



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka



INDUSTRIAL TRAINING REPORT

NATIONAL SCIENCE CENTER

01 MARCH 2023 – 15 AUGUST 2023

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STUDENT ID: 2020449382

**PROGRAM: BACHELOR OF ADMINISTRATION
(HONS.) HUMAN RESOURCE MANAGEMENT**

ADVISOR: PN NANI SHUHADA BINTI SEHAT

EXECUTIVE SUMMARY

This report is prepared for the Internship phase of HRM666 program of Universiti Teknologi MARA. This Internship Program as well as this report is an indispensable of my course of Bachelor of Business Administration (Hons.) Human Resource Management. After completion of my course in the different areas of studies, students are sent to different reputed Business organization to acquire the real-life experience. So, I was placed in National Science Center at Kuala Lumpur to understand the Human Resource Performance.

The industrial training report has been prepared based on experience gathered during the period of internship which has been started on 1st March 2023 until 15th August 2023. For preparing the report, I have also got the information from staff and my supervisor in National Science Center. It helps a lot to gain more knowledge that will be share in this report about National Science Center.

This report focuses six months working experiences in National Science Center. This report will give a clear idea about activities, product and services and operational strategies of National Science Center. Especially this report focuses on human resource performance of National Science Center. The report will provide a clear conception about the Human Resource Performance and this report contains nine parts.

The first part of the report is preliminary pages, second is student's profile, third is company's profile, forth is training's reflection, fifth is SWOT analysis and the sixth is discussion and recommendation. Next is followed by conclusion, refences and appendices. This is the knowledge that will gain from National Science Center to others well known and have interest to visit National Science Center.

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ACKNOWLEDGEMENT

First and foremost, I would like to praise and thank you the Almighty God for giving me the strength and because of His blessing, I finally managed to accomplish this industrial report. Without His blessing, I would not have gone this far.

This industrial report will not be complete without an effort and help from the staff and my supervisor at Pusat Sains Negara. I want to thankful to them because with their information that they have given to me, I have successfully finish and complete my report of industrial internship at Pusat Sains Negara.

Therefore, I would like to acknowledge with thanks to Puan Nani Shuhada binti Sehat, my subject supervisor that have given some support and guide on how to do my assignment in purpose to produce a good report. What I can say that without her guide to my assignment cannot be done properly like this.

Last but not least, I would like to express my thankfulness to Universiti Teknologi MARA campus Bandaraya Melaka for giving me opportunity to conduct this writing report assignment.

2.0 RESUME



NURUL SYAZWANI BINTI RUSDI

**Bachelor in Business Administration (Hons.)
Human Resource Management**
Universiti Teknologi MARA, Bandaraya Melaka

Highly motivated and detail-oriented student from UiTM Kampus Bandaraya Melaka seeking for an internship in Human Resource related field to gain experience, knowledge and grow out the potential and skills bigger.

EDUCATION

September 2020 – Present	Bachelor of Business Administration (Honors.) Human Resource Management, Universiti Teknologi MARA (UiTM) <u>Highest GPA: 3.51</u> <u>Current CGPA: 3.18</u> <u>Dean List: 1st semester</u>	Bandaraya Melaka
2017 - 2020	Diploma in Office Management, Universiti Teknologi MARA (UiTM) <u>Graduated CGPA: 3.45</u> <u>Highest GPA: 3.67</u> <u>Dean List: 3rd semester, 5th semester</u> <u>MUET: Band 3</u>	Alor Gajah
2012 - 2016	Sekolah Menengah Kebangsaan Ulu Tiram, Johor <u>SPM: 2A, 4A-, 1B+, 2C</u>	Ulu Tiram

AWARDS & ACHIEVEMENTS

2020	Dean's List Award • Achieved above 3.50 for GPA on 1 st Semester
2019 - 2020	Dean's List Award • Achieved above 3.50 for GPA on 3 rd Semester & 5 th Semester

JOB EXPERIENCE

August 2022 – September 2022	Fasilitator at Pusat Sains Negara • Helping the daily management of the gallery such as providing relevant information regarding the correct use of exhibition materials and supervising visitors. • Help prepare the needs and implementation of a science shows activities.
February 2020 – August 2020	Tutor at Tuition Revolusi IQ Cemerlang • Teaching Bahasa Melayu, English, Science and Mathematics for primary school students.
March 2017 – May 2017	Operator at SDP Manufacturing Sdn. Bhd. • Operator Department. • Checking damaged items and install the component.

EXTRA CURRICULAR & LEADERSHIP

2022 – present	Treasurer of Tun Mutahir College • Keep update about financial statement for the association club. • Handle the in and out income for the association club. Project Leader of Suhoor is Sunnah Program • This program is to help students that stay in college to easy to buy and having food for sahur in Ramadan month.
2021 – 2022	Exco Islamic and Human Development of Tun Mutahir College • Make an Islamic Program for college's student. Exco Academic and Entrepreneurship of Tun Mutahir College • Find out the business that can help increase the income for the association club. • Always keep remind the students for the important date. Assistant Project Leader of Tempahan Sahur Program • Help student to easy get the food for sahur in Ramadan month.
2014 – 2016	Secretary of Peers Council Club • Help student that need the counselling session. Treasurer of Netball Club • Handle the income for the club.

SKILLS	Office Words	Experienced	Office Excel	Experienced	Office PowerPoint	Experienced
	Animaker	Experienced	Canva	Experienced	Video Editing	Intermediate

LANGUAGES	Malay	Native speaker	English	Proficiency
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REFERENCES	ENCIK ZAMZURI BIN AHMAD NAZARI <i>Lecturer</i>
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3.0 COMPANY'S PROFILE

3.1 Company name: Pusat Sains Negara (National Science Center)



Diagram 3.1 shows a logo of National Science Center

3.2 Location:

50662, Persiaran Bukit Kiara, Bukit Damansara, 50490 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

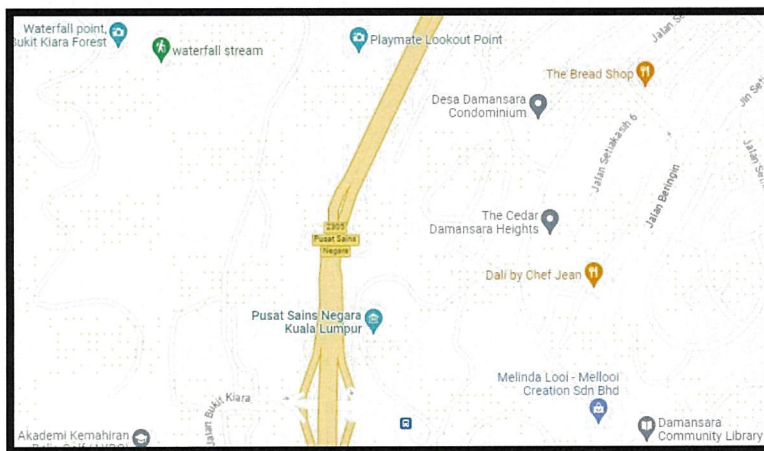


Diagram 3.2 shows a map of National Science Center's location

3.3 Operation Hour:

Monday to Sunday	9.00 a.m. until 5.00 pm.
Friday	CLOSED

Table 3.3 shows an operation hour in National Science Center

3.4 Entrance Ticket:

Compulsory ticket

NATIONAL SCIENCE CENTER KUALA LUMPUR	
Adult (13 – 54 years old)	RM 6.00
Children (7 – 12 years old)	RM 3.00
Toddler (0 – 6 years old)	FREE
Senior Citizen (55 years and above)	RM 3.00
OKU	FREE

Table 3.4 (a) shows an entrance ticket for compulsory ticket

Additional: **Obskura XR**

NATIONAL SCIENCE CENTER KUALA LUMPUR	
Adult (13 – 54 years old)	RM 8.00
Children (4 – 12 years old)	RM 6.00
Toddler (3 years old and below)	FREE
Senior Citizen (55 years and above)	FREE
OKU	FREE
Group of kindergarden (included teachers)	RM 3.00
Group of primary school (included teachers)	RM 3.00
Group of secondary school (included teachers)	RM 5.00

Table 3.4 (b) shows an entrance ticket for additional (obskura xr) ticket

Additional: Dinosaur Encounter

NATIONAL SCIENCE CENTER KUALA LUMPUR	
Adult (13 – 54 years old)	RM 15.00
Children (4 – 12 years old)	RM 12.00
Toddler (3 years old and below) & OKU	FREE
Senior Citizen (55 years and above)	RM 5.00
Group of kindergarden & primary school (included teachers)	RM 6.00
Group of secondary school (included teachers)	RM 8.00

Table 3.4 (c) shows an entrance ticket for additional (dinosaur encounter) ticket

3.5 Vision:

The leader of the learning center does not formal science and technology drives Malaysians towards thinking creative and innovative.

3.6 Mission:

Trigger and sow the interest of the people Malaysia towards science learning, technology, and innovation throughout life.

3.7 Company Objective:

- i. Giving rural students the opportunity to experience the real experience of a National Science Center.
- ii. Raise awareness and confidence in rural communities that every layer of society can venture into the field of science.
- iii. Giving exposure to rural students regarding the use of science and technology in daily life.
- iv. Giving exposure to rural students about the nation's science and technology achievements.
- v. Giving equal opportunities to poor students to enjoy learning facilities at the National Science Center.

3.8 Background of National Science Center:

The National Science Center was officially opened on 29 November 1996 by the Prime Minister of Malaysia at the time, YAB Tun Dr. Mahathir bin Mohamad. The location is located in a peaceful, harmonious area surrounded by natural greenery in Bukit Kiara, Kuala Lumpur. The National Science Center building is a national landmark through its unique and scientific design. The building resembles a cone truncated at the apex and covered with a geodesic dome.



Diagram 3.8 (a) shows a building of National Science Center in Kuala Lumpur

This institution, which focuses on informal learning, aims to develop public interest in, understanding of, and interest for science and technology for the advancement of Malaysians' scientific knowledge.

The National Science Center's exhibition materials include a variety of themes that are broken into smaller different sections. The Basic Science and Technology parts are the two main divisions. This center's main objective is to relate science to religious principles, environmental concerns, and other aspects of life, knowledge, and its practical application.

When the National Science Center opened its first branch in the Northern Region in 2006, it created new history. The Northern Regional Branch National Science Center's construction project began in February 2005 on a 5-acre site in the Gunung Keriang neighborhood of Alor Setar, Kedah.



Diagram 3.8 (b) shows a building of National Science Center in Kedah

The structure was created with the idea of creating an energy-efficient, environmentally friendly, and dynamic exhibition space. The National Science Center crew created almost all of the interactive display galleries and environmental layouts in this facility. More exhibits can be created and shared thanks to the existence of these two science centers, which will attract more people and increase their interest in science and technology.

3.9 Organizational Structure:

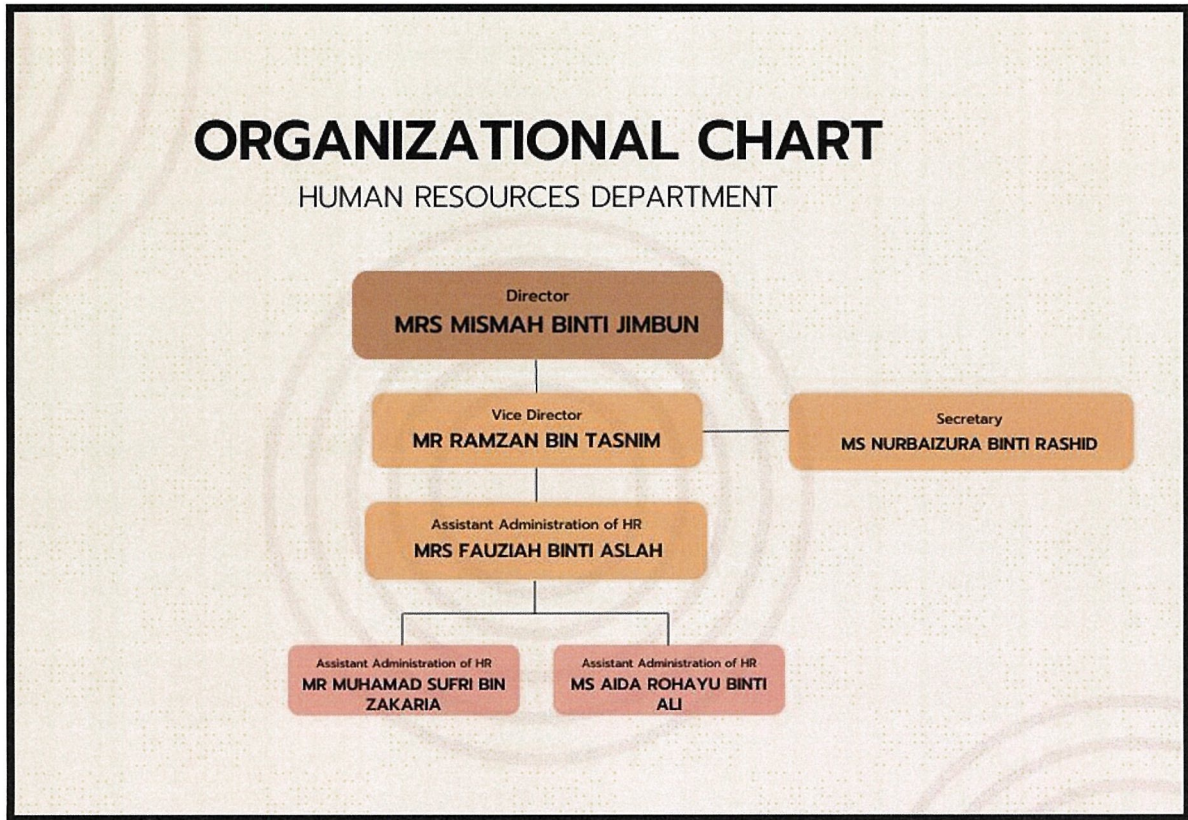


Diagram 3.9 shows a organizational chart of Human Resource Department

3.10 Product and Services:

1. Indoor Activities

National Science Center have various indoor activities as their services to visitors. It suitable for children, adult and also senior citizens. This services mostly is about adventure in the science. The visitors will learn something new from the National Science Center. There have 2 level and many section and part in the National Science Center and each section will have a different science knowledge and experiment. Not only that, they also have marine life and freshwater fish aquarium located at main entrance to the indoor galleries.

Level 1:

a) Marine Life



Diagram 3.10 (a)(i) shows a marine life aquarium

This marine life aquarium is located at the main entrance and in front of the freshwater fish aquarium. This aquarium is so beautiful because it shows the beautiful and unique coral and marine fish such as clown fish, dory and more. The visitors can take a close look the various unique corals.



Diagram 3.10 (a)(ii) shows a marine life aquarium

b) Freshwater Fish Aquarium



This freshwater fish aquarium is located at main entrance to the indoor galleries. This aquarium has various freshwater fish such as catfish, stingray, river barb, albino catfish, sultan fish, pacu and tilapia.

Diagram 3.10 (b)(i) shows a freshwater fish aquarium

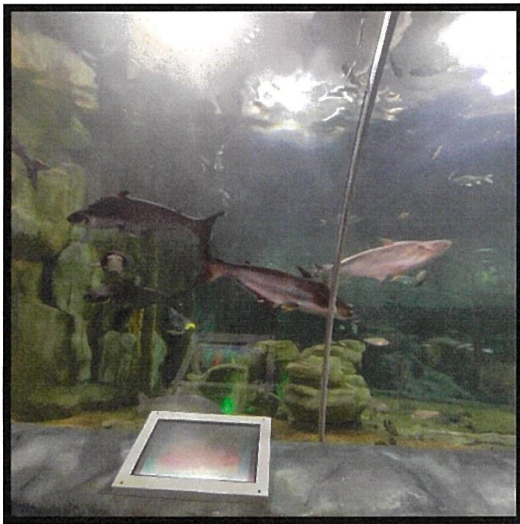


Diagram 3.10 (b)(i) shows a freshwater fish aquarium

They will provide the guidelines screen that will shows all various species of fish in the aquarium. It is easy to use for adult and senior citizens and suitable for children learning because it can be in 2 languages which are Malay and English.

c) Wonderspark

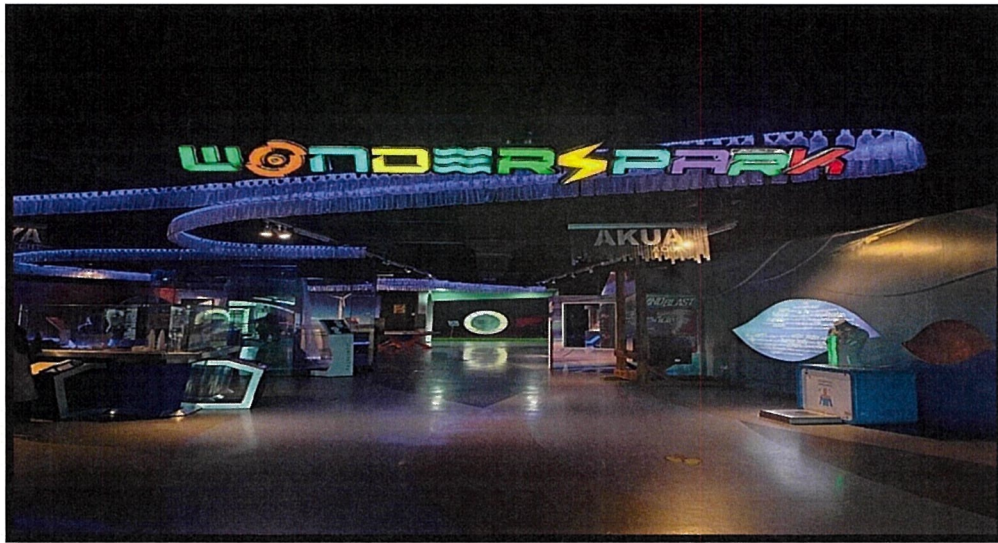


Diagram 3.10 (c)(i) shows a wonderspark gallery

In this gallery, visitors can learn about the science behind the natural phenomena of water, light and wind and how these elements help guide the green technology of the future. There are a lots of the interesting products such as we can know our weight using water scale and we can observe and discover how air pressure and density work together to make the giant vortex.



Diagram 3.10 (c)(ii) shows wonderspark gallery

Not only that, in this gallery also, visitors can explore more about windmill, wind blast and wind power that can be transfer as energy and supply electricity to all housing area. Here also got led interactive wall, plasma lighting, teslo coil and also laser amazer which is using a light to make an interesting things happen. Wonderspark gallery will be as a knowledge about the water, wind and light for the visitors and suitable for children to explore by themselves.

d) Science Valley



Diagram 3.10 (d)(i) shows a science valley gallery

Science Valley is the gallery in the National Science Center that have been focused on basic theory such as nature, physic, chemical and biology that can be benefit for all ages. This gallery opened opportunities for the public to explore science in the form of hands-on, minds-on and interactive exhibitions. In fact, the National Science Center also provides an interesting and fun simulated environment for visitors of various educational backgrounds while making it easier for them to understand the science concepts presented in Science Valley.



Diagram 3.10 (d)(ii) shows a science valley gallery

Visitors are them brought to experience a disaster situation which the service named earthquakes and typhoons. Visitors will also be explained about the human miracle that has 1001 secrets, starting with the birth of a baby up to the function of the human body. The exploration of science does not stop there, the visitors also will be exposed to the concept of physics in the energy of race car. This mini race car in not using fuel but only using energy that come from human. The Science Valley Gallery can provide many benefits and a great impact as one of the non-formal education platforms.

e) District Technology



Diagram 3.10 (e)(i) shows a district technology

District Technology is one of the labs the shows about the advance technology, robotic and also about the covid-19. Here, visitors can play ping pong with touch screen table and also can try to fly the drone. Not forget about the Covid-19, the visitors can do by their self in doing the swab test. It is so interesting for the visitors if came here. This District Technology does not have to paid additional ticket to enter. So, it one of advantage for the visitors to make their experiment without paid additional ticket.



Diagram 3.10 (e)(ii) shows a district technology gallery

f) Kidzworld



Diagram 3.10 (f)(i) shows a kidzworld section

Kidzworld is the last place in the Level 1 that you can visit. This is the place where the children can enjoy their journey. Here, got many interesting activities to attract the children attention. There will be divided two part which is children under 5 years old will be play in the mushroom playground and 6 years old until 14 years old can play outside the mushroom playground. For the rocket playground, they have limit ages to enter that playground and it not suitable for children under 5 years old. Not only rocket playground, there also have section which have exhibition that have music such as piano music, drum and else.



Diagram 3.10 (f)(ii) shows a kidzworld section

Level 2

g) I-rays



Diagram 3.10 (g)(i) shows a i-rays gallery

I-Rays is the gallery that have in Level 2. This gallery is about the radiation. The visitors can enjoy their tour with having a lot of knowledge about the radiation. There also have mini theatre room that will shows about the radiation for the visitors. Not only that, there also have about the spectrum electromagnet, and also about the nuclear. Each section also they provide some interesting quizzes. Not forget also, the visitors also can know about the heroes of timelines radiation. This gallery does not have to pay any additional price to enter.

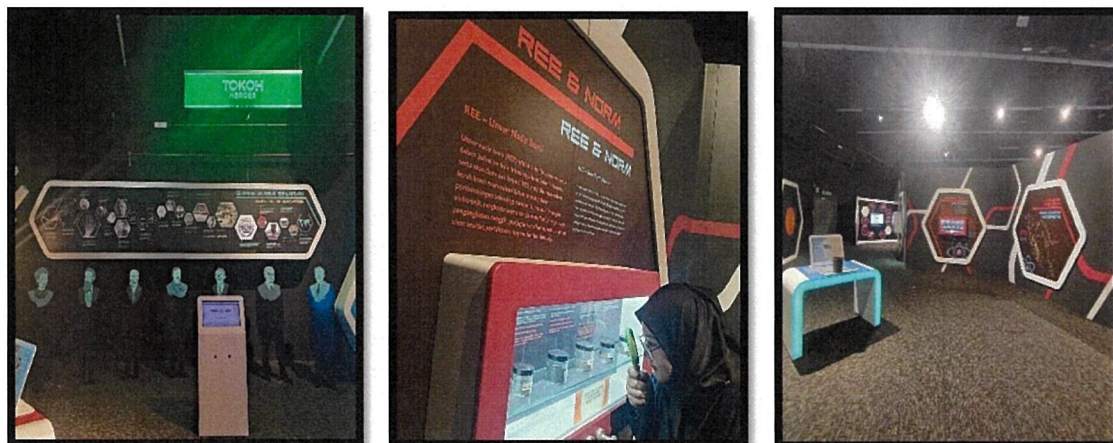


Diagram 3.10 (g)(ii) shows a i-rays gallery

h) Obskura XR



Diagram 3.10 (h)(i) shows an obskura xr gallery

Let's explore the world of virtual reality and its technology. Immerse yourself in a world where science is magic. Here have rainbow sliding. Sliding while bathed in light. The image on the slide will change when visitors go down the slide. This activity can stimulate the senses, improve motor skills and spark creativity through interactive and immersive physical activities. Not only that, but the visitors can also explore the ocean floor with marine life and learn about the ecosystem through 360-degree digital display.



Diagram 3.10 (h)(ii) shows an obskura xr gallery

Next, bring out creativity and imagination by learning while coloring different types of land, air and water vehicles. Scan and watch the 3D image of your vehicle appear and move in digital city world. Last but not least, the visitors can play a new era of e-sports powered by virtual reality technology. This gallery is needed to buy additional ticket for enter, but no worries there is affordable ticket for enter this gallery and enjoy all the activities in here.

i) Dinosaur Encounter

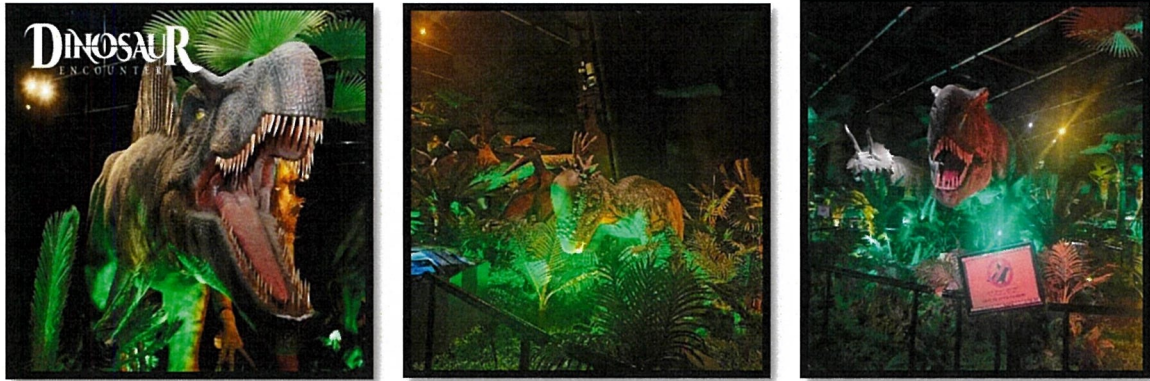


Diagram 3.10 (i)(i) shows a dinosaur encounter

Begin your adventure by experiencing live interaction with 18 life-size animatronic dinosaurs in an exciting dinosaur age habitat environment. The visitor also has the opportunity to interact virtually as if the visitor were in the real world of dinosaurs through Augmented Reality (AR) technology which is more dramatic with a very fun and exciting learning and delivery method. This Dinosaur Encounter exhibition will take you back to discover the world of dinosaur prehistoric facts such as the species and era of dinosaurs and the cause of extinction through paleontology studies and the discovery of dinosaur fossils. Explore the amazing world of dinosaurs and find out what makes them so interesting. This gallery must buy an additional ticket to enter and enjoy the journey in the Dinosaur Encounter. The ticket can only be bought at the counter ticket level 1.

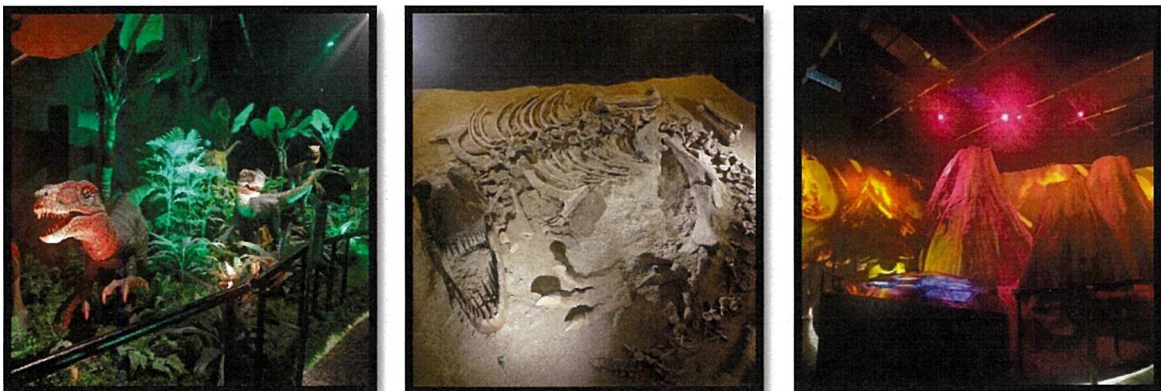


Diagram 3.10 (i)(ii) shows a dinosaur encounter

j) Tinker garage



Diagram 3.10 (j)(i) shows a tinker garage gallery

This gallery which is Tinker Garage have to part inside. One part for all visitors can enter and another part which is their lab, they have time to enter. Their lab also suitable for school to booking for their students because students can learn many things in there. There will be drawing with thread and also students can try by themselves to install the nut with all type of pliers. This can be advantage for students to have a lot of knowledge about that. In the outside part, visitors can enjoy their tour with paper clip helicopter. They will do by themselves and fly the paper clip helicopter on the table wind. Not only that, but there will also be a lot of the interesting display and activities for visitors to enjoy.



Diagram 3.10 (j)(ii) shows a tinker garage gallery

k) Lab for Booking



Diagram 3.10 (k)(i) shows a lab for booking (spark station and wonders hub)

This place is not open for public visitors. They only open when have a booking from school that are needed to use the place and space for doing something experiment. This lab also will open in certain time which when National Science Center had held program which is School's Out Kids In. For the booking, the school can book in the National Science Center website.



Diagram 3.10 (k)(ii) shows a lab for booking (creative spot and kids discovery place)

2. Outdoor Activities



Diagram 3.10 (2) (i) shows a pool at outdoor activities

National Science Center not only have interesting indoor activities, but they also have outdoor activities such as a pool for kids, butterfly garden, prehistoric garden and more. This place is one of the interesting services that National Science Center offer for visitors, and it included in compulsory ticket.



Diagram 3.10 (2) (ii) shows an outdoor activities and garden

4.0 TRAINING'S REFLECTION

4.1 Duration

Internship Training Date	: 1 st March 2023 until 15 th August 2023
Working Day	: Monday until Friday
Working Time	: 9:00 a.m. until 6.00 p.m.
Allowance	: RM5.00 per hour

4.2 Details and Assignment/Task

First of all, I have chosen Pusat Sains Negara as the place where I do my internship and gain interesting knowledge and experience from there. I started my internship at Pusat Sains Negara on 1st March 2023 until 15th August 2023. I have been assigned in Administration Department, but I gain more information more about the Human Resource Management. In Pusat Sains Negara there have 117 staffs and only have 3 staff that handle in the Human Resource Management.

So, for my first day of my internship at Pusat Sains Negara, I have some tasks which is handle the slide in the meeting with director of Pusat Sains Negara. I also got a task which I must update the attendance report of the cleaners' Pusat Sains Negara. It is my routine of my work to update the attendance report of the cleaners' Pusat Sains Negara. Then, I also have been given also to update the attendance report of guards' Pusat Sains Negara.

Next, for another tasks, I have been given to update private file of staffs in Pusat Sains Negara. This task must arrange the document according to the date old to the latest date. I also must record the date of the document for easily to find them another day. During the Ramadan month, they must send the form in hardcopy to have 30 minutes early to going back from work. So, I have been charged to take and keep the form that all the staff have send. Besides that, I have been asked to do the form where the staff will take a leave for the Hari Raya Aidilfitri. I have been charged to give the form and keep it in the file.

Not only that, I also have learned on how to do the full report of the attendance and salary calculation of the cleaners and guards at Pusat Sains Negara. This gave me benefits where I know how to do the calculation and how the full report have to completed. It is not easy as I thought. Then, I also have been charged to help in handling the program which is Relax and Refresh for the Pusat Sains Negara's staffs such as being in charge in registration during the program. This is an amazing experience that I got from handling the program because it has a little bit different when I am handling the program in Universiti Teknologi MARA.

Next, I also have attended the meeting with deputy secretary general of MOSTI. This gives me some knowledge on how to give idea and communicate in the professional ways. As we know that there has a skill be communicate with corporate people. This have thought me a great experience in the meeting. So, here that I can say that I have many things and gain interesting experience when I have internship at Pusat Sains Negara. For now, update the document or file and photostats some documents are my routine in internship.

Furthermore, on June 2023, I received the tasks which I must find the catering for MyPortfolio Program that will be schedule on 23 June 2023. It is the challenging tasks because caterer must have some rules that must follow and fulfil the condition, they have given by National Science Center as a catering that will serve the staff. The caterer must have "E-Perolehan", SSM and MOF as the condition to serve their food in the Government Sector. During the program, I also in charge in manage the program to make it run smoothly. Not forget also my duty as a photographer and person in charge for registration during the program.

In addition, I also have been assigned to create one form for Hari Raya Aidiladha break. This tasks same like the form that I do for Hari Raya Aidilfitri and the form I must kept in one folder as a reference to the Director of National Science Center. Besides that, I also have been assigned to update Hari Raya break that staff National Science Center have choose. I must update it in Microsoft Excel that have prepared by MOSTI. Other than that, it is routine for me when I keep been assigned as an in-charge person for print out the attendance of all staff at the end of the month. Not only that, but I must also give to them their attendance and collect back. I will update the attendance in the form to make sure that they have a reason when they came late to work or how many their leave left.

Last but not least, the latest task that I have done together with staff of human resource department is going to site visit at Mahkamah Syariah Kuala Lumpur. We are going there to look for the place that we will use to held one program which is mental health awareness program for staff of National Science Center. During the site visit, I have gained a lot of information and the way of professional communication to deal with others company. It is really help me a lot to get the experience in site visit. Not forget to say, I also learn on how to manage the ticket's counter. Manage the ticket's counter one of the routines for the Human Resource Department's staff to involved. So, I take this advantage to know how to manage the ticket's counter when many visitors came and buy the ticket. It is hard for me because it is my first time to manage the ticket but there is the staff that help me a lot.

So, here, what can I gained from my tasks that have given are I can know the skills in communication because we know that skill in communication is the important things that you must have when you in the workplace. This skill will help you to convince others with your professional communication. This also will attract people to having a communication such as exchange some idea and opinion towards the tasks. Not only that, but I also learn how to manage report and some program that I have been handled during my internship training in effective ways. This gives me a lot of experience in workplace to prepared myself in the future. All the learning that I got from the internship training is one of the good experience and sweet memories for me.

5.0 SWOT ANALYSIS

SWOT	
<p>Strength</p> <ul style="list-style-type: none"> ➤ Strong Relationship and being Multitasking in Community ➤ Interesting Indoor Activities with Low Price Entrance Ticket ➤ Strategic Location with Creative Website 	<p>Weaknesses</p> <ul style="list-style-type: none"> ➤ Lack Of Manpower (Human Resource) ➤ Small Space for Documents ➤ Not Updated Some Services
<p>Opportunities</p> <ol style="list-style-type: none"> a) Hire More Human Resource b) Prepare One Store or Room for Private Document or Data. c) Open New Branches with Integrated Online Ticketing 	<p>Threat</p> <ol style="list-style-type: none"> a) Lack of Strong Security for Private Documents or Data and Economic Budget Constraints Pose Potential Challenges for the Organization b) Customers Changes Behaviour c) High Competition with Other Science Gallery

Table 5.0 shows a SWOT analysis that observe from National Science Center

6.0 DISCUSSION & RECOMMENDATION

SWOT analysis is a method for evaluating these four business factors of an organization. SWOT analysis is a tool that can assist a business or organization in determining what is best for it right now and in developing a winning plan for the future. The strengths, weaknesses, opportunities, and threats of a business are listed in a SWOT analysis, as is common knowledge. A SWOT analysis' main goal is to assist organizations in fully understanding all the variables that go into business decision-making. We are aware that before beginning any organizational action, whether it be considering new initiatives, revising internal guidelines, or analyzing opportunities to change a plan during its implementation, a SWOT analysis should be conducted.

Strength:

a) Strong Relationship and being Multitasking in Community

Community relations have the potential to help society in both directions. It encourages trust among the staff and supports in the community's general development by presenting businesses as professionally and in society responsible. In National Science Center, they have a nice and strong relationship in community because they work together to make sure the tasks that they are taking can be run in successful ways.

They also divided the tasks in fairly ways to make sure that all the staff that involved in the tasks can make their work in effectively to make sure that all the needed in the tasks are really fulfil and reduce the mistake because when it divided by fairly so we can know the skills in the individual is different. So, with this different it will make the tasks become more perfect and excellent. With this, the National Science Center's staff have built trust towards each other and they willingly to help each other in all tasks given and give their participant if other department held the program.

Next, as Human Resource Staff, various works in terms of documentation need to be carried out such as update the staff's attendance and kept their data safely. Human resource staff also must be well-known about the leave and attendance of all staff and how much rest

leave is left for each staff. They must have a record all the staff leave to make sure that they can track the leave left and take some action towards staff.

Not only keep update data for the attendance and staff's leave, as human resource in National Science Center also must do another work which is manage and handle ticket's counter. It is one of the responsibilities that human resource staff must carry on. They will have the schedule to make sure that they have fair divided day to handle the ticket's counter.

b) Interesting Indoor Activities with Low Price Entrance Ticket

National Science Center is well-known as a place where it be the family's vacation spot and tourist attraction. The main building's exhibit of a freshwater aquarium is where the tour begins. Here, visitors may observe the large fish that swim in the tube above their heads. Most of the displays are on Levels 1 and 2. Many of the displays are interactive, so visitors can gain knowledge by joining in with the activities.

It is not only suitable for vacation, but it is also suitable for the school to bring their students to tour the National Science Center. It will give the benefits for students to enjoy their trip and learn something new about the science. As we know that, now the government wants to make sure all students acknowledge and have interest in science. It is a concerted effort to succeed in the government's policy of bringing science and technology closer to people and instilling student's interest in Science, Technology, Engineering and Mathematics (STEM) subjects (Kang, 2023).

With this interesting activities, National Science Center have offered low ticket prices to make science education and exploration accessible to a wide range of visitors. Pusat Sains Negara wants to make science education and interactive activities affordable for people from all socioeconomic backgrounds by charging affordable prices for tickets. Due to the center's inclusion, people, families, and school groups with little budgets can take advantage of its services without facing serious problems.

Education and public relations are top priorities at the National Science Center. It encourages schools and educational institutions to plan activities and visits for students by keeping ticket fees affordable. This makes it possible for young students to participate in hands-on science activities and learn through interactive exhibits, supporting future scientists and innovators and developing a love for science. The government provide support to the National Science Center, allowing it to lower ticket rates. This support shows the government's commitment to expanding science education and making it available to all Malaysians. The Ministry of Science, Technology and Innovation (MOSTI) offers free tickets to the National Science Center for official educational visits for school students (Kang, 2023).

Chang Lih Kang said, it is in line with the initiative and announcement of the Malaysian Ministry of Education (KPM) which encourages school to organize educational visits as part of strengthening the teaching and learning process (Kang, 2023). The National Science Center's affordable ticket prices also attract people to go there frequently. This encourages participation in the community and exploration in people of all ages. Together people can explore science, building chances for shared learning and bringing the community together. Families, friends, and individuals can all participate.

c) Strategic Location with Creative Website

The National Science Center in Kuala Lumpur is strategically located to take benefit of the accessibility, central location, closeness to educational institutions and tourist attractions of the city. The success of the center in encouraging science education, engagement, and awareness among visitors of all ages and backgrounds is largely attributed to these aspects.

Malaysia's capital, Kuala Lumpur, also serves as the country's main economic, political, and tourist destination. The National Science Center makes benefit of Kuala Lumpur's strategic location by being there, attracting more visitors and serving a more diversified population. Its popular location improves the center's visibility and people, attracting more people to the facility to interact with the scientific exhibits and activities.

Not only that, but National Science also Center Kuala Lumpur is one of the attraction of visitors because there will be millions of tourists visit to Kuala Lumpur each year as one of the most popular tourist attractions in Southeast Asia. The National Science Center could make use of the city's tourism potential because its great location. The center offers an interesting and educational experience to visitors who are likely to explore cultural and educational attractions while in Kuala Lumpur.

The National Science Center has a creative website that serves as a digital platform to provide information, engage visitors and promote its various of programs and exhibits. The website offers complete information about the National Science Center, including its mission and vision, objectives, and history. It provides full descriptions of the center's latest galleries and programs. Visitors can plan their visit before they arrive by reading information about upcoming events, and educational activities. National Science Center also have open booking for school to booking their slots at lab for students at their website. It easy to use and easy to find because all the information that visitors need already have on the website.

The website also can include social media channels to increase its visitor participation. Visitors can do this to connect with the online community of the National Science Center, share their experiences, and keep up to date. To encourage this connection, social media feeds, sharing buttons, and links to official social media profiles are frequently added. As we know that National Science Center have their own website and Facebook as their platform to let others well-known about the interesting activities and programs in there. So, from here also, it will take interest of others to go visit the National Science Center and enjoy all the activities which is indoor and outdoor that have prepared for the visitors.

Weaknesses:

a) Lack of Manpower (Human Resource Staff)

As we know in the Human Resource Department at National Science Center only have 3 staff that handling all the human resource tasks. This lack of manpower in human resource staff will be overburdened with the multiple responsibilities and tasks. They had to struggled to handle the workload efficiently, resulting in increased stress levels and reduces productivity. Human Resource Department are responsible for ensuring compliance with employment laws, regulations and internal policies. A lack of manpower can result in inadequate monitoring and oversight of compliance requirements and also failure to meet legal obligations in areas such as employee benefits, health and safety and labour relations can lead to legal disputes, penalties and reputational damage (Vince, 2019).

In National Science Center, human resource staff plays a vital role in fostering positive employee relations, resolving conflicts, and addressing employee grievances. However, with this only 3 staff of human resources, they had to struggled to devote sufficient time and attention to individual employee concerns. According to the human resource staff, sometimes, they had to come to the office on weekends and made overtime to settle their job and tasks. They also must come in the weekend because of duty to handle and manage ticket's counter because of the lack of manpower. This can negatively impact the human resource staff morale, engagement and overall satisfaction, potentially leading to increased turnover and decreased productivity.

b) Small Space for Documents

A small space for documents in National Science Center had present several challenges which is there have limited space for documents, the organization had to face challenges in storing and organizing a significant volume of physical documents. This can include administration records, financial documents, visitor information, program materials and more. The lack of storage capacity may result in cluttered work areas, making it difficult to find and access document when needed.

Furthermore, it also had affected the daily operations, hinder decision-making processes and delay responses to visitors' inquiries or administrative tasks because of the small space for keeping all the documents. Without proper organization and labelling systems, finding the required documents will be take a long time and it is not inefficient. This can cause high risks in damage and loss of important documents. Moreover, the small space area for keeping documents may result in overcrowded storage areas, increasing the misplacement documents. It also not effective for keeping the private and confidential documents. It will cause the information breaches and can pose serious legal and reputational risks for the National Science Center.

c) Not Updated Some Services

i) Limited in Visitors Parking

There might not be enough allowed parking spaces to accommodate all of the visitors' vehicles due to limited parking in National Science Center. Visitors may have to spend some time looking for parking or may have to park far from the center, which can be frustrating. Some of them must park the car far from the center and must have a long walk to enter the National Science Center. A lack of parking spots may cause traffic surrounding the National Science Center to become more crowded, especially during peak hours and when there are important events or exhibitions. Visitors may experience frustration because of delays in accessing or leaving the center.

ii) Not Updated Ticket System

The ticketing process might become ineffective and take longer time if the ticketing system is out of date. This may result in long queues and delays for tourists, which can be frustrating and have a negative impact on their experience. According to my own experience and other staff experience, it's really happened when the visitors must wait in a long queue that have taken one until two hours to buy the tickets. Additionally, it might increase the workload for the employees in charge of handling tickets. As we know that, National Science Center had not enough staff in human resource to handle the ticket's counter.

Next, the availability of tickets for certain exhibits or programs, as well as the pricing information, may not be correct if the ticketing system is not kept up to date. Visitors may be confused as a result since they may be given inaccurate information or run into pricing differences between the advertised and actual prices. As we know that National Science Center have compulsory ticket and additional tickets. So, when the visitors come with one big family and add some additional tickets, the mistake can be happened and can make the confusing for the visitors about the amount that they should pay. Besides that, the system that not up to date will be able to hang and it will inconvenient the visitors to buy their enter tickets to the National Science Center. It can be frustrating and bad reviews from the visitors, and it can influence others to change their vacation to others place.

iii) Take Long Time to Service Exhibit Display

The expectations of visitors may not be satisfied by outdated services. Because in National Science Center sometimes they need a long time to repair the display exhibit. The interactive exhibits or displays could fail to provide the level of interaction that visitors desire when they are not updated or maintained. Visitors may have a less fulfilling and interesting experience as a result. The most current and correct information may not be offered to visitors by services that have not been renewed. Details about events, schedules for programs, or descriptions of exhibits may be included. Older information may cause visitors to miss out on new exhibits, workshops, or other events.

Opportunities:

a) Hire More Human Resource

The human resources department in National Science Center will effectively manage and improve numerous human resources operations with the addition of more human resource staff. Processes including recruiting and selection, onboarding, training and development, performance management, personnel relations, and benefit administration come under this group of tasks. The organization, response times, and general efficiency of human resource operations can all be improved with a dedicated staff of human resources experts.

Next, the human resources department in National Science Center can devote efforts to finding and hiring talented and diverse people with the help of more human resource staff. They have the ability to actively source people, carry out careful screening and interviews, and facilitate a simple hiring procedure. The National Science Center may more effectively match recruitment efforts with its mission and values by growing the human resource team, assuring the choice of highly skilled employees who can support the center's objectives.

Employee retention as well as engagement are highly dependent on human resource. The development and application of plans to improve employee satisfaction, motivation, and overall workplace experiences can be the focus of additional human resource employees. They may organize routine employee feedback meetings, respond to issues, and develop initiatives that promote a healthy work environment. The organization can raise employee morale, productivity, and retention rates by proactively addressing their needs and concerns.

Any organization has to comply to all applicable employment-related laws, regulations, and internal policies. A bigger human resource team in National Science Center enables better oversight and application of compliance procedures. Human resource experts may manage correct documentation and record-keeping, arrange training sessions on policy adherence, and stay current on legal requirements. As a result, the organization is less exposed to legal risks, fines, and reputational harm.

b) Prepare One Store or Room for Private Document or Data

As we know that, every organization have their private and confidential data that not all the staff or people can take and read the information. So, National Science Center have to choose a room that has secure access control measures, such as locks, key cards, or biometric systems. Limit access to authorized personnel only and also install surveillance cameras or security systems to monitor the room. This can help to secure all the important documents.

Next, ensure the room maintains suitable temperature and humidity levels to prevent damage to sensitive documents and electronic storage devices. Implement proper ventilation and consider using dehumidifiers or humidifiers, if necessary. Not forget to install fire suppression systems, such as sprinklers or fire extinguishers, to protect against fire hazards. Regularly test and maintain these systems to ensure they are in working order. National Science Center have to invest in secure storage equipment, such as locked filing cabinets, safes, or secure server racks. These should be resistant to tampering and unauthorized access. Consider using fireproof or waterproof storage containers for additional protection.

In addition, implement a logical filing system that enables quick access to files and documents. To promote effective organization and reduce the possibility of misplacing items, clearly label categories on cabinets and folders. They also must create a thorough data backup and recovery plan. Backup electronic data frequently and keep backups safely offsite. Put safeguards in place to guard against data loss due to device malfunction, natural disasters, or online threats (Indeed, 2022).

Last but not least, implement tight access control measures. Access Control and Authorization. Individual user accounts and permissions should be assigned for electronic files and systems, and the room should only be accessible to authorized personnel. Keep an access log to record who enters and leaves the room.

c) Open New Branches with Integrated Online Ticketing

Opening new branches in different locations expands the reach and accessibility of the National Science Center. It allows individuals from diverse regions to access science education and engage with interactive exhibits without the need to travel long distances. This can encourage more people, including students, families, and educators, to visit and benefit from the center's resources. Next, new branches provide opportunities for the National Science Center to engage with local communities on a regional level. Each branch can tailor its exhibits and programs to cater to the specific needs and interests of the local population. This fosters community involvement, collaboration with local organizations, and partnerships with educational institutions, enhancing the center's impact and relevance.

Opening new branches also enables the National Science Center to highlight the unique cultural and regional aspects of each location. The exhibits can showcase local scientific advancements, natural resources, cultural heritage, and environmental issues. This localized approach enhances the educational experience, deepens connections with visitors, and promotes pride and interest in regional science and innovation. We know that new branches can contribute to local economic development by attracting visitors, creating employment opportunities, and stimulating tourism and related industries (Cuc, 2019). The presence of the National Science Center in a region can act as a catalyst for scientific research, innovation, and educational initiatives, driving economic growth and investment in science-related sectors. Each branch of the National Science Center can foster collaboration and knowledge sharing within its local scientific community. It can serve as a hub for researchers, scientists, and educators to exchange ideas, conduct workshops, and organize scientific conferences. This promotes a culture of scientific inquiry, encourages interdisciplinary collaborations, and supports the development of scientific talent in the region.

This also can help with online ticketing because online ticketing can provide a convenient and hassle-free option for visitors to purchase tickets from the comfort of their homes or on the go. It eliminates the need to physically visit the center or stand in long queues for ticket purchases. Visitors can simply access the center's website or mobile app, select the desired date and time, make the payment online, and receive their digital tickets instantly (Administrator, 2017). With online ticketing, the National Science Center can offer

ticket purchases round the clock. Visitors can buy tickets at any time, including outside regular working hours or during peak seasons when physical ticket counters may be closed. This flexibility accommodates different schedules and increases accessibility for visitors, including tourists and individuals with busy lifestyles (Cohen, 2021).

Next, online ticketing streamlines the ticket purchase process, reducing the administrative workload for the center's staff. It minimizes manual data entry and decreases the chances of errors in ticket issuance. This efficiency allows staff members to focus on other important tasks, such as providing visitor assistance and enhancing the overall experience. Furthermore, an online ticketing system enables real-time updates on ticket availability. Visitors can immediately see the number of available tickets for specific time slots or events, ensuring transparency and avoiding disappointment due to sold-out tickets. This real-time information helps visitors plan their visits accordingly and encourages them to secure their tickets in advance.

Online ticketing enhances the overall customer experience by offering a seamless and user-friendly ticket purchase process. Visitors can easily navigate through the online platform, select their preferred options, and complete the transaction within a few clicks. This convenience contributes to positive visitor satisfaction and encourages repeat visits. In addition, implementing an online ticketing system allows the National Science Center to collect valuable data about visitors, such as demographic information, ticket preferences, and booking patterns. This data can be analysed to gain insights into visitor behaviour, make data-driven decisions, and personalize marketing efforts to target specific audience segments.

Also, online ticketing platforms provide opportunities for upselling additional services, such as guided tours, workshops, or merchandise. The system can showcase these offerings during the ticket purchase process, increasing the chances of visitors opting for add-ons and generating additional revenue for the center. Online platforms also allow for easy implementation of promotional campaigns and discounts to attract more visitors.

Not only that, opening new branches with integrated online ticketing can expand the National Science Center's revenue streams. Each branch can generate income through ticket sales, educational programs, merchandise sales, and facility rentals. The additional revenue

can be reinvested to further improve exhibits, develop new programs, and enhance the overall visitor experience.

Threat:

a) Lack of Strong Security for Private Documents or Data and Economic Budget Constraints Pose Potential Challenges for the Organization

Insufficient security measures can make the National Science Center vulnerable to data breaches and privacy violations. If private data, such as visitor information, financial records, or employee data, is not adequately protected, it can be compromised by malicious actors or unauthorized access. Data breaches can lead to legal and financial liabilities, damage the center's reputation, and erode visitor trust.

Next, inadequate security for private data can result in non-compliance with data protection regulations and laws. This includes regulations such as the General Data Protection Regulation (GDPR) or other local data privacy laws. Failure to comply with these regulations can lead to penalties, legal actions, and reputational damage, affecting the National Science Center's operations and stakeholder relationships.

Not only that, data security breaches or privacy concerns can erode stakeholder trust, including visitors, employees, sponsors, and partners. Stakeholders expect their personal and sensitive information to be handled with utmost care and security. If the National Science Center fails to meet these expectations, stakeholders may be hesitant to share their data or engage with the center, negatively impacting relationships and support.

It also can cause inadequate security measures that can expose the National Science Center's intellectual property, research findings, or proprietary information to theft or unauthorized use. Intellectual property theft can result in financial losses, loss of competitive advantage, and hindrance to innovation and scientific advancements.

In addition, the National Science Center may find it difficult to allocate enough money for facility maintenance, equipment upgrades, or advances in technology due to financial limitations. This might lead to a reduction in the facilities exhibits, or interactive

displays of the center, which would have a negative impact on how visitors will experience it. When competing against other science organizations or attractions that have more financial resources, the National Science Center.

Next, National Science Center enter may be at a competitive disadvantage if its budget is limited. This may make it more difficult for the center to draw in customers, attract sponsorships or partnerships, and keep its leading position in the industry.

Last but not least, the National Science Center may not be able to give affordable access to excluded communities, schools, or people with low incomes or implement educational outreach activities due to financial constraints. The center's goal to advance science education, equity, and accessibility may be harmed as a result.

b) Customer Changers Behaviour

Customer behaviour changes might cause preferences and interests to change. Visitors could establish new preferences for various display formats, interactive technology, and science education experiences. If the National Science Center fails to respond to these changing preferences, it would find it difficult to draw in and keep visitors, which would result in lower attendance and engagement.

Moreover, rapid technological improvements can have a big effect on consumer behaviour. Visitors could be expecting more interactive and immersive experiences, mobile app integration, augmented reality, or virtual reality applications. A decrease in visitor happiness and engagement may be the result of the National Science Center's failure to stay up with technological advancements and incorporate them into its services.

In addition, external factors, such as monetary recessions, public health problems, or environmental issues, can also affect changes in customer behaviour (McKinsey, 2020). These situations may change customer buying behaviours and priorities, which may affect how likely they are to visit the National Science Center or participate in educational activities. To maintain relevance and adaptability, it must be able to adjust to these outside variables. Not only that, maybe they want to change their kind of behaviour to having vacation at beach or any kind of interesting place.

c) High Competition with Other Science Gallery

It may be more difficult to effectively market and promote the National Science Center due to increased competition. Competing galleries can have stronger networks, higher marketing budgets, or better brand awareness, making it challenging for the center to attract the interest of potential visitors.

Next, high levels of competitiveness may have negative economic consequences for the National Science Center. Reduced financial support or limitations on the resources available for development, exhibitions, or program improvement may result from increased competition for financing, sponsorships, or contributions. This can limit the National Science Center's capacity for innovation and expansion.

Not only that, but the National Science Center's reputation could be harmed if other science centers receive more recognition, favourable reviews, or media coverage. The public's perspective and decision-making while choosing which science gallery to visit may be influenced by the idea that it is less visible or less important in comparison.

Recommendation:

For my recommendation, National Science Center can reduce their weaknesses with hire additional staff members to address the shortage of manpower in the human resources department because it can increase workload which insufficient manpower can result in an increased workload for existing staff, leading to burnout and decreased productivity. Hiring additional staff will help distribute the workload more evenly and ensure efficient management of human resources (Edward, 2018).

Next, implement a digital document management system and digitize as many documents as possible to reduce the reliance on physical storage space. It is because a digital document management system can provide easy and quick access to documents, allowing staff members to retrieve information promptly. It also enables efficient organization, indexing and searching of documents, leading to improved workflow and productivity (Montero, 2020).

Besides that, National Science Center should update their services by introducing their new exhibit, activities, facilities, programs and more. They can find another interesting about the science such as make a program every weekend to attract more visitors to interest to the National Science Center. This is a huge opportunity for the National Science Center to be a different from others science galleries.

Last but not least, strengthening data security measures will help in protecting the privacy and confidentiality of visitor information. The National Science Center can reduce the risk of unauthorized access, data breaches, and breaches of privacy by installing powerful security protocols, access controls, and firewalls. This maintains the privacy of visitors' personal information and builds confidence in the facility.

By following these suggestions, I hope that the National Science Center can strengthen its data security posture, protect visitor privacy, follow to regulations, maintain stakeholder trust, and reduce the legal and financial consequences caused by data breaches. In the end, this will result to more effective human resource operations, greater employee satisfaction, greater commitment to human resource standards, increased data security measures, and a higher standing for visitor privacy protection. This can deliver excellent science programs and experiences to its visitors while protecting the privacy and security of their data.

7.0 CONCLUSION

To conclude, a known organization focused to scientific engagement and education is the National scientific Center. Offering a variety of exhibitions, activities, and interactive experiences for visitors of all ages, it serves as a hub for education, exploration, and discovery. In Kuala Lumpur, it enjoys the advantages of a strategic location that attracts both domestic and foreign tourists. Many kinds of people can easily reach the facility due to its easy-to-find location. It ensures that science education is open to a larger range of people due to its creative website and affordable entrance costs (Center, n.d.).

Next, the National Science Center offers many advantages, but it also has problems that need to be fixed. These include the need to solve the human resources department's staffing shortage, the lack of file storage space, parking restrictions, and the necessity for an updated ticketing system. Overcoming these issues can improve performance overall, visitor satisfaction, and operational effectiveness.

Despite all of this, the National Science Center benefits from its excellent position, which attracts tourists and makes it easier for it to collaborate with other businesses, researchers, and educational institutions. The center's dedication to offering educational programs, promoting knowledge of science, and promoting innovation plays an important role in its positive impact on society (Center, n.d.).

The National Science Center must keep up with changes in visitor preferences, technology, and consumer behaviour if it is to remain a top institution for science education. The center can maintain its relevance, competitiveness, and long-term success by embracing innovation, making staff development investments, utilizing technology, and creating collaborative relationships.

Overall, the National Science Center is extremely important for promoting science education, creating interest, and encouraging a love of the sciences. It can continue to be a useful tool for information sharing, research cooperation, and public interest in science with continuous improvements and a commitment to serving the requirements of its visitors.

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9.0 APPENDICES



Diagram 9.0 (a) shows site visit at Mahkamah Syariah Kuala Lumpur



Diagram 9.0 (b) shows site visit at Mahkamah Syariah Kuala Lumpur



Diagram 9.0 (c) shows Relax and Refresh Program Series 4 (Clay Therapy)



Diagram 9.0 (d) shows Relax and Refresh Program Series 4 (Clay Therapy)



Diagram 9.0 (e) shows a routine work as internship in human resource department

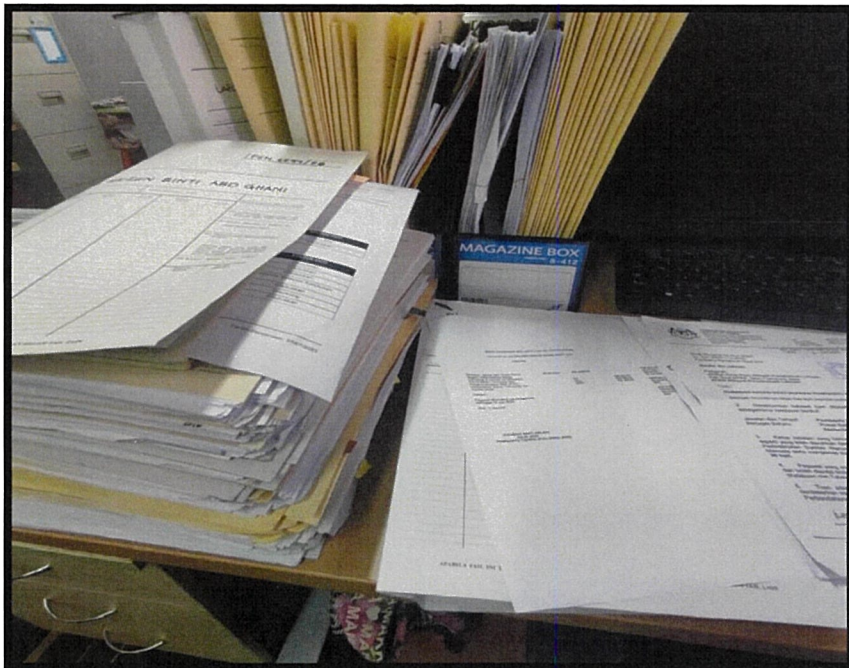


Diagram 9.0 (f) shows a routine work as internship in human resource department

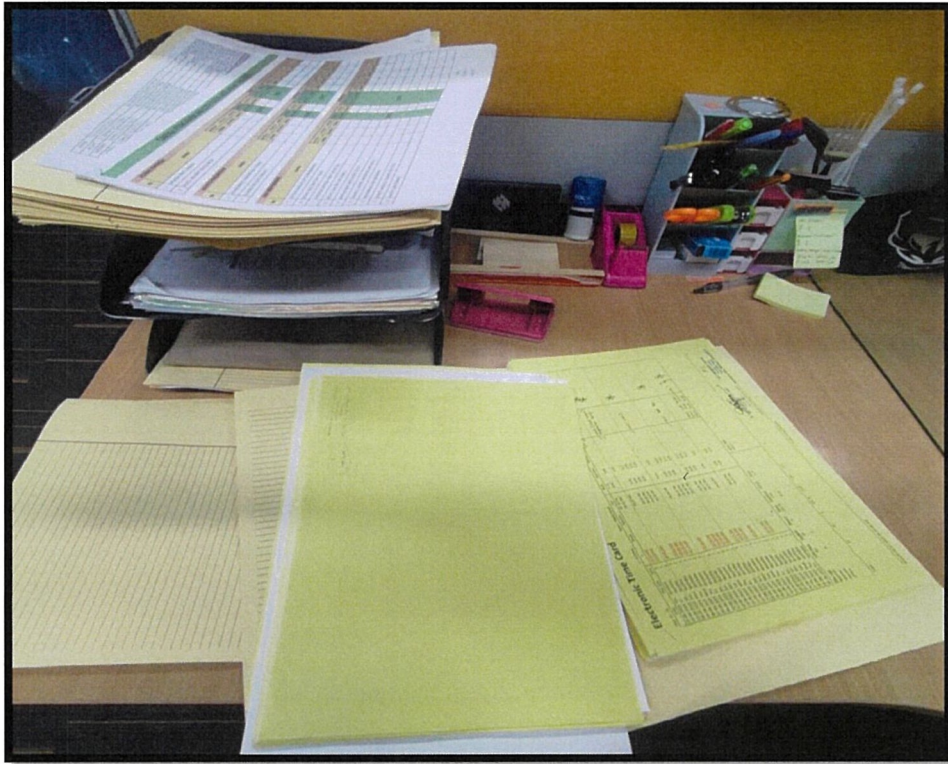


Diagram 9.0 (g) shows a routine work as internship in human resource department



Diagram 9.0 (h) shows a picture with speaker for MyPortfolio Program



Diagram 9.0 (i) shows a food management for MyPortfolio Program



Diagram 9.0 (j) shows a MyPortfolio Program



Diagram 9.0 (k) shows a picture of all staff during Hari Raya Aidilfitri



Diagram 9.0 (l) shows a celebration Hari Raya Aidilfitri in National Science Center