

INDUSTRIAL TRAINING REPORT (HRM666)

BACHELOR OF BUSINESS
ADMINISTRATION (HONS)
HUMAN RESOURCE
MANAGEMENT

UITM PERLIS BRANCH,
ARAU CAMPUS

1 MARCH 2023

—

15 AUGUST 2023



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau



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Executive Summary



Internship program is designed to encourage undergraduate students to develop their skills, gain experience and building confidence on themselves. Therefore, all final year students need to have their internship before they graduate.

On 1st of March 2023 until 15th of August 2023, I have done my internship in one of the organization in UiTM Perlis which is Corporate Communication Unit, Rector's Office. During my internship, I have gain a lot of benefit such as getting exposed to real world of working. When undergoing my internship here, I have discover things such as strengths, weaknesses, opportunities and threats of Corporate Communication Unit that I believe is useful in strategic planning to make sure this unit can sustain for a long time.

In this report, I will explain more detail about my journey of having internship in UiTM Perlis.

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COMPANY PROFILE

3.0

COMPANY'S PROFILE

3.1 COMPANY'S NAME

UiTM CAWANGAN PERLIS KAMPUS ARAU

3.1 COMPANY'S LOGO



3.1 COMPANY'S LOCATION



Universiti Teknologi
MARA
Cawangan Perlis,
Kampus Arau,
02600 Arau, Perlis.

3.1 INTERNSHIP LOCATION



Unit Komunikasi
Korporat, Bangunan
Pentadbiran, Universiti
Teknologi MARA
Cawangan Perlis,
Kampus Arau,
02600 Arau, Perlis.

A Brief Story About The Company



COMPANY'S BACKGROUND



UiTM Perlis Branch, established on 5 July 1974, is a well-known public higher education institution in Perlis. Initially, it had 258 pioneer students who enrolled in one preparatory course and five diploma programs. The institution commenced its operations at a temporary location, the Scout House on Jalan Padang Katong in Kangar, with 15 academic staff and 31 administrative and support staff. However, in 1980, it relocated to its permanent site, a 335-acre plot in Arau.

Over time, UiTM Perlis Branch has developed into a leading public higher education institution through its physical infrastructure, staff organization, and student enrollment. The university comprises seven faculties, offering a total of 34 programs, including 17 degree programs and 16 diploma programs. Additionally, it provides various infrastructure and facilities. Among these are 15 residential colleges, separated by gender, along with 67 science laboratories, 22 computer laboratories, three language laboratories, a large hall, a mosque, a mini stadium, and a gymnasium. Some of these facilities, such as hostels, halls, and gyms, are also available for public rental.

Vision

To establish UiTM as a Globally Renowned University of Science, Technology, Humanities and Entrepreneurship

Mision

To lead the development of agile, professional bumiputeras through state-of-the-art curricula and impactful research





OBJECTIVE

01

To expedite accessibility to higher education

02

To provide world-class education

03

To offer competitive academic programmes that fulfil market needs, spearhead national development and promote global prosperity

04

To produce well-balanced, entrepreneurial graduates who are globally competent

05

To strengthen the internationalisation of values via enhancement programmes

06

To sustain organisational excellence through effective and efficient governance

07

To champion impactful research through stronger research ecosystem

08

To strengthen strategic alliance with alumni and industries

09

To provide cutting edge ecosystem conducive for academic advancements

10

To regulate cost-effective financial practices towards organisational sustainability



VALUES

Shared Organisational Values ESI (Excellence, Synergy, Integrity)

At UiTM, we uphold three enduring shared organisational values: Excellence, Synergy and Integrity.

These shared values shape our strategies, ensure productivity and sustain our role in nation building as we head towards becoming a globally renowned university by 2025.

Personal Values i-dart

- Ilmu (Knowledge)
- Disiplin (Discipline)
- Amanah (Trustworthiness)
- Rajin (Diligence)
- Tanggungjawab (Responsibility)

I-DART are five important guiding principles that support UiTM's shared organisational values. Aligned to UiTM's mission and vision, they underpin the decisions we make and the work we do.



