meet certain research expenses to ensure that the aim of the research is attained for the progress of the society. Research funding is primarily provided by government or dedicated organizations (Akram et al., 2022). The discovery of new ideas and findings that expand on prior understanding are encouraged through funding for cutting-edge science. According to Yu et al., (2022), higher research funding resulted in higher research output in universities. Universities have some of the strongest scientific and technological resources in each nation are important components of the national system for innovation in science and technology due to their ability to attract top researchers and provide them with ideal conditions for their work. A chance of nation to work at the cutting edge of innovation are significantly influenced by the research capacities of its institutions.

The institution should proactively look for and seek chances to gain extra funds through strategic partnerships with industrial partners, governmental organizations, and international funding authorities to further boost its research capacity. By forming alliances with business partners, UTHM can benefit from their knowledge, assets, and financial support, generating a mutually beneficial relationship. Collaboration on research initiatives with industry partners can solve current issues and offers opportunities for technology transfer, the monetization of research findings, and the development of intellectual property. Such collaborations increase the practical relevance and impact research efforts of UTHM in addition to providing financial support.

UTHM needs to connect actively with the government organizations that give grants and funding programs for research. These organizations frequently have specialized funding programs intended to support research in diverse sectors. Government-oriented research funding is still the main source of scientific research funding in universities. UTHM can improve its chances of receiving research grants and financing by matching its research proposals with the priorities and goals stated by these organizations. Collaborating with government organizations can produce research findings that are useful to policy, support national growth, and meet societal demands. The university should actively look for chances for international research collaborations and secure financing from foreign funding sources to broaden the impact of UTHM beyond national

boundaries. International research collaborations give opportunities for collaborating on grant proposals and access to a variety of perspectives and experience. Participating in international research consortiums allows UTHM to access worldwide research networks, become familiar with cutting-edge research approaches, and improve the researchers' standing and visibility abroad.

UTHM Campus Parit Raja would be able to conduct a wider range of research projects, facilitate the hiring of bright academics, offer research facilities and equipment, and improve research support services with increased research funding. UTHM would have more possibilities to invest in research capacity-building projects like training courses, workshops, and conferences, which would improve the university's academic community's research capacities and competencies. In addition to enabling the completion of a wider range of research initiatives, increased research funding would also improve UTHM's research output, visibility, and reputation. UTHM may establish itself as a center of outstanding research, encourage innovation, and support societal and economic growth on a global scale by taking advantage of these financial opportunities,

5.4 Threats

<u>Intense competitor</u>

The nature of competition has changed, giving rise to new types of competition, particularly in the sector where this evolution has been most spoken, which is the research university sector. It is argued that competition in higher education is no longer only occurring between individuals and countries but has become institutional, leading to a multi-level form of competition, and transforming universities into competitor (Musselin, 2018) . The development of procedures, methods, and algorithms aimed at replacing interpersonal evaluations with impersonal references and the organization of competitive schemes by more commercial and public organizations have intensified competition (Musselin, 2018). It also has more access to and reliance on impersonal evaluation references created by private companies as well as by higher education state policies. Academics, research groups, and institutions are under more pressure to compete as a result of the publication of the findings of these competitive evaluations.

In the highly competitive higher education landscape of Malaysia, UTHM faces the challenge of distinguishing itself from other well-established universities that are also vying for students, faculty, and research funding. UTHM must employ strategic measures to continuously enhance its offerings and differentiate itself in several key areas to remain at the forefront and maintain its competitive edge. According to Musselin, (2018), the competition between research universities is not only primarily research-driven, but it also touches upon a wide array of issues: competition for students, grants, discoveries, patents, academics, public and private resources

