



اوتو تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**UNIVERSITI TEKNOLOGI MARA (UITM) CAWANGAN MELAKA**

**KAMPUS BANDARAYA MELAKA**

**INDUSTRIAL TRAINING (MGT 666)**



**UNIVERSITY COLLEGE OF YAYASAN PAHANG**

**1<sup>ST</sup> MARCH 2023 – 15<sup>TH</sup> AUGUST 2023**

**PREPARED BY:**

**ANIS SAKINAH BINTI AZMAN**

**2021101473**

**BA246**

**PREPARED FOR:**

**MISS MUNIRAH BINTI MOHAMED**

**SUBMISSION DATE:**

**26<sup>th</sup> JULY 2023**

## **EXECUTIVE SUMMARY**

The University College of Yayasan Pahang (UCYP) is a famous higher education institution in Malaysia's state of Pahang. UCYP has been a vital participant in providing quality education and contributing to the progress of knowledge and skills in the region since it was founded with the assistance of Yayasan Pahang.

This report examines UCYP's main business elements, such as its strengths, weaknesses, opportunities, and threats. The establishment of significant connections with numerous firms and organizations demonstrates UCYP's appreciation of the importance of bridging the gap between academia and industry. Numerous accreditations and recognitions from local and international organizations, indicating the institution's adherence to rigorous academic standards, have demonstrated the institution's commitment to academic excellence.

The paper also outlines UCYP's weaknesses and threats, which are common issues for private universities. However, it identifies opportunities that the institution can capitalize on, serving as potential sources for revenue growth and increased student enrollment.

Finally, the University College of Yayasan Pahang is a respected higher education institution committed to offering high-quality education, supporting research and innovation, and developing socially responsible global citizens. UCYP has the potential to increase its impact and visibility in the region's educational environment from ongoing efforts to resolve problems, focus on opportunities, and prevent threats.

## TABLE OF CONTENT

EXECUTIVE SUMMARY	i
TABLE OF CONTENT	i-iii
LIST OF FIGURES	iv
ACKNOWLEDGEMENT	v
1.0 STUDENT PROFILE	1
2.0 COMPANY PROFILE	2
2.1 UNIVERSITY COLLEGE OF YAYASAN PAHANG	2-4
2.4 VISION	4
2.5 MISSION	4
2.6 GOAL	4
2.7 PRODUCT AND SERVICE	4-8
2.8 ORGANIZATIONAL STRUCTURE	8
3.0 TRAINING REFLECTION	8
3.1 DURATION OF WORK	8
3.2 DETAIL OF WORK	9
3.3 GAINS	10
4.0 SWOT ANALYSIS	11
4.1 STRENGTH	11-12
4.2 WEAKNESSES	12-14
4.3 OPPORTUNITIES	14-15
4.4 THREAT	15-17
5.0 DISCUSSION AND RECOMMENDATION	17
5.1 STRENGTH	17-18
5.2 WEAKNESSES	18-19
5.3 OPPORTUNITIES	19-21
5.4 THREAT	21-23

6.0 CONCLUSION	23
REFERENCES	24-29
APPENDICES	30-32



## LIST OF FIGURES

No	Content	Page
1.	Figure 2.1 University College of Yayasan Pahang (UCYP)'S Building	2
2.	Figure 2.2 Building of UCYP's Office	3
3.	Figure 2.3 Location of UCYP	3
4.	Figure 2.4 Student Mobility Programs	6
5.	Figure 2.5 ATLRC's Building	6
6.	Figure 2.6 CCRC's Building	7
7.	Figure 2.7 Organizational Structure	8
8.	Figure 4.1 UCYP's SWOT Analysis	11
9.	Figure 4.2 Comparison between UMP structure fee and UCYP structure fee for Diploma of Computer Science	13
10.	Figure 4.3 Higher Education Landscape under MOHE	15
11.	Figure 4.4 UCYP's Instagram Post	16
12.	Figure 5.1 UNTAR Student Mobility Program	21
13.	Figure 5.2 University of Manchester's Virtual Open Day	22
14.	Figure 8.1 Existing General Department Team	30
15.	Figure 8.2 Training Communication in Workplace	30
16.	Figure 8.3 Checking Board of Director File	31
17.	Figure 8.4 UCYP's Website	31
18.	Figure 8.5 With BCCD Staff Member	32


## **ACKNOWLEDGMENT**

First and foremost, praises and thanks to Allah SWT, the Almighty, for His showers of blessings throughout my work to complete this report successfully. Throughout the learning process, I was given a difficult project paper to complete, and I eagerly accepted the challenge to complete this report faultlessly and on time. Miss Munirah Binti Mohamed, my hardworking lecturer, has provided me with the opportunity to create this report. Her energy, vision, sincerity, and drive have deeply inspired me. She has instructed me on how to conduct the report in the clearest way possible. It was a great honour and privilege to work and study under her path. I am extremely appreciative of what she has provided. Additionally, I would like to thank her for her kindness and humour.

In addition, I am extremely grateful to my parents for their unwavering love, prayers, care, and assistance in completing this report and their support while I am doing internship session. From the very beginning, they have been my pillars of strength, providing me with confidence and belief in my abilities. Their words of encouragement and reassurance have motivated me during moments of doubt and have fueled my determination to excel in my internship. Knowing that I have their unwavering support has given me the courage to take on new challenges and push beyond my comfort zone. As I reflect on my internship experience, I realize that none of my achievements would have been possible without their constant love, support, and guidance. I am immensely grateful for the values they have instilled in me, which have shaped my work ethic, determination, and resilience.

Next, I would like to extend my deepest thanks to Puan Nuraziah, and Puan Norsazlina for their guidance, mentorship, and support throughout my internship. Their expertise and willingness to share their knowledge have been instrumental in shaping my understanding of the industry. Their constructive feedback and encouragement have motivated me to continuously strive for excellence. I am grateful for the diverse range of projects and tasks I was involved in during my internship. These experiences have allowed me to develop practical skills, gain industry insights, and enhance my understanding of real-world applications in the area. I am particularly thankful for the opportunities to collaborate with talented colleagues, who have been both inspiring and supportive. Once again, thank you for your support and for making my internship a memorable and rewarding experience.

## 1.0 STUDENT'S PROFILE



# ANIS SAKINAH BINTI AZMAN

### About Me

To best utilize my knowledge and skills for the job in company besides to gain more experience and to improve myself in career enhancement and looking for new and competitive working environment.

### My Contact

✉ |  
🕒 |  
📍 |

### Skills

**Teamwork and Interpersonal Skills**  
Appear to be good at working productively with others to achieve common goals. Capable of forming effective teams in pursuit of goal.

**Computer Skills**  
Have knowledge about Microsoft words, power point and excel.

**Communication Skills**  
Able to manage interaction with business and organization.

### References

**Mohd Isham Bin Abidin**  
Lecturer  
University Technology Mara,  
Kampus Bandaraya Melaka.

### Education Background

**Degree In International Business**  
University Technology Mara, Kampus Bandaraya Melaka  
March 2021- August 2023, CGPA 3.46/4.00

**Diploma In Banking Studies**  
University Technology Mara, Kampus Raub  
July 2018- Feb 2021, CGPA 3.42/4.00

**Sijil Pelajaran Malaysia**  
Sekolah Menengah Tengku Afzan  
January 2013- December 2017, 2A 2A- 4B+ 1D

### Extra-Curriculum

**Seminar Akademik "Skill Up: Heroes in Training. Manner Is A Beauty That Never Fades."**  
Secretary, November 2022- December 2022  
To prepare Minutes of Meeting (MoM) and document that need to be sent to school and government office.