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Cawangan Perlis
Kampus Arau

ORGANIZATIONAL CHART OF CORPORATE COMMUNICATION UNIT UiTM PERLIS BRANCH 2023



**PROF. MADYA TS.
DR. SHUKOR
SANIM MOHD
FAUZI**
Rector



**ELIY NAZIRA
MAT NAZIR**
Coordinator



**DR. RAZLINA
RAZALI**
Promotion, Complaint
& Publication
Coordinator



**SHAHIR AIZAT
KAMARUDDIN**
Public Relations
& Media
Coordinator



SAMHAN AHMAD
PHOTOGRAPHER



**MOHD ZAINI
ZAINAL**
Executive Officer



**ZAFIRAH
ABDUL AZIS**
Senior Assistant



ZAINON SHAARI
Graphic Artist



**AHMAD AMIN
MD AKHIR**
Operation
Assistant

4.0 PESTEL



- Changing in government policies.



- Financial situation post Covid.



- Maintain good relationship between workers that leads to a good teamwork.
- Always prepared for unplanned event.



- Late of info sharing.
- Still using old facilities such as old computer.



- Climate change such as El-Nino.



- Need to follow government law and regulation.

4.0 SWOT ANALYSIS



Definition

SWOT analysis is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities, and threats of a business or any other entity. It provides a structured framework for assessing the internal and external factors that can influence the success or failure of a project, organization, or decision.

SWOT analysis is used for several purposes, including strategic planning, business evaluation, project assessment and decision making.

Overall, SWOT analysis is a versatile tool that aids in understanding the current situation, identifying strategic priorities, and making well-informed decisions in a variety of contexts.



4.1 SWOT ANALYSIS

S

STRENGTHS

1. Good relationship and teamwork between employees. (Social)
2. Well prepared. (Social)

1. Employees in UiTM especially those who are working in Corporate Communication Unit of UiTM Perlis able to maintain good relationship between them. This is because they are working in the conducive that makes everyone happy to go to work and also help to boost their productivity.
2. As a part of Corporate Communication Unit of UiTM Perlis, I found that this unit is well prepared for any events even if it is unplanned event. This is important as it can make employee feel sense of achievement and give them motivation because everything going on as planned.

1. Late of info sharing. (Technology)
2. Lack of latest facility. Still using old facilities such as old computer. (Technology)

W

WEAKNESSES

1. Information sharing is very important in Corporate Communication Unit. As one of the internship student here, I found that some people don't receive the information earlier. This can be fix by creating a Telegram Group that share all the information about event in UiTM Perlis to all members.
2. The facilities that the employee are using here is quite old fashioned. This sometimes affect their productivity of their work as some task cannot be done perfectly using old technology. Therefore, the facilities in here need to get updated as soon as possible to prevent losses.

4.1 SWOT ANALYSIS

O OPPORTUNITIES

- Collaboration with inside and outside party. (Social)
- Flexible working hours. (Environment)

1. Corporate Communication Unit of UiTM Perlis should always ready for collaboration with other parties. This is because they could make others know about UiTM Perlis and create a good reputation of UiTM Perlis.
2. Flexible working hours can promote work-life balance. This is because employee can choose the time for them to start working without lessen their productivity.

- Climate change such as El-Nino. (Environment)
- Financial situation post Covid. (Economic)

T THREATS

1. El-Nino can be a threats to UiTM Perlis because it can affect health of students and staff here. Therefore, it will be hard for UiTM to conduct events especially outdoor event.
2. After Covid19 pandemic, many company have an issue to conduct any event because of lack of fund.



SWOT MATRIX

STRENGTHS

- Good relationship and teamwork between employees. (Social)
- Well prepared. (Social)

WEAKNESSES

- Late of info sharing. (Technology)
- Lack of latest facility. Still using old facilities such as old computer. (Technology)

OPPORTUNITIES

- Collaboration with inside and outside party. (Social)
- Flexible working hours. (Environment)

SO 1: Maintaining good relationship is crucial to increase potential of collaboration.

SO 2: Flexible working hours allows employees to settle their personal task first before go to work.

WO1: Create whatsapp group with collaborator to share info.

WO 2: Provide new facilities. Improvement of technology allows flexible working hour to be implement.

