



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
UiTM PERLIS BRANCH**

BACHELOR BUSINESS ADMINISTRATION (HONS) MARKETING

**INTERNSHIP
(MGT 666)**

**RESEARCH, INDUSTRY, COMMUNITY, ALUMNI, ENTREPRENEURSHIP
NETWORK (RICAEN) UiTM PERLIS**

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EXECUTIVE SUMMARY

During the internship at RICAEN in UiTM Perlis I got hands-on experience in creating interactive poster, involving in conducting events, key-in and extracting data from UiTM's system emcee and engaging with alumni. The internship lasted for about 5 months and half, and aimed to teach me real-world skills in marketing and administrative.

The objectives of internship were to learn about real-world skills and applying of what we've learning in universities. Throughout the internship, I worked on many exciting events. I helped in creating interactive poster about the events using advanced platform such Canva and helping spread the poster, just like what a real marketer should do in industry. I also learned how to key-in and extracting data from UiTM's system such PRIME system and SMART's system.

I analyst data from that system and shared my findings in form of organized data in Excel. The internship taught me how to collaborate effectively with the supported staff and communicate my ideas professionally.

I learned a lot through organizing events. The experience at RICAEN enhanced my problem-solving abilities and critical thinking skills. I am grateful for the opportunity to work with a diverse group of researchers and staff, and I've made valuable connections with experts in the industry.

Overall, the internship at RICAEN UiTM Perlis has been an enriching experience. It provided me with practical knowledge, improved my teamwork skills, and expanded my professional network. I am confident that the skills and knowledge gained during this internship will serve as a strong foundation for my future academic and being Certified Professional Marketer (CPM).

2.0 COMPANY PROFILE

2.1 COMPANY BACKGROUND

The RICAEN unit is an important part of the University Technology of MARA (UiTM). Its main job is to help and support faculty members in different ways. This includes assisting with research grant applications, publishing their work, managing intellectual properties, providing advice, promoting business opportunities, making new connections, and building relationships with industry, communities, alumni, and other universities.. The RICAEN's role is driven by the units under RICAEN including Research Management Unit, Publishing & Excellence Unit, Innovation Management & Expertise Unit, Industry, Community & Alumni Network (ICAN) Unit, Malaysian Academy of SME & Entrepreneurship Development (MASMED), and UiTM Press



Figure 2.1.1 Office Building of RICAEN UiTM Perlis

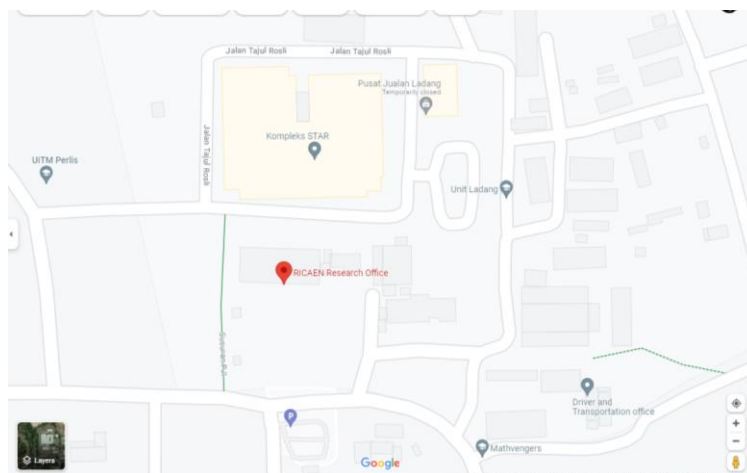


Figure 2.1.2 Location of RICAEN UiTM Perlis on Map

RICAEN is located near STAR Complex in UiTM Perlis branch, Arau campus. The address is PJIM&A Building, UiTM Perlis, 02600 Arau, Perlis, Malaysia. RICAEN's business hours are from Monday to Friday, from 8:00 AM to 5:00 PM

2.2 MISSION

The mission of RICAEN is to enhance the university's scholarship and innovation capabilities by providing high-quality services. Additionally, it aims to foster positive, harmonious, and effective relationships between UiTM Perlis and various stakeholders, including industry, government, private sectors, and the community.

2.3 VISSION

RICAEN's vision is to become an internationally recognized center for research, innovation, consultation, and publication management. It also aims to establish strong connections and networks between UiTM Perlis and industry, government, private sectors, and the community.

2.4 OBJECTIVE

The goal of the Industry, Community, and Alumni Network is to create new connections and strengthen existing partnerships with industries, the community, alumni, and other universities. Additionally, the Entrepreneurship Unit aims to provide faculty members with real-life entrepreneurship experiences and cultivate entrepreneurship skills among students. This unit actively plans and conducts various programs related to entrepreneurship.

2.5 GOALS

- Manage, coordinate and prepare related service to research, consultant and publication.
- Assisting the development of new area in accordance with campus's program.
- Spread and giving research, consultant and writing training to the people of UiTM Perlis.