**Malam Aspirasi Budaya (MAYA)**  
Participant, December 2022  
Joining a group choir.

**Lawatan Akademik Dan Khidmat Masyarakat Di Sabah**  
Secretary, January 2022 - November 2022  
To prepare the documents for the companies visit and making sure the letter has been sent via email. Managing the monthly agenda and arrange new meeting.

### Working Experience

**University College of Yayasan Pahang (UCYP)**  
Internship, March 2023 - August 2023  
To assist in the day-to-day operations of the department, including attending certain meetings, and completing various administrative tasks such as Minutes of Meeting (MoM), completing meeting documents or files for the meeting members and making sure the document is complete.

Figure 1.1 Student's Resume

## 2.0 COMPANY PROFILE

### 2.1 UNIVERSITY COLLEGE OF YAYASAN PAHANG



**Figure 2.1 University College of Yayasan Pahang (UCYP)'s Building**

UCYP, formerly known as Institution Kemajuan Ikhtisas Pahang (IKIP), has been a distinguished higher education institution since its establishment in 1992. It has been recognized as a catalyst for innovation and has earned the reputation of being an adaptive university. The institution that is a part of KYP Education Sdn. Bhd. has been providing short courses like ACCA, LCCI, ABE, and IAW since 1992. KYP Education Sdn. Bhd. also consists of KYP (Indera Mahkota) and KYP Advanced Skills in addition to UCYP. UCYP entered a new chapter in 2008 when it changed from a college to an international college. The management intended to establish a new campus during the transition, and in Tanjung Lumpur, facility construction began in 2012. The college upgraded its status to a university college in 2018, two years after the transformation, and is now known as University College Yayasan Pahang (UCYP) (University College of Yayasan Pahang, 2023). The key to putting UCYP's strategies into action is flexibility, particularly in the areas of academic excellence, teaching and learning, research and innovation, student experience, community engagement, alumni network, branding and marketing, industry engagement, internationalization, physical and intellectual infrastructure development, and financial sustainability. In addition to being an institution that is adaptable, UCYP also fosters innovation which ultimately results in adaptive learning.

Innovation is one of the primary requirements of the Education Revolution 4.0. (IR 4.0). In the era of IR 4.0, jobs that need creativity and innovation are undoubtedly here to stay. Regardless of the discipline, Education 4.0 must be able to produce

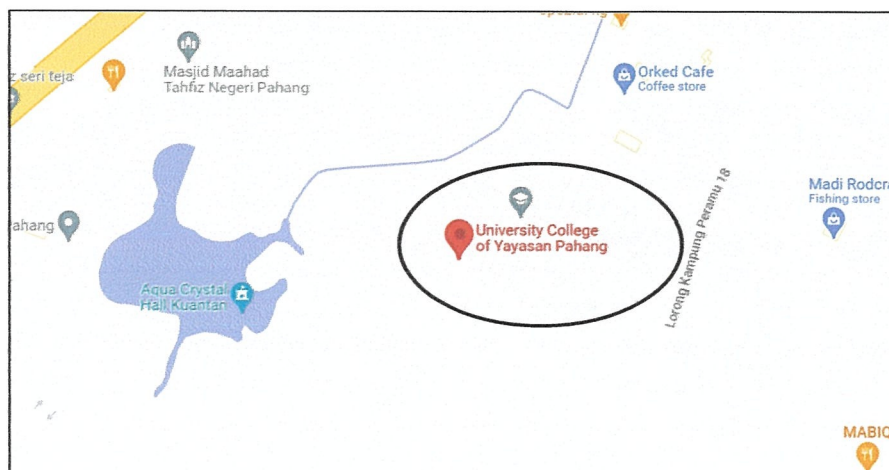


graduates who are incredibly inventive, creative, and capable of critical analysis. UCYP is forming graduates with crucial skills to prepare them for the challenges of the future. To handle complexity, graduates need to have a creative and adaptable cognitive style. This is since many of them will eventually work alongside both humans and machines. Applying new concepts is the university's next major strategy for turning out graduates with original ideas considering this.

Ultimately, Adapted Learning: Promoting Educational Innovation is made possible by the elements of innovation and adaptable learning. Both elements work together to create the essence of the university college, or more precisely, they evolve into or come to represent the overarching philosophy of the university college of Yayasan Pahang.



**Figure 2.2 Building of UCYP's Office**



**Figure 2.3 Location of UCYP**

The college is continuing to advance to establish itself as a reputable educational institution in the Southeast Asia Region. UCYP is located on the second floor of complex Yayasan Pahang, Jalan Tanjung Lumpur, 26060 Kuantan, Pahang.

## **2.4 VISION**

An Adaptive University

## **2.5 MISSION**

- i. To inspire next generation of innovators
- ii. To enhance future learning
- iii. To establish adaptive research
- iv. To develop global mindset
- v. To create technology savvy graduates
- vi. To advance societal well-being

## **2.6 GOAL**

UCYP aims to become a leading institution of higher learning that is recognized for its academic excellence, innovative teaching and learning, research and innovation, and commitment to community engagement and social responsibility.

## **2.7 PRODUCT AND SERVICE**

The University College of Yayasan Pahang (UCYP) offers various products and services related to higher education. These include:

2.7.1 Academic programs: UCYP offers a range of undergraduate and postgraduate programs such as:

- i. Diploma programs

UCYP distinct holistic approach blends significant technical and practical abilities with business knowledge. During the diploma programs, students will learn how to resolve real-world problems, gain experience working on the job, and acquire the fundamental skills needed to run a successful business—all of which will make them highly employable upon graduation. Example, Diploma Courses, Diploma in New Media Marketing, Diploma in Executive Secretarialship, Diploma in Business Management and more.

## ii. Bachelor programs

In keeping with its mission to be an "adaptive" university, UCYP has risen to the occasion by examining the present-day demands of the industries in our area and developing degree programmes that will address those demands. Course that offered were Bachelor of Software Engineering (Hons.), Bachelor of Business Administration (Hons.), Bachelor of Islamic Management (Halal Business Service) (Hons.) and more.

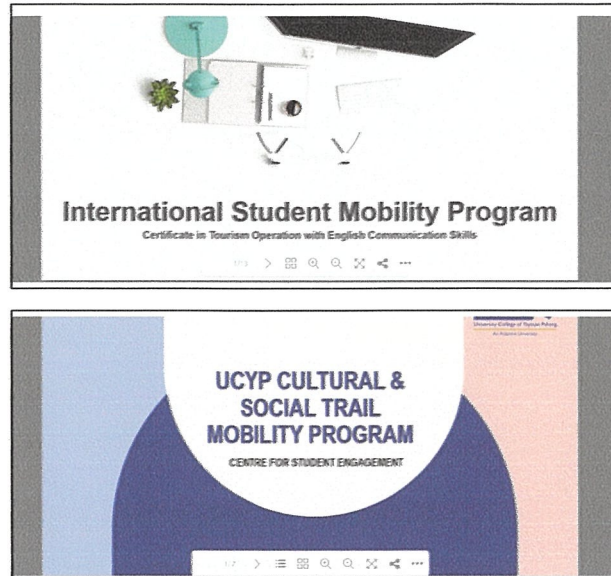
## iii. Post Graduate Center (PGC)

The students' career advancement is a top priority for this centre. They would be excellent researchers in their respective professions thanks to the skills and information they gained from their graduate studies at UCYP. Via its postgraduate programmes, PGC is dedicated to assisting highly driven students in creating their own unique professions. The PGC's mission is to develop professionals who will become tomorrow's leaders in fields including Business Management, Islamic Studies, Art and Design, Engineering, Information Technology, and Education.

### 2.7.2 Professional development programs

To help students and professionals improve their skills and knowledge in particular fields, UCYP offers short courses and professional development programmes. The Center for Continuing Education (CCE) is committed to providing a variety of courses and programmes geared towards people looking to advance their careers and develop personally. This extensive and meticulously crafted curriculum is created to suit the changing demands of today's constantly changing workplace. They put a lot of effort into making sure that training participants acquire the vital abilities and know-how required to succeed in a cutthroat environment. It offers a wide range of adaptable choices. This includes instructor-led and self-paced learning opportunities, as well as online and traditional classroom settings.