THREATS

- Climate change such as El-Nino. (Environment)
- Financial situation post Covid. (Economic)

ST 1: Employees can spread news. Maintaining good relationship among employees can help employee face climate change.

ST 2: Use fund wisely. Post covid situation will not give big impact if organization is well prepared in terms of financial.

WT1: Actively share news among employees using whatsapp group.

WT 2: Rent up Rumah Tamu to gain profit.



TRAINING REFLECTION



A Brief Story About Why I Choose UiTM Perlis

Most of student who wants to go for internship, they will choose a place which provide allowances despite of that company having a big name in our country. Unlike me, I choose UiTM because I can see a big potential if I'm having my internship here. For example, I believe that UiTM is a professional education institution that can help me apply the professionalism in my work also in future. Besides, I believe that the working environment in UiTM Perlis is conducive for their employees. As the purpose of industrial training or internship is to convert theoretical learning into practical experience, therefore I think that UiTM is the best to meet those criteria.



Duration of Internship

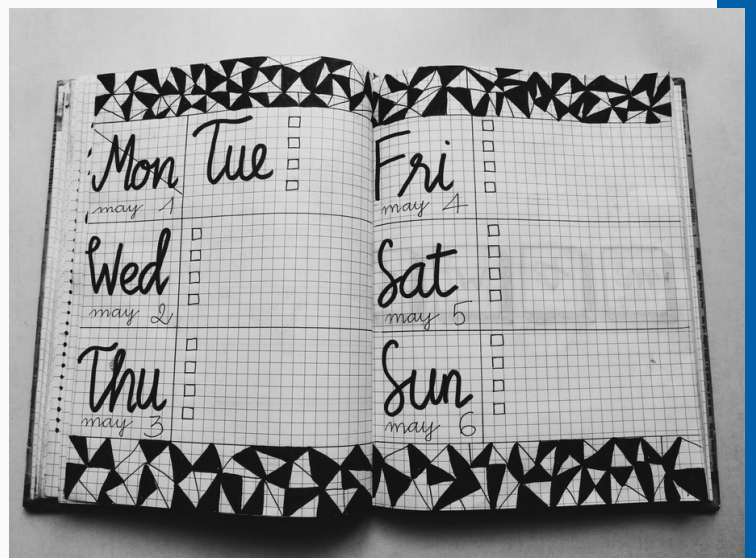
My internship program starts at 1st of March 2023 and will end at 15th of August 2023. I'll be working from 8:00 a.m. to 5:00p.m. from Monday to Friday.



Daily Schedule

Monday-Thursday :
From 8:00a.m to 5:00p.m.
(Lunchbreak at 1:00p.m.)

Friday : From 8:00a.m. to 5:00p.m.
(Lunchbreak at 12:15p.m. to 2:45p.m.)





Department

I was assign to Corporate Communication Unit, one of units under Rector Office of UiTM Perlis. This unit is one of the most important units in UiTM Perlis. It provides information and advice in communications and branding to raise the visibility of UiTM Perlis.

The department provides an array of services, including Public Relations, Media, Protocol and Event Management, Information, Publicity and Corporate Publication.

When I'm in Corporate Communication Unit, I've learnt that they has a firm objectives which are :

- To deliver efficient and effective corporate communication services that fulfil the needs of its clients
- To strengthen UiTM's corporate image and identity in line with its Corporate Image Manual





Roles, Responsibilities and Tasks

As an internship student at Corporate Communication Unit of UiTM Perlis, I have to manage a variety of task which have given me the opportunity to apply what I've learnt in past semester.

For example, on 8th of March 2023, I have to edit presentation slides for Rector of UiTM Perlis. This presentation slides will be used during Amanat Rektor 2023. On this situation, I can apply my skill on editing presentation slide that I've learnt while finishing my assignment during past semester.



Besides, I also play a big role in Amanat Rektor 2023 event from the hall preparation to the day of the event. For example, I have to supervise arrangement of the hall the day before the event to make sure that it meet the criteria with Rector's order. On the day of the event, I also help with the gimmick on launching of the event.