2.6 ORGANIZATION CHART

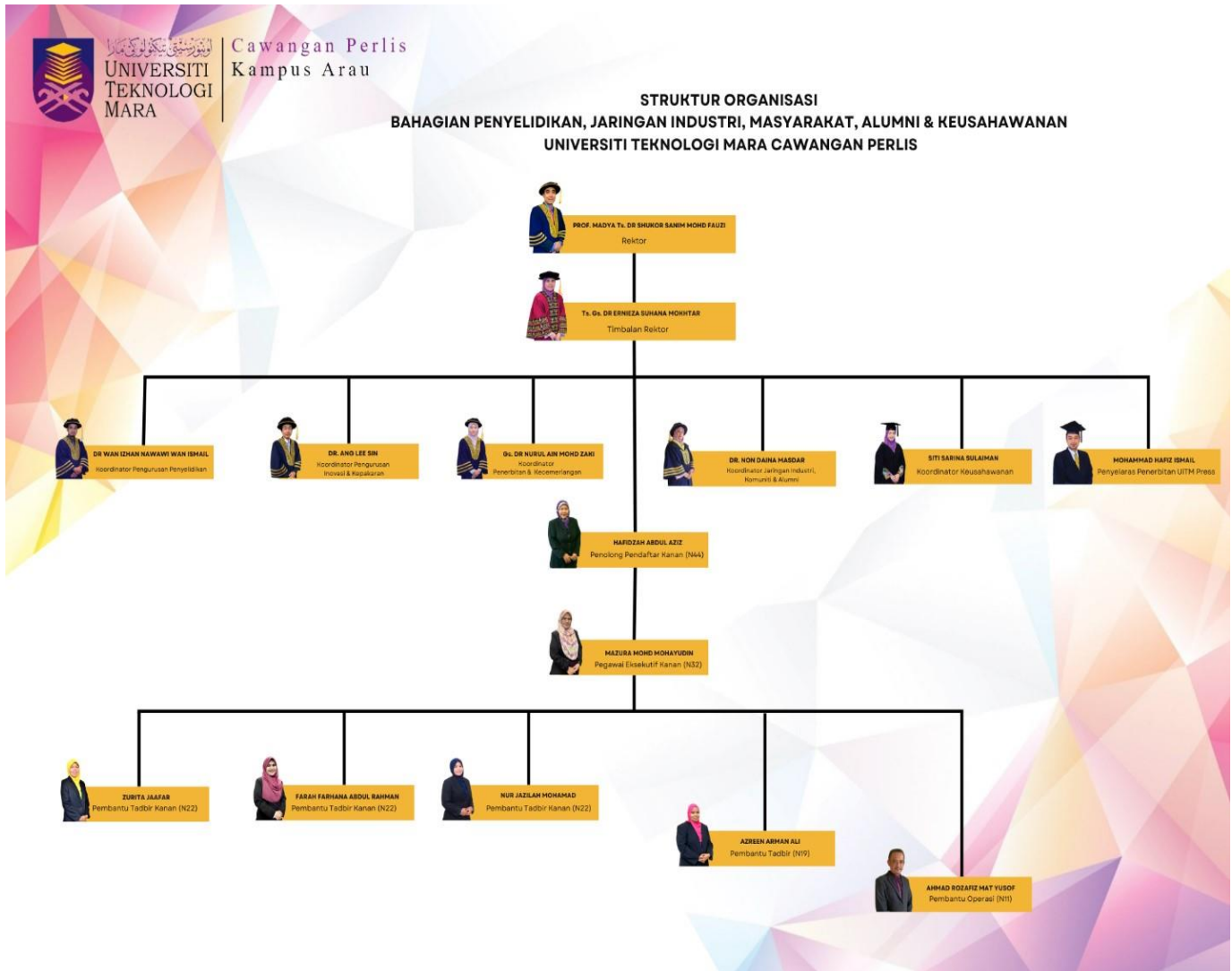


Figure 3.6.1 RICAEN's organizational chart

Based on Figure 3.7.1, there are six units under Research, Industry, Community, Alumni, Entrepreneurship, & Network (RICAEN) that headed by the Deputy Rector of RICAEN. The units are including Research Management Unit, Publishing & Excellence Unit, Innovation Management & Expertise Unit, Industry, Community & Alumni Network (ICAN) Unit, Malaysian Academy of SME & Entrepreneurship Development (MASMED), and UiTM Press. These units are headed by a coordinator and helped by the units' committee that was assigned among the senior lecturers and staff of UiTM Perlis.

2.7 SERVICE

RICAEN offer services anything that related to research, consultation and publication to the academic staff of UiTM, students, community, industry & alumni.



Figure 2.7.1 Example of service to the academic staff and community



Figure 2.7.2 Example of programs with students and alumni

2.8 ORGANIZATIONAL LAYOUT