UTHM must continually strive for academic rigor and maintain high standards of teaching and learning. By fostering a supportive learning environment, implementing innovative pedagogical approaches, and investing in faculty development, UTHM can ensure that its graduates are equipped with the knowledge, skills, and competencies required to excel in their chosen fields. The university should regularly review and update its curriculum to align with industry demands and emerging trends, ensuring that students receive a relevant and future-oriented education. According to Mustafa (2019), it is crucial for academic involvement through curriculum, lecturers, and internships to establish connection between academia and industry due to mismatch between abilities of student and demand by the labor market. The university should actively promote a

vibrant research culture and provide adequate support for faculty and students to engage in impactful research endeavors. According to Dr. Ahmad Shuhaimi Abu Bakar, a senior lecturer at Universiti Malaya, it is unfortunate when researchers have promising products that could potentially make a significant breakthrough in the market, but they remain confined to display within their rooms.

UTHM may improve the quality of its research output and contribute to knowledge production and technical developments by promoting multidisciplinary collaboration, giving access to cutting-edge research facilities, and establishing relationships with business and academic organizations. Through these initiatives, UTHM not only draws in vibrant academics and scholars but also establishes itself as a valued partner for industrial partnerships and funding opportunities. UTHM needs to focus on creating strong industrial links and partnerships in order to succeed in the competitive environment. The university can match the demands of industry with its academic programs, provide chances for internships and hands-on training, and open doors for career placements by forging collaborations with key players in the sector. In addition to improving the employability of UTHM graduates, these partnerships encourage research partnerships, team initiatives, and knowledge exchange that are advantageous to both academia and industry. UTHM can successfully navigate the fierce competition and establish itself as a premier institution of higher learning in Malaysia by continually enhancing its programs and fostering an environment of excellence.

<u>Decline in enrollment due to negative social perception of higher education in Malaysia.</u>

The country is witnessing a concerning pattern as numerous youths are hesitant to pursue further studies. According to a 2019 survey conducted by the Department of Statistics, 72.1 percent of Sijil Pelajaran Malaysia (SPM) graduates expressed disinterest in pursuing higher education. The primary reasons cited in the study include the availability of better job opportunities on gig *platforms, the impact of social media, and the belief that excellent academic performance does not* guarantee high-paying jobs.

The gig economy has profoundly changed the world over the past decade. According to the Statistics Department, 97.71 percents of p-hailing service workers fall withing the age range of 15 to 30 years, with nearly 40 percent are high school graduates, 23.24 percents hold diploma and the remaining 11.79 percent hold a bachelor's degree. The employment models withing the gig economy offer fast track into the workforce, making it an appealing choice for student with limited academic qualifications. However, gigs are temporary and lack the stability and security of permanent employment. Individual without higher education is particularly are vulnerable to the risks, which could harm long-term career advancement and skill development.

Subsequently, there is a concerning pattern where numerous SPM school leavers are choosing to become social media influencers instead of pursuing higher education. Assoc Prof Dr. Zainal Madon, Deputy Dean of the Faculty of Human Ecology at Universiti Putra Malaysia, explained that the younger generation is drawn to the allure of the celebrity influencer world, which promises attractive income through their social media posts. The problem has become more noticeable after the COVID-19 pandemic, and it is expected to continue, especially with the increasing number of successful young social media influencers. Undoubtedly, the luxurious and glamorous lifestyle showcased by influencers on their social media has inspired SPM school-leavers to pursue a career as influencers. The belief that good academic performance does not necessarily lead to high-paying jobs is a major factor behind the declining interest in higher education among today's youth. The nation may experience a shortage of experts, particularly in the critical fields of science and technology that are vital for various industries. As the world increasingly embraces the Fourth Industrial Revolution (IR4.0), the demand for specialists will continue to grow.

UTHM are focused on engineering and technology, it seems that this worrying trend and negative narrative will affect in decreasing number of students. According to Jabatan Komunikasi Korporat UTHM, the university currently has more than 18,000 students including international students from 22 countries all over the world. Hence, UTHM can effectively address treats by highlighting the close connection between education and lucrative professional prospects. The university may build confidence and draw prospective students by demonstrating the growing market demand for competent professionals and emphasizing the specific edge that UTHM former students enjoy in getting employment. UTHM has established a dedicated Job Center that serves as a dynamic platform connecting employers with talented pool of graduates. The Job Centre actively encourages organizations and companies to use this platform to post internship openings and job openings and to find qualified individuals among UTHM graduates and alumni. Job Centre also provide career counselling sessions, implements a thorough mentoring program, and holds seminars to enable graduates to discover their interests, develop their abilities, and make wise career decisions.