Roles, Responsibilities and Tasks



Other than that, as an internship student at Corporate Communication Unit of UiTM Perlis, I have handle if there is any visit from any VIP or even HRH Raja Muda Perlis. For example, on 10th of May 2023, I have to accompany Rector of UiTM Perlis to welcome Raja Muda Perlis for his short visit to UiTM. I also learnt a protocol to handle that situation from other staff.

Another visit from VIP that I've handled was from (Name). His visit is actually to go to Harum Manis farm in UiTM Perlis because he want to have that experience by himself while he be in Perlis. As we all know, Perlis is famous with Harum Manis.





Roles, Responsibilities and Tasks

Another task that I've been assign is as Co-Editor of Program Kecemerlangan Konservasi Hijau Dan Literasi Digital Siri1/2023. On the making of this book, I've communicate woth lecturer and facilitators to gain information about this event before put that in the book. I also have to go through the photo of the event to find the best photo to put in the book.



Next, I also had the opportunity to learn how to interact and work together with other staff regardless their ages. For example, I've joined the event which called BUBOQ@UiTM Perlis that was held during Ramadan. During that event, I've experience a great teamwork regardless our ages and departments.



I also tasked to create appointment letter for committee of event and program in UiTM Perlis. This is where I learn that all the documents need to be organize well and a company should have a copy of the document for their own references. To make sure it is easier for them to look for the file that they need, the reference file number should be added to those documents. All the documents that is important for the company or organization should be organized neatly.



Roles, Responsibilities and Tasks

Besides, as a corporate communication Unit of UiTM Perlis, we need to attend whatever activity that organized by UiTM Perlis to make a report of it. For example, I have been appointed as one of the committee member of program called UiTMPerlis@Komuniti: Ukhwah Fillah Bersama Permata Rahmat UiTM Cawangan Perlis and UiTMPerlis@Komuniti: Sumbangan Madani Curahan Kasih. I was tasked to interview participant and organizer of those program to create a bulletin for this program.



I also experienced the event that makes the bonding even stronger among employees which is Semarak Raya. From this event, all the employees work hard to prepare their foods and their booth. From this event, I have witness that it is not a must to have a team building training outside of the company. Team building also can be conducted in the company by create an enjoyable event.



Last but not least, I feel proud for having an opportunity to have my internship in a big organization such as UiTM Perlis. There are lot of things that I've learnt here during my internship. I also able to apply and demonstrate all my knowledge that I've learnt in previous semester during my internship period. I believe that I will use this experience of internship in my future no matter in job or daily life.

6.0 DISCUSSION & RECOMMENDATION

6.1 STRENGTH

Strength is an internal enhancer of competence, valuable resource or attribute (Capon, 2003). By identifying strength in company, it will help us to fully utilize our assets or things that we are good at. This will help company to stand out from other company.

i. Good relationship and teamwork between employees. (Social)

All departments in UiTM Arau, especially Corporate Communication Unit of UiTM Perlis practice a good relationship and teamwork between them. This situation can ensure all the activity that has been planned can be run smoothly. A good relationship between employee can also create a great opportunity which is it will help to improve employees motivation to come to workplace and being productive. By having a good teamwork, it also can convince other party to collaborate with Corporate Communication Unit.

ii. Well Prepared. (Social)

As one of internship student at Corporate Communication Unit of UiTM Perlis, I have witnesses the preparation of this unit before conducting any event. I think that this unit prepared well before any event and still maintain their professionalism in handling event. For example, I have been one of the committee member of Ekspo Selangkah ke UiTM that has been held in Dewan Seri Semarak, UiTM Perlis. As internship student, I have offered myself to help for the venue preparation the day before the event and also represent the Corporate Communication Unit of UiTM Perlis on the day of the event. By having these experience, I can confirm that Corporate Communication Unit is well prepared and very professional in handling any event.



6.2 WEAKNESS

Strength is an internal inhibitor of the competence, resources, or attributes necessary for success (Capon, 2003). By identifying weakness in company, it shows that we are aware of what happen in our company and try to find a way to overcome it.

i. Late of info sharing. (Technology)

As a member of Corporate Communication Unit, communication is very important for us especially when it comes to event preparation. Late of info sharing could lead to failure or problem faced during the event. Therefore, I think that Corporate Communication Unit did not fully utilize the technology such as Whatsapp.

ii. Lack of latest facilities. (Technology)

The facilities provided to perform any task is very important to make sure that the task is done well according to standard. However, in Corporate Communication Unit, there are a lot of old fashioned technology such as their computer or printer that sometimes run into technical problem. For example, if they need to print any documents, sometimes the computer and printer runs into technical issue that makes the task need to be delayed to give space for the devices to run smoothly again.