### 2.7.3 Student Mobility Program



**Figure 2.4 Student Mobility Programs**

The Student Mobility Programme is an initiative offered by the Ministry of Higher Education. In keeping with the Ministry's goal of increasing the internationalization of higher education, the University College of Yayasan Pahang (UCYP) will step up its efforts in the Student Mobility Programme. UCYP will be able to internationalize its identity and increase its exposure in the global arena through these programmes.

### 2.7.3 Student services

UCYP offers a range of student services such as counseling, health services, accommodation, and sports facilities.



**Figure 2.5 ATLRC's Building**



i. Tanjong Lumpur residential college (TLRC)

The UCYP two-block student residence on campus has 98 rooms and can accommodate 1000 students at once. The buildings' tenants have access to a variety of amenities, such as cafes, grocery stores, laundry facilities, musollas, and open spaces for study and recreation. In addition, the sports and recreation facilities, both indoor and outdoor, promote a healthy, active lifestyle among students.

ii. Indera Mahkota residential college (IMRC)

The distance between IMRC and KYP Indera Mahkota Campus is about 5 km. 250 students can be housed in the buildings at once. The students may enjoy a ten-minute journey to class because of its ideal location. Whereas the roomy student centre on the ground floor is intended for social gatherings and recreational activities. In addition, the air-conditioned apartments improved student living conditions, fostering a peaceful off-campus learning environment. Also, the fact that IMRC is surrounded by community infrastructure lessens the stress of travelling into the city and allows for the efficient use of time for educational activities.



**Figure 2.6 CCRC's Building**

iii. City campus residential college (CCRC)

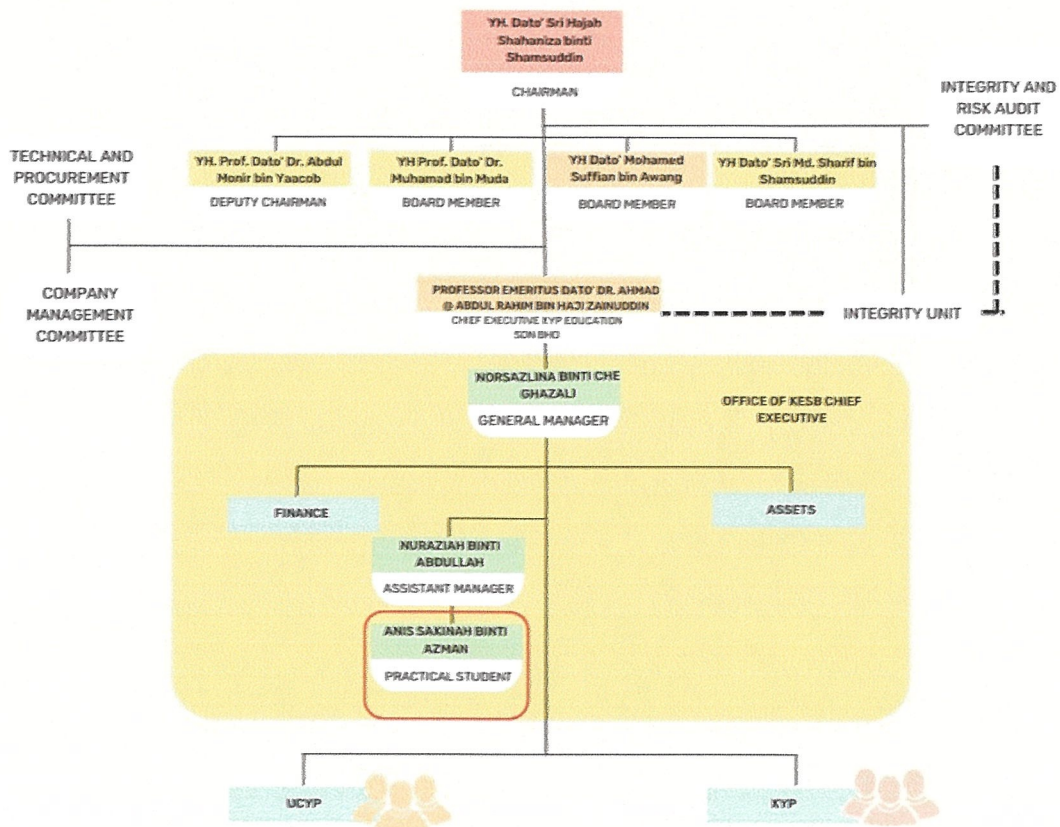
The CCRC, which is in the heart of Kuantan City, draws attention to its vibrant presence. The structures have been reorganized and constructed to accommodate the early childhood education students who will be residing there. Similar to other accommodations, CCRC has a guesthouse, student

centre, musolla, and DIY laundry facilities. There are roughly 350 individuals who can live there at once. It is ideal accessibility and convenient location in the city support students' healthy and balanced social development.

Overall, UCYP aims to provide high-quality products and services that are relevant to the needs of its stakeholders, including students, employers, and the community. By doing so, UCYP aims to contribute to the development of a skilled workforce, innovative research, and a vibrant community.

## 2.8 ORGANIZATIONAL STRUCTURE

Here is the organization chart for University College of Yayasan Pahang which is under KYP Education SDN BHD.



**Figure 2.7 Organizational Structure**

### **3.0 TRAINING'S REFLECTION**

#### **3.1 DURATION OF WORK**

I worked on weekdays only, Monday to Friday, with the option of coming in between 8.00 am to 5.00 pm or 9.00 am to 6.00 pm. Representing a workweek of nine hours day comprising a total of 63 hours per week. Depending on the nature of my work, I may have the opportunity to complete specific tasks during my time in the office. Overall, my duration of work was characterized by a regular schedule and routine, with the potential to complete specific tasks during my time in the office.

#### **3.2 DETAIL OF WORK**

As an intern in the General Manager's department at UCYP, I had the privilege of gaining valuable experience under the guidance of Puan Nuraziah. In my role, I actively contributed to the day-to-day operations of the department, which included attending a range of meetings such as department meetings, board of director meetings, retreat sessions, project meetings, and other internal gatherings. Taking diligent notes during these meetings was a key responsibility of mine, and in some cases, I was also tasked with preparing Minutes of Meetings (MoM).

Furthermore, I had the unique opportunity to handle the compilation and organization of various documents intended for meeting participants, including board members and governance personnel. On the day of the sessions, I was responsible for setting up the meeting rooms to ensure a smooth and efficient process. Additionally, I conducted research and analysis related to several projects, such as "Tour Usahawan OKU Berkemahiran @ UCYP 2023," "Rancangan Projek Luar Bandar," and I also contributed to research on "Belanjawan 2023" and "Belanjawan Negeri Pahang 2023" to support the company in securing funding for their projects.

In addition, I actively participated in various programs organized by the company, gaining valuable insights into different aspects of the organization's operations. I collaborated with colleagues on initiatives such as "Sambutan Mega Raya 2023" and more, to broaden my understanding of the company's activities.

Moreover, I joined specialized training programs to enhance my skills and knowledge. I participated in a comprehensive "Minutes of Meeting" training, equipping me with the necessary skills to efficiently document and summarize meeting discussions. This training further refined my abilities in capturing key points and action items during meetings. Additionally, I attended a "Communication in the Workplace" training course, which provided

me with valuable insights into effective communication strategies within a professional environment.

Furthermore, I had the opportunity to contribute to marketing efforts by promoting the university to SPM students. I took on various marketing tasks aimed at raising awareness and generating interest in UCYP among the student community. This involved assisting in organizing school visits and events and utilizing my interpersonal skill to reach and engage with potential students.