Changes in government policies

One of the key measures of social progress in society of today is higher education. Higher education is receiving top priority from nations around the world as evident of funding, enrollment, expansion, quality, and other factors (Linda Devi, 2017).

The functioning and long-term development of Universiti Tun Hussein Onn Malaysia (UTHM) can be significantly impacted by changes in government policies. Education funding is a significant area impacted by changes in governmental policies. Government funding is essential to ability of UTHM to continue operating, maintain its facilities, fund research initiatives, and offer top-notch education to its students. Any reduction in financing or reallocation of funds might cause a burden on the financial resources of UTHM, limiting its capacity to pay faculty and staff competitive wages, renovate facilities, and make investments in cutting-edge technologies and research equipment. This is because the main funding for UTHM as public university is government.

Changes in government goals for research may have an impact on the strategic focus and direction of UTHM. Enhancing the prestige of university and advancing society both depend heavily on research. UTHM may need to adjust its research objectives and activities if the government emphasizes some research areas or businesses above others. Faculty and researchers may be required to focus their areas of expertise, seek funding for new research, or establish partnerships with outside parties to achieve national aims and objectives.

Administrative processes, admission standards, and academic programs at UTHM may all be impacted by changes to higher education rules and policies. For instance, revisions to the curriculum and quality control procedures may be necessary to ensure complying with new standards if accreditation requirements or assessment frameworks change. Numerous departments and administrative entities in UTHM may need to work together and invest time, money, and other resources into adapting to these policy changes.

UTHM may engage in proactive advocacy actions and attempting to have a productive conversation with the appropriate parties to discuss the requirements of the institution and its contributions to the advancement of the country to minimize the impact of changes in government policies. UTHM can position itself to adapt to challenges and opportunities effectively by

developing good relationships with politicians and keeping up with changing policies. This will ensure its continuing growth and relevance in the ever-changing higher education scene in Malaysia.

Conclusion

In conclusion, internship experience has provided the student with an invaluable opportunity to develop both professionally and personally. The student had the ability to use the information and abilities developed during academic career and obtain practical experience in international business throughout internship period at KANZU Knowledge, UTHM. Through this internship, the student gained a greater grasp of research management practical features and had the chance to develop important abilities that will certainly help the student in future career.

Internship has primarily improved the student technical proficiency. Working with experienced experts gave the student the chance to observe them in action and absorb their knowledge, giving new perspectives on cutting-edge technologies, market trends, and best practices. In addition to broadening educational base, exposure to practical applications has given the student self-assurance to take on challenging issues and come up with creative solutions.

The internship has reaffirmed the value of strong teamwork and communication in the workplace. The student had the chance to work with people from all backgrounds, including other interns, senior staffs, and supervisors. Through this experience, the student has learned the importance of open communication, attentive listening, and constructive criticism skills that are crucial for creating a supportive and effective work environment.

The internship has given an opportunity to develop crucial soft skills like problem-solving, flexibility, and time management. The dynamic nature of the workplace required fast thinking and the capacity for job prioritization. The student developed the ability to manage a variety of tasks and fulfil deadlines without sacrificing the quality of the work. These abilities will surely be helpful in future.

The student experience working as an intern at KANZU Research has been both rewarding and life-changing. The student incredibly appreciative of the chances that have been provided as well as the help from senior staffs and supervisor. This internship has given the student a solid foundation for future profession and helped the student become a more self-assured, competent, and driven person. The student eager to take on new challenges and use the knowledge gained from this internship in future endeavors of the student.

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Appendices