6.3 OPPORTUNITY

Opportunity is an external enhancer of performance that can be pursued or exploited to gain benefit (Capon, 2003). By identifying opportunity in company, it can help company to see external things that could be used to benefit the company.

i. Collaboration with inside and outside party. (Social)

Collaboration is very important for organization because it give so many benefits through it. One of the benefits of collaboration is knowledge sharing. When you do collaboration, you will have an opportunity to know others and gain more knowledge and experience from other parties. Besides, collaboration also help employees learn how to work as a team to complete a task. This will also help to improve company's productivity.

ii. Flexible working hours. (Environment)

Flexible working hour is important to demonstrate work-life balance. For example, employees can choose to come late to work to settle their personal task first. This will help to make sure employee stay focus in their job because they have finish their personal task.



6.4 THREATS

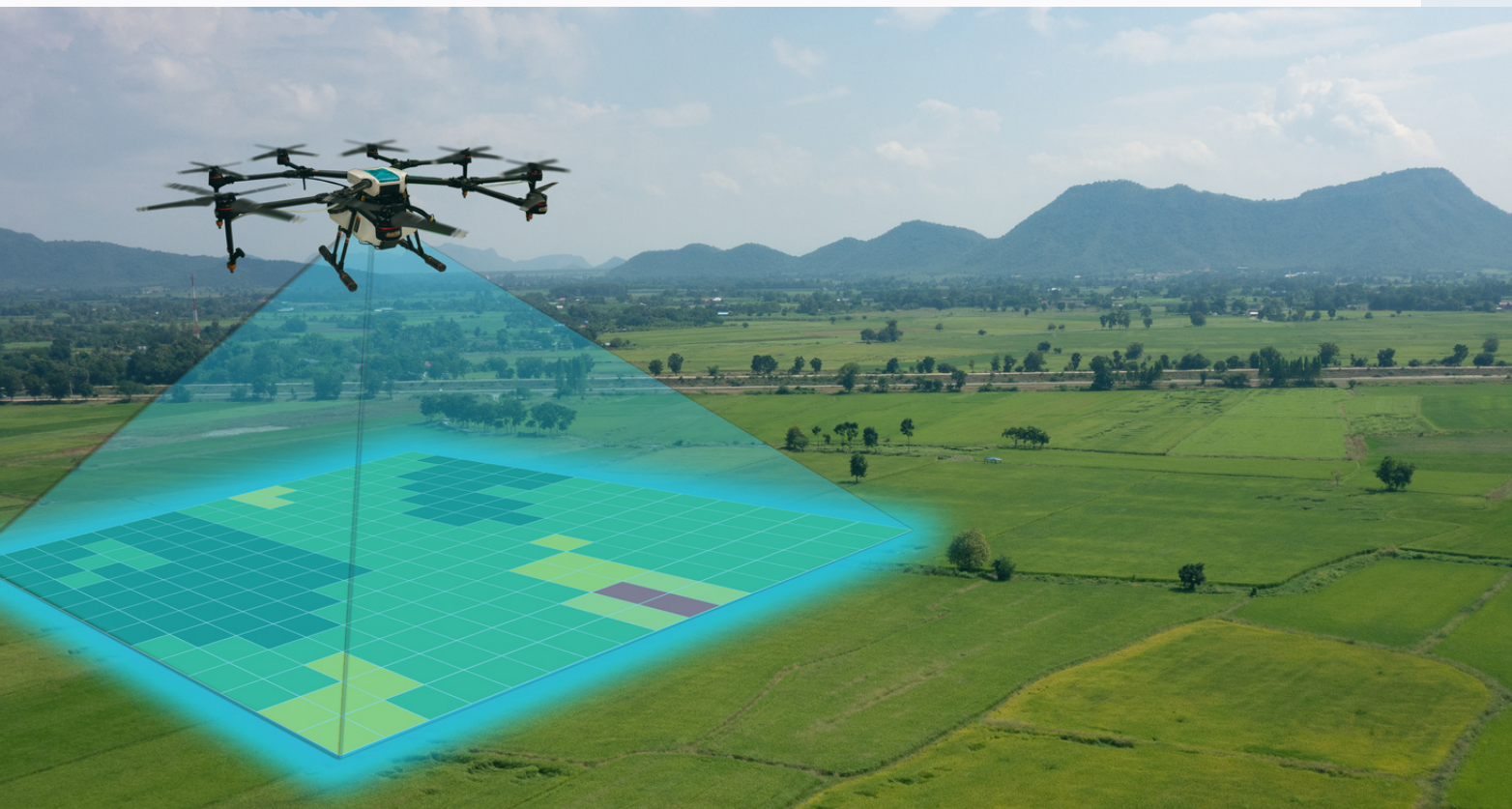
Threats is an external inhibitor of performance that has the potential to reduce accomplishments (Capon, 2003). By identifying threats in company, it can help company to see external things that could give harm to the company.

i. Climate change such as El-Nino. (Environment)

As we all know, Perlis is one of the place in our country that have the hottest weather. Moreover, the El-Nino warning that released by Malaysian Meteorological Department's have give an impact on management of UiTM. If El-Nino really hits our country, Corporate Communication Unit should play their role in creating awareness for their students and staff to avoid outdoor activity and drink a lot of water. This situation also limit to event that could be organized by Corporate Communication Unit of UiTM Perlis.

ii. Financial situation post Covid. (Economic)

Corporate Communication Unit of UiTM Perlis will handle a lot of event for UiTM. However, university's financial situation make it hard for them to provide the best for any event. This is because after Covid19 Pandemic, it is hard for them to get fund due to economic of our country just started to regenerate. However, the event that handled by Corporate Communication Unit still runs smoothly even they have to cut cost and use limited facilities.





CONCLUSION

“Live as if you were to die tomorrow. Learn as if you were to live forever.”
— Mahatma Gandhi

As a conclusion, I think that internship program very important for degree student as it provide valuable knowledge and experience that help undergraduate prepare for their work-life in future. Besides, internship also allows undergraduate to develop their potential through onsite working experience. Besides, undergraduate students also able to communicate with other experienced worker during their internship to improve their skills and knowledge. It also allows them to make a networking with a lot of people during internship. Therefore, undergraduate should choose a good organization to pursue their internship so that they really got experience that they needed.



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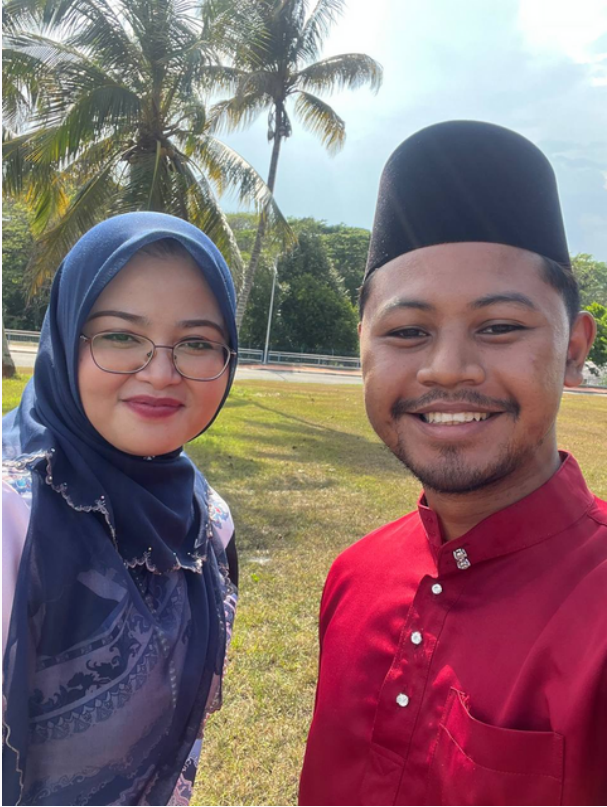
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APPENDICES



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