Throughout my internship, I closely collaborated with Puan Nuraziah to analyze various business processes and identify areas that could benefit from improvement.

### **3.3 GAINS**

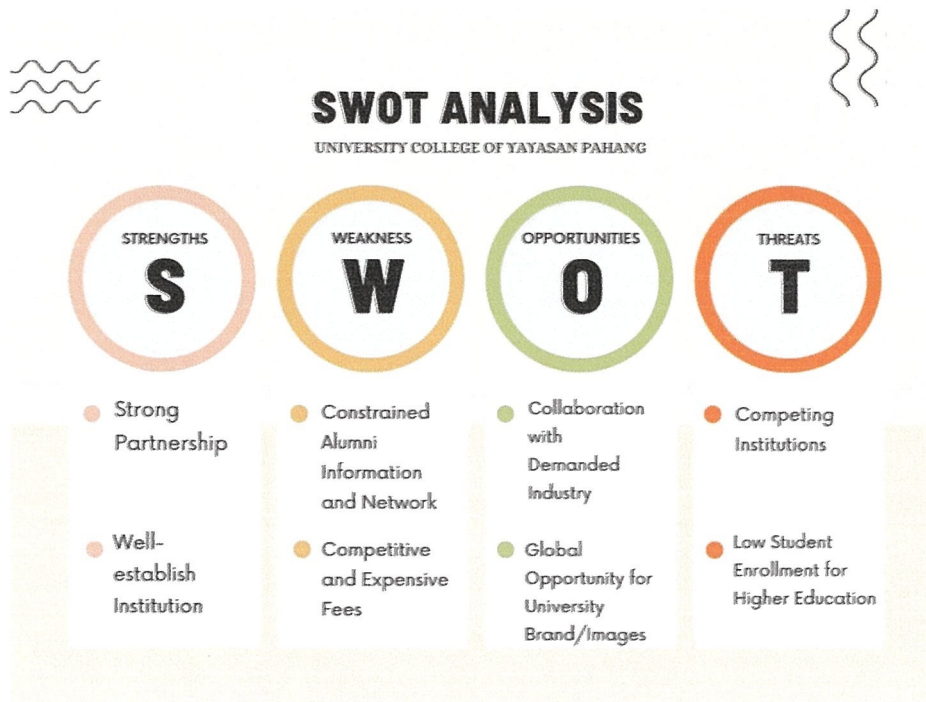
During my internship in the General Manager department, I had the privilege of closely collaborating with seasoned professionals, enabling me to acquire practical knowledge and skills that will prove invaluable in my future career. This experience has played a crucial role in developing my communication, problem-solving, and teamwork abilities, which I refined through interactions with colleagues and the completion of assigned tasks. Moreover, it provided me with valuable insights into the day-to-day operations of the company, allowing me to navigate the corporate environment with confidence. Overall, my internship in the General Manager department offered me a wealth of experience in business operations and management, and I am deeply grateful for the opportunity to have worked alongside such a supportive and knowledgeable team.

In addition to the intrinsic benefits of the internship experience, there were also extrinsic benefits that enhanced my overall internship journey. I received a monthly allowance of RM100, which helped cover some of my expenses and provided me with a sense of financial security throughout the internship period. Furthermore, I received a positive performance review from my supervisor, which not only allows me to include this internship experience on my resume but also improves my future job prospects. Additionally, I had the opportunity to earn an additional RM100 allowance by successfully completing meeting files within a specific timeframe.

I am truly grateful for the support, learning, and rewarding experiences that I gained during my internship. It has been an incredible steppingstone towards my professional growth, and I will carry the knowledge and skills acquired here with me as I embark on my future endeavors.



## 4.0 SWOT ANALYSIS



**Figure 4.1 UCYP's SWOT Analysis**

### 4.1 STRENGTH

#### i. Strong Partnership

UCYP has fostered partnerships with a range of organizations, both locally and internationally. These collaborations aim to enhance opportunities for students and faculty while positioning UCYP as an attractive institution in the future (Lundy & Ladd, 2020). UCYP has strategically partnered with Education Malaysia Beijing and the Malaysia Alumni Council of China (MACC) since December 2019. The collaboration aims to strengthen UCYP's education brand and facilitate support in attracting more students to pursue their studies at UCYP. The strong partnership has resulted in UCYP's recognition by the Ministry of Education of the People's Republic of China and its inclusion on China's JSJ website, further establishing UCYP's reputation and increasing its visibility among Chinese national's students (University College of Yayasan Pahang, 2021).

Through these collaborations, UCYP expands its network and reinforces its commitment to providing students with diverse opportunities for academic and professional growth.

ii. Well-Established Institution.

Officially operating since 1995, UCYP has garnered a strong regional presence and is well-regarded within the academic community. The Malaysian government recognizes UCYP as a reputable institution, and all its programs have received accreditation from the Malaysian Qualification Agency (MQA). UCYP has established collaborations with both local and international universities and industries, showcasing its commitment to fostering partnerships and promoting global learning opportunities.

Recently, The International Conference on Cultural Tourism and Education 2023 Malaysia-China (Heilongjiang) Cultural Economy Cooperation Summit (ICCTE 2023) recognized UCYP because of its work. Being the first higher education institution in Pahang to obtain the Excellence Tourism Education Contributor Award from the Chairman of the Pahang Unity, Tourism and Culture Committee, YB. Leong Yu Man makes the UCYP community proud of this accomplishment. This demonstrates UCYP's capacity to assist the Pahang State Government in achieving its goals at the local, national, and international levels (University College of Yayasan Pahang, 2023). This shows that UCYP has successfully established itself as an esteemed institution, known for its adaptability, collaborations with prominent universities and industries, and high-quality programs.

#### **4.2 WEAKNESSES**

i. Constrained Alumni Information and Network

Alumni databases are essential for each educational institution. The data and information are required by the school to contact with, verify, archive, and research alumni. These are also used to validate the gap between the graduates' knowledge and skills and the qualifications required by industry (Etcuban & Durano, 2015). An alumni network provides a graduate student with a variety of professional contacts and other university graduates. It benefits from career insights and advice from other alumni and career professionals with the university through networking and professional development activities (Gustavsen, 2021).

A limited alumni network at UCYP could have effects on different aspects of the institution. The insufficient collection of alumni data has posed a challenge for UCYP in connecting with and involving its alumni community.

Without robust alumni information and network, current students and recent graduates may have limited access to career opportunities. They may miss out on potential internships, job referrals, and mentorship from alumni who have established themselves in various industries. Without this feedback loop, the university may miss out on important insights and perspectives that could help improve its programs, curriculum, and overall student experience.

ii. Competitive and Expensive Fees

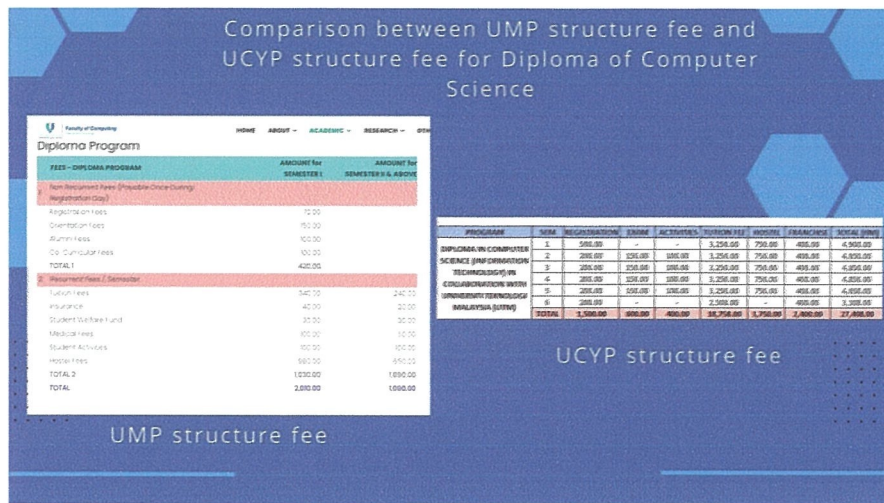


Figure 4.2 Comparison between UMP structure fee and UCYP structure fee for Diploma of Computer Science

In Malaysia institutions arise of attending a public university compared to a private institution is significantly different. While a single semester at a private university can cost tens of thousands of ringgits, whole degrees in fields like accounting and dentistry can be completed for just a portion of the cost (Nur Hasliza Mohd Salleh, 2022). Private institutions, unlike public universities, do not receive public funding from the state. As a result, tuition fees at private universities can be twice as much or more compared to public universities (Drinkworth, n.d). Simply put, public universities across the nation charge lower tuition because they receive a government subsidy of about 90% (Nur Hasliza Mohd Salleh, 2022). While UCYP relies heavily on tuition fees and private sources of funding to support its their expenses.

At UCYP, housing options may be limited or nonexistent, which can further increase costs for students pursuing their studies. However, UCYP strives to offset these costs by offering generous financial aid packages and scholarships that are not solely based on financial need.

### 4.3 OPPORTUNITIES

#### i. Collaboration with Demanded Industry

UCYP can establish strong collaborations with demanded industries and businesses. Such collaborations enhance students' employability and provide real-world exposure. According to Jobstreet, the most demand industries in Malaysia are Computer and IT, Banking and Financial Services, Manufacturing, Engineering, and Education. Collaboration with industry ensures that the UCYP'S curriculum remains relevant to the needs and demands of the job market.

Even though UCYP have already have their own collaboration with other industries such as Kiddocare, Lembaga Seni visual Negara and more (University College of Yayasan Pahang, 2023), they still lack demanded industries collaboration. By working closely with industry partners, UCYP can gain insights into emerging trends, technological advancements, and skill requirements. This allows them to adapt their curriculum, introduce new programs, and update existing courses to align with industry expectations, making graduates more job ready (Venturewell, 2019). These collaborations bridge the gap between academia and industry, ensuring that graduates are well-prepared for the workforce and contributing to the overall development of the university.

#### ii. Global Opportunity to Increase University Brand/Images

The market dynamics of the global education services sector are constantly changing and subject to new innovations. Building knowledge brands can help the higher education sector break beyond national and international barriers (Jois & Chakrabarti, 2022). Gaining global opportunity can help students achieve higher academic results, develop more marketable talents, and more (Goldsmiths University of London, n.d.). As part of students learning process, they can easily study, work, or volunteer overseas for a once-in-a-lifetime adventure. They can also make a lifelong friendship while learning about different cultures and languages.

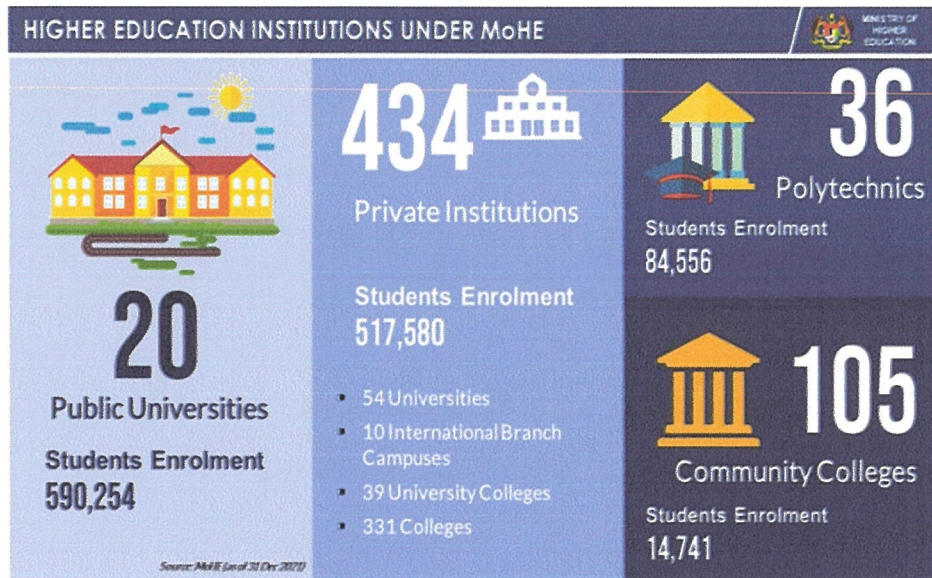
Even though UCYP already has its own student mobility programmes, the programs currently focus on inbound student mobility rather than outbound student mobility programmes. For UCYP, they already have their focus on the recognition with Ministry of Education of the People's Republic



of China. It is better for them to use the recognition that they must develop global programmes with their students. Programmes like global service learning and study abroad, which are specifically designed to let students explore critically how human lives connect on a local and global scale (Bell, 2016). This type of education has evolved into an industry, a source of cash, and a means of improving reputation and soft power (De Wit & Deca, 2020).

#### 4.4 THREAT

##### i. Competing Institutions



**Figure 4.3 Higher Education Landscape under MOHE**

Malaysia now has 20 public universities, 36 polytechnics, and 105 community colleges. In addition to the state Higher Education Institutions (HEIs), Malaysia has 434 private higher education, which are grouped into four groups, 54 universities, 39 university colleges, 331 colleges, and 10 international branch campuses (IBC) (Policy Planning and Research Division & Ministry of Higher Education Malaysia, 2022). Based on the figure above we can conclude that most of the students might enroll in public university and some of them will choose other higher institution to further their studies.

This creates strong competition between UCYP with other higher institutions. When choosing a place for their studies, students might consider factors such as academic, location, campus, residency, finance, career success and most importantly food (University of Waterloo, 2021). Choosing to attend university is an important decision. The most difficult part

is deciding which university to apply to and even attend. There is a lot to consider about, and it might be overwhelming with so many options, from a vast range of courses to study to different cities and universities (Humphrey, 2021).

## ii. Low Student Enrollment for Higher Education

The Statistics Department recently released a report indicating that out of 560,000 SPM candidates, approximately 390,000 students, or 72.1%, expressed a preference for entering the workforce after the examination. Surprisingly, only 170,000 students showed interest in pursuing further studies (The Star, 2022). A study conducted by the UCSI Poll Research Centre revealed that only half of the Sijil Pelajaran Malaysia (SPM) candidates plan to continue their studies at the tertiary level. Around 32% of the candidates believe that pursuing higher education is no longer as advantageous as it once was. Some students argue that continuing their studies can be a "life changer," while others find it less beneficial due to financial constraints, as they need to work to fund their education (EduSpiral, 2023).



**Figure 4.4 UCYP's Instagram Post**

Recently, according to UCYP's latest Instagram post, the number of enrollments for the first diploma intake reached more than 120 students. This might be because a significant number of students chose other more affordable universities or simply decided not to pursue further studies.

Additionally, the burden of student loans discourages them, especially considering the higher costs associated with private universities compared to public universities, which can amount to tens of thousands of ringgits. Furthermore, some students struggle academically, which also affects their

decision to pursue further studies (Malaysia Now, 2023). Many students are attracted to becoming social media affiliates or influencers, as well as exploring opportunities in the e-hailing sector or starting their own businesses in the food and beverages industry (Malay Mail, 2023).

## **5.0 DISCUSSION AND RECOMMENDATION**

### **5.1 STRENGTH**

#### **i. Strong Partnership.**

Partnership does not only include the course of subject that the universities agree to partner up with. However, many institutions of higher education struggle to offer high-quality, reasonably priced education and research while also maintaining and upgrading their on-campus spaces. It is becoming more evident that students and their families are also interested in the non-academic aspects that contribute to the student experience such as housing, dining, and athletic facilities (Lundy & Ladd, 2021). Colleges and universities are no longer solely engaged in the "business" of instruction, research, and public service. They also own and manage substantial amounts of real estate.

Here is suggestion that UCYP can consider which is, a public-private partnership (P3) which considering a brand-new, demanding real estate operation issues. A P3 is a contract that allows a public agency or nonprofit and a private sector organization to share knowledge, resources, and accountability for providing a good or service. This includes constructing, financing, and managing infrastructure and facilities. Moreover, P3s can offer more flexibility and efficiency. They can support designs for new facilities that blend in with the existing structures, mitigate risk, and attest to the new facilities' high quality and allure for potential students (Lundy & Ladd, 2021). The change is a sign that UCYP can make progress when the aim of a partnership is improved, more effective programs, and more efficient operations. Building a culture where change is viewed as a normal part of the process will increase trust between partners and the institution.

#### **ii. Well-Established Institution.**

An environment that encourages competition, creative thinking, innovation, and other positive traits is ideal for a high-quality institute. It offers a setting for learning that promotes working on creative initiatives to advance complete growth of personalities for developing future leaders. Ranking is important for some well-

established universities. Rankings are used by students, families, governments, and other stakeholders to determine which institutions to attend and how much money to allocate. The world's main rankings include the Academic Ranking of World Universities, The Times Higher Education, the Quacquarelli Symonds (QS) World and SIR World Universities Ranking (Peris-Ortiz, García-Hurtado, & Prado Román, 2023). As for UCYP, they have been in the industry for more than two decades, providing services such as education programmes and student services.

Researchers suggest that UCYP can easily improve their university ranking by developing a university brand. A university is more than just a place to learn, it is also a place where new knowledge is created, and social communities are supported. The university plays a vital role in increasing local, provincial, and national economic competitiveness (Dachyar & Dewi, 2015). They require a well-established brand identity to raise their university's ranking and attract more international students. This could involve simple things like ensuring that the university website is up and running and contains relevant and up-to-date information or they can even hire an international member of staff. This helps them to increase their international reputation as a credible university, they must first build a recognizable university brand (QS World University Rankings, 2015).

## **5.2 WEAKNESSES**

### **i. Constrained Alumni Information and Network**

Alumni can be extremely valuable to higher education institutions due to the time and money they can devote to their former university. Their involvement might benefit current students' higher education by reflecting on present curriculum and prospective job chances (Snijders, Wijnia, Rikers, & Loyens, 2019). Every university takes great delight in recognizing the presence of its alumni in diverse businesses and professions around the world. To take advantage of this, institutes must keep their alumni data up to date to properly develop their ties with their alumni population.

Researchers suggest that UCYP can continually engage with the alumni by having a sustainable strategy is necessary for long-term success since alumni engagement takes time to develop. Create a plan, put it into action immediately, and ensure that the institution is dedicated to long-term results. Suggestion like, collaborating alumni and higher education institutions in the design and delivery of curriculum allows alumni to not only influence the education of the future

workforce, but also to engage with prospective future employees throughout their educational experience (Plewa, Galán-Muros, & Davey, 2014).

Moreover, the engagement of alumni associations, which plan social events, produce newsletters, and generate money for university, upholds and strengthens the intimacy and strength of the alumni relationship (Liang, Liao, & Ling, 2022). These inputs will make it easier to assess how well current methods are working so that these programmes can gradually get better.

#### ii. Competitive and Expensive Fees

The costs are the most noticeable difference between studying at a public and private university. It can easily cost you three to nine times more in the private sector (EduAdvisor, 2021). Despite having money on hand, 57% of the 411 Malaysian parents surveyed in a previous HSBC Bank study took out loans to pay for their children's university education. The average amount that parents in the nation spend on their child's university education is RM38,000 (Mustafa, 2017). According to research on the income to cost of education ratio, parents in this country spend more than half of their income on children's education (Mustafa, 2017).

Researcher recommended that by promoting the benefits of the private university itself. UCYP can promote the diverse environment inside their campus. According to the Ministry of Higher Education (MOHE), there are 13.8% more international students enrolled at private universities than at public universities. Learning in a more diverse environment is advantageous because it allows students to interact with and learn from individuals who have varied experiences and perspectives. This frequently leads to increased innovation and cooperation, both of which are essential components of the higher education experience (EduAdvisor, 2021).

If students want to extend their views and meet people from all over the world, studying in private universities may be a better option.

### 5.3. OPPORTUNITY

#### i. Collaboration with Demanded Industry

When it comes to collaboration, most academics and industry leaders are on the same path. The benefits are multiple, including improved research and innovation through collaborative research projects, the delivery of innovative



commercial products, improvements in teaching, learning, and enrichment of students' knowledge and employability, and the provision of new funding streams to tertiary institutions (Zulita Mustafa, 2019).

Researcher recommended that UCYP can work together with leaders in the sector to develop well-structured internships that offer worthwhile learning opportunities and prospective career paths. UCYP can consider labour market needs and develop its educational programmes to meet the changing needs of potential employers. It will be possible to decide the content of training modules by clarifying with employers the understanding of the content of work kinds and work functions that are required to ensure their effectiveness. Each module may contain instruction in multiple areas, and students' knowledge and skills will be enhanced during their internships. As a result, students will have the opportunity to learn skills in a variety of occupations during their training. This will boost graduates' adaptability and assure their success in the labour market (Letiagina, Grinevich, & Gutko, 2019).

ii. Global Opportunity for Student Education

As more universities prioritize teaching global citizens, they are creating and implementing international programmes like study abroad and service learning (Bell, 2016). According to research conducted by the British Council and the Higher Education Funding Council for England, global opportunities such Study Abroad year make students more employable. Students who gain these experiences earn higher starting salaries, learn the global abilities that employers seek, and advance in their careers more quickly (Coventry University, n.d.).

Researcher suggested that the best recommendation for UCYP is to increase their global opportunity is to create a outbound short-term mobility program such as research projects, volunteer opportunities, and work experience opportunities. Students get significant employability experience, create worldwide networks, and strengthen their language and communication abilities by participating in a global placement for even a short period of time (University College London, 2022).



**Figure 5.1 UNTAR Student Mobility Program**

UCYP can also develop a foreign language educational programme in various areas of training that will improve student academic mobility. Increased mobility will help to strengthen the University's position in the international market of educational services and create a favourable image of the University and its educational programmes in other countries. It will also broaden the general cultural and professional competence of students and educators (Letiagina, Grinevich, & Gutko, 2019). Figure above shows an example from UNTAR student mobility programmes.

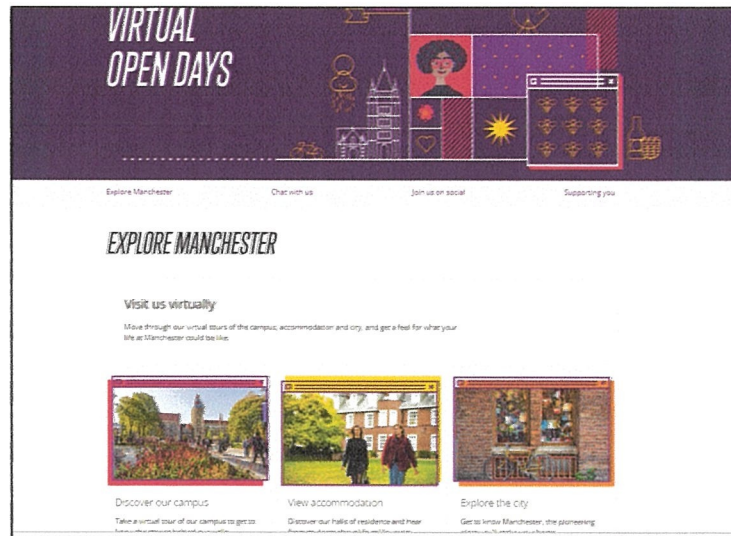
### 5.3 THREAT

#### i. Competing Institutions.

Universities throughout the world are looking for a competitive advantage to improve their quality, position in national and international markets, and image at both local and global levels (Forbes, 2010). UCYP can show their uniqueness by using a highly effective method for luring prospective students.

Researcher recommended to engage through digital. Interactivity is essential. Social media and video content are important tools, but to stand out, UCYP must

be unique. Many universities have exhibited significant innovation and digital expertise by substituting online experiences such as Instagram Q&As and virtual open days and tours for in-person events (Linney, n.d.). A virtual university open day not only attracts admission candidates but also highlights campus life. UCYP can easily prepare students to make educated decisions by teaching and informing them (Rahim, 2021).



**Figure 5.2 University of Manchester's Virtual Open Day**

## ii. Low Student Enrollment on Higher Education

Opportunities exist in university, but it can be challenging to know where to start or at the very least where one is going, particularly when some students choose not to continue their studies. Some people might believe they don't need to attend college or university and can develop a profession without one, but institutions can provide so much more than simply a final job route. developing employable abilities. This situation has created chances for private institutions to aggressively advertise themselves by offering soft courses that are not only appealing to the younger generation, but also ensure outstanding outcomes and meet the needs of industry (Aufa Mardhia, 2022).

Researcher suggested developing a webinar that looks interesting. Webinars are online lectures or presentations that are seen over the Internet. They can also offer short courses with minimum fees and provide a full online programme for diploma students. They are a low-cost yet incredibly successful approach to demonstrate competence and gain the



trust of students and their families (View Sonic, 2020). According to Datuk Parmjit Singh, CEO of Asia Pacific University of Technology & Innovation (APU), universities should develop school leavers into professionals with enduring skills such as critical thinking, problem-solving, effective collaboration, and communication, as well as technological skills to meet the technological future. This will also encourage students to be more willing to spend their money on furthering their education.

## **6.0 CONCLUSION**

Finally, my internship in the General Manager's department at UCYP was a wonderful and enriching experience. Under the supervision of Puan Nuraziah, I actively participated in numerous operations, obtaining valuable skills and knowledge for my future job. Attending meetings, preparing Minutes of Meetings (MoM), and handling paperwork all helped me develop my organizational and communication abilities. Marketing activities improved my interpersonal skills, which helped the university's development. Specialized training programmes gave me effective communication and meeting documenting abilities. Working with Puan Nuraziah helped me improve my problem-solving and strategic thinking skills. Finally, completing a comprehensive SWOT analysis has helped me obtain a greater understanding of the university's strengths, weaknesses, opportunities, and threats. SWOT analysis is a powerful tool that may help universities achieve long-term growth and success. Universities can make well-informed decisions based on this strategic assessment, optimizing internal strengths and resolving weaknesses while identifying external opportunities and risks. This strategy optimizes resource allocation, promotes effective business planning, and ultimately provides organizations with a competitive advantage in an uncertain and ever-changing market. As a result, SWOT analysis has become an essential tool for businesses all over the world, allowing them to adapt, evolve, and survive in an ever-changing business environment.

## REFERENCES

### Website

- i. Alumni University College of Yayasan Pahang. (n.d.). ALUMNI UCYP – An Adaptive University. Retrieved July 19, 2023, from Alumni UCYP website: <https://alumni.ucyp.edu.my/>
- ii. Asri, M. A. (2020, December 28). *Organization Of Academic Program Proof Of Strong Relationship Between Malaysia And Regional Countries*. UCYP. <https://www.ucyp.edu.my/2020/12/28/penganjuran-program-akademik-bukti-hubungan-kukuh-malaysia-dan-negara-serantau/>
- iii. Afa Mardhia. (2022, November 1). Private universities keeping up with current demands. Retrieved from The Malaysia Reserve website: <https://themalaysianreserve.com/2022/11/02/private-universities-keeping-up-with-current-demands/>
- iv. Bell, K. (2016). Educating Global Citizens through International Partnerships for Social Justice. *Innovations in Higher Education Teaching and Learning*, 8, 19–36. <https://doi.org/10.1108/s2055-364120160000008002>
- v. Coventry University. (n.d.). Global Opportunities. Retrieved from coventry website: <https://www.coventry.ac.uk/study-at-coventry/student-support/enhance-your-employability/global-opportunities/>
- vi. Dachyar, M., & Dewi, F. (2015). Improving University Ranking to Achieve University Competitiveness by Management Information System. *IOP Conference Series: Materials Science and Engineering*, 83, 012023. <https://doi.org/10.1088/1757-899x/83/1/012023>
- vii. De Wit, H., & Deca, L. (2020). Internationalization of Higher Education, Challenges and Opportunities for the Next Decade. *European Higher Education Area: Challenges for a New Decade*, 3–11. [https://doi.org/10.1007/978-3-030-56316-5\\_1](https://doi.org/10.1007/978-3-030-56316-5_1)

- viii. EduAdvisor. (2021, April 30). Should You Go to a Private or Public University? Retrieved from EduAdvisor website: <https://eduadvisor.my/articles/private-public-university>
- ix. EduSpiral. (2023, April 5). Survey Finds Half of SPM Candidates Don't Plan to Continue Tertiary Studies Best advise & information on courses at Malaysia's top private universities and colleges EduSpiral Consultant Services. Retrieved from EduSpiral Consultant Services website: <https://eduspiral.com/2023/04/05/survey-finds-half-of-spm-candidates-dont-plan-to-continue-studying/>
- x. Etcuban, J. O., & Durano, D. S. (2015). Development of an Alumni Database for a University. *IAMURE International Journal of Multidisciplinary Research*, 12(1). <https://doi.org/10.7718/iamure.v12i1.953>
- xi. Forbes. (2010, August 12). Competition's Impact On Higher Education. Retrieved from Forbes website: <https://www.forbes.com/2010/08/01/higher-education-competition-opinions-best-colleges-10-altbach.html?sh=7b2699e7722a>
- xii. Frølund, L., Murray, F., & Riedel, M. (2017, December 6). Developing Successful Strategic Partnerships With Universities. Retrieved from MIT Sloan Management Review website: <https://sloanreview.mit.edu/article/developing-successful-strategic-partnerships-with-universities/>
- xiii. Goldsmiths University of London. (n.d.). 5 reasons why you should consider a global opportunity. Retrieved from Goldsmiths, University of London website: <https://www.gold.ac.uk/students/articles/5-reasons-why-you-should-consider-going-abroad/>
- xiv. Gustavsen, A. (2021, June 4). What Does Alumni Mean: The Value of an Alumni Network. Retrieved from [www.snhu.edu](http://www.snhu.edu) website: <https://www.snhu.edu/about-us/newsroom/community/what-does-alumni-mean>
- xv. Humphrey, S. (2021, September 17). How to Choose a University: 7 Things to Consider. Retrieved from [urbanest](http://urbanest.com) website: <https://uk.urbanest.com/journal/how-to-choose-a-university-7-things-to-consider/>

- xvi. Jois, A., & Chakrabarti, S. (2022). Adapting and validating global knowledge branding scales in the education services sector. *VINE Journal of Information and Knowledge Management Systems*. <https://doi.org/10.1108/vjikms-01-2022-0028>
- xvii. Liang, Q., Liao, J., & Ling, L. (2022). Social interactions and mutual fund portfolios: the role of alumni networks in China. *China Finance Review International*, 12(3). <https://doi.org/10.1108/cfri-04-2021-0073>
- xviii. Linney. (n.d.). Competition in Higher Education | Thoughts | Linney. Retrieved from Linney.com website: <https://www.linney.com/thoughts/2022/competition-in-higher-education>
- xix. Lundy, K., & Ladd, H. (2020, December 18). Why collaboration is key to the future of higher education. Retrieved from [www.ey.com](https://www.ey.com) website: [https://www.ey.com/en\\_my/strategy/strategies-for-collaborating-in-a-new-era-for-higher-education](https://www.ey.com/en_my/strategy/strategies-for-collaborating-in-a-new-era-for-higher-education)
- xx. Lundy, K., & Ladd, H. (2021, June 18). How the right public-private partnerships in higher education provide value. Retrieved July 9, 2023, from [www.ey.com](https://www.ey.com) website: [https://www.ey.com/en\\_my/strategy/public-private-partnerships-in-higher-education](https://www.ey.com/en_my/strategy/public-private-partnerships-in-higher-education)
- xxi. Malay Mail. (2023, April 7). Study shows many SPM school-leavers hope to land “dream job” of becoming social media influencers. Retrieved from Malay Mail website: <https://www.malaymail.com/news/malaysia/2023/04/07/study-shows-many-spm-school-leavers-hope-to-land-dream-job-of-becoming-social-media-influencers/63624>
- xxii. Malaysia Now. (2023, March 29). Only half of SPM candidates plan to continue studying, survey shows. Retrieved from MalaysiaNow website: <https://www.malaysianow.com/news/2023/03/29/only-half-of-spm-candidates-plan-to-continue-studying-survey-shows>
- xxiii. Mustafa, Z. (2017, March 17). How much would it cost to pursue higher education in Malaysia? Retrieved from [Nst.com.my](https://www.nst.com.my) website: <https://www.nst.com.my/news/2017/03/223461/how-much-would-it-cost-pursue-higher-education-malaysia>

- xxiv. Nur Hasliza Mohd Salleh. (2022, July 13). The weight of the subsidy system on public universities. Retrieved from MalaysiaNow website: <https://www.malaysianow.com/news/2022/07/13/the-weight-of-the-subsidy-system-on-public-universities>
- xxv. Peris-Ortiz, M., García-Hurtado, D., & Prado Román, A. (2023). Measuring knowledge exploration and exploitation in universities and the relationship with global ranking indicators. *European Research on Management and Business Economics*, 29(2), 100212. <https://doi.org/10.1016/j.iedeen.2022.100212>
- xxvi. Plewa, C., Galán-Muros, V., & Davey, T. (2014). Engaging business in curriculum design and delivery: a higher education institution perspective. *Higher Education*, 70(1), 35–53. <https://doi.org/10.1007/s10734-014-9822-1>
- xxvii. Policy Planning and Research Division , & Ministry of Higher Education Malaysia. (2022). *Higher Education Report: MALAYSIA* (p. 4).
- xxviii. QS World University Rankings. (2015, October 23). 7 Ways to Improve University Rankings in the EECA Region. Retrieved from QS website: <https://www.qs.com/7-ways-to-improve-university-rankings-in-the-eeca-region/>
- xxix. Rahim, M. (2021, August 24). 7 Reasons Why Universities Should host a Virtual Open Day Event. Retrieved July 20, 2023, from Virtual Days website: <https://www.virtualdays.com/7-reasons-why-universities-should-organize-virtual-open-day-event/>
- xxx. Snijders, I., Wijnia, L., Rikers, R. M. J. P., & Loyens, S. M. M. (2019). Alumni loyalty drivers in higher education. *Social Psychology of Education*, 22(3), 607–627. <https://doi.org/10.1007/s11218-019-09488-4>
- xxxi. The Star. (2022, August 29). “Study why teens don’t want to pursue studies.” Retrieved from The Star website: <https://www.thestar.com.my/news/nation/2022/08/29/study-why-teens-dont-want-to-pursue-studies>
- xxxii. The University of Kansas- School of Business. (2021, June 8). The Importance of an Alumni Network. Retrieved from KU Business website:

<https://onlinemba.ku.edu/experience-ku/mba-blog/the-importance-of-an-alumni-network>

- xxxiii. University College London. (2022, March 31). What are short-term global opportunities? Retrieved from UCL website: <https://www.ucl.ac.uk/students/go-abroad/short-term-global-opportunities/what-are-short-term-global-opportunities>
- xxxiv. University College of Yayasan Pahang. (2021, July 7). UCYP STRENGTHENS ITS COLLABORATION WITH CHINA. Retrieved from UCYP website: <https://www.ucyp.edu.my/2021/07/07/ucyp-terus-perkukuh-kerjasama-bersama-china/>
- xxxv. University College of Yayasan Pahang. (2023, June 13). UCYP Receives Excellence Tourism Education Contributor Award for its Contributions in Advancing Pahang's Tourism Industry. Retrieved July 17, 2023, from UCYP website: <https://www.ucyp.edu.my/2023/06/13/ucyp-receives-excellence-tourism-education-contributor-award-for-its-contribution-in-advancing-in0pahangs-tourism-industry/>
- xxxvi. University of Waterloo. (2021, October 7). Nine factors to consider when choosing a university. Retrieved from Undergraduate Programs website: <https://uwaterloo.ca/future-students/missing-manual/applying/nine-factors-consider-when-choosing-university>
- xxxvii. Venturewell. (2019, September 17). Industry and University Collaboration: How Partnership Drives Innovation. Retrieved from VentureWell website: <https://venturewell.org/industry-and-university-collaboration/>
- xxxviii. View Sonic. (2020, March 10). What Is Distance Learning? And Why Is It So Important? Retrieved from ViewSonic Library website: <https://www.viewsonic.com/library/education/what-is-distance-learning-and-why-is-it-so-important/>
- xxxix. Zulita Mustafa. (2019, January 19). Importance of academia-industry linkages | New Straits Times. Retrieved from NST Online website:

<https://www.nst.com.my/education/2019/01/453582/importance-academia-industry-linkages>

**Magazine**

- i. University College of Yayasan Pahang. (2023). Industrial Relations. *Corporate Profile*, 40.

APPENDICES



*Figure 8.1 Existing General Department Team*

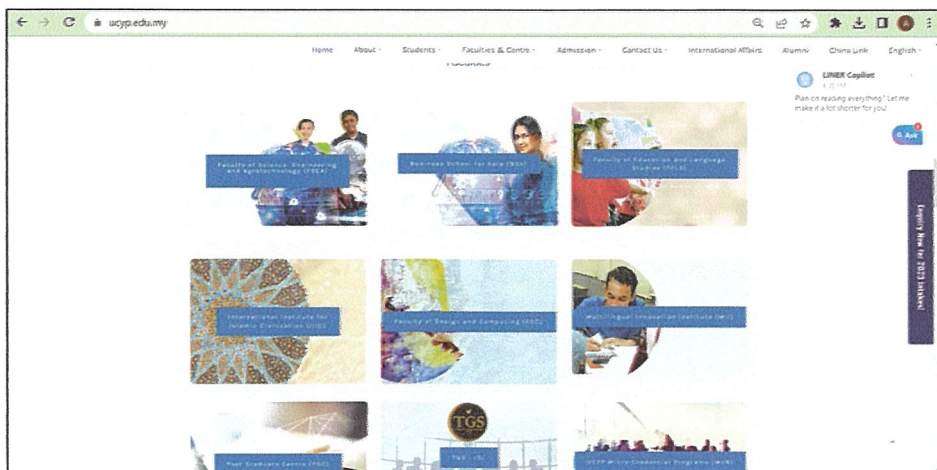


*Figure 8.2 Training Communication in Workplace*





**Figure 8.3 Checking Board of Director File**



**Figure 8.4 UCYP's Website**



***Figure 8.5: With BCCD staff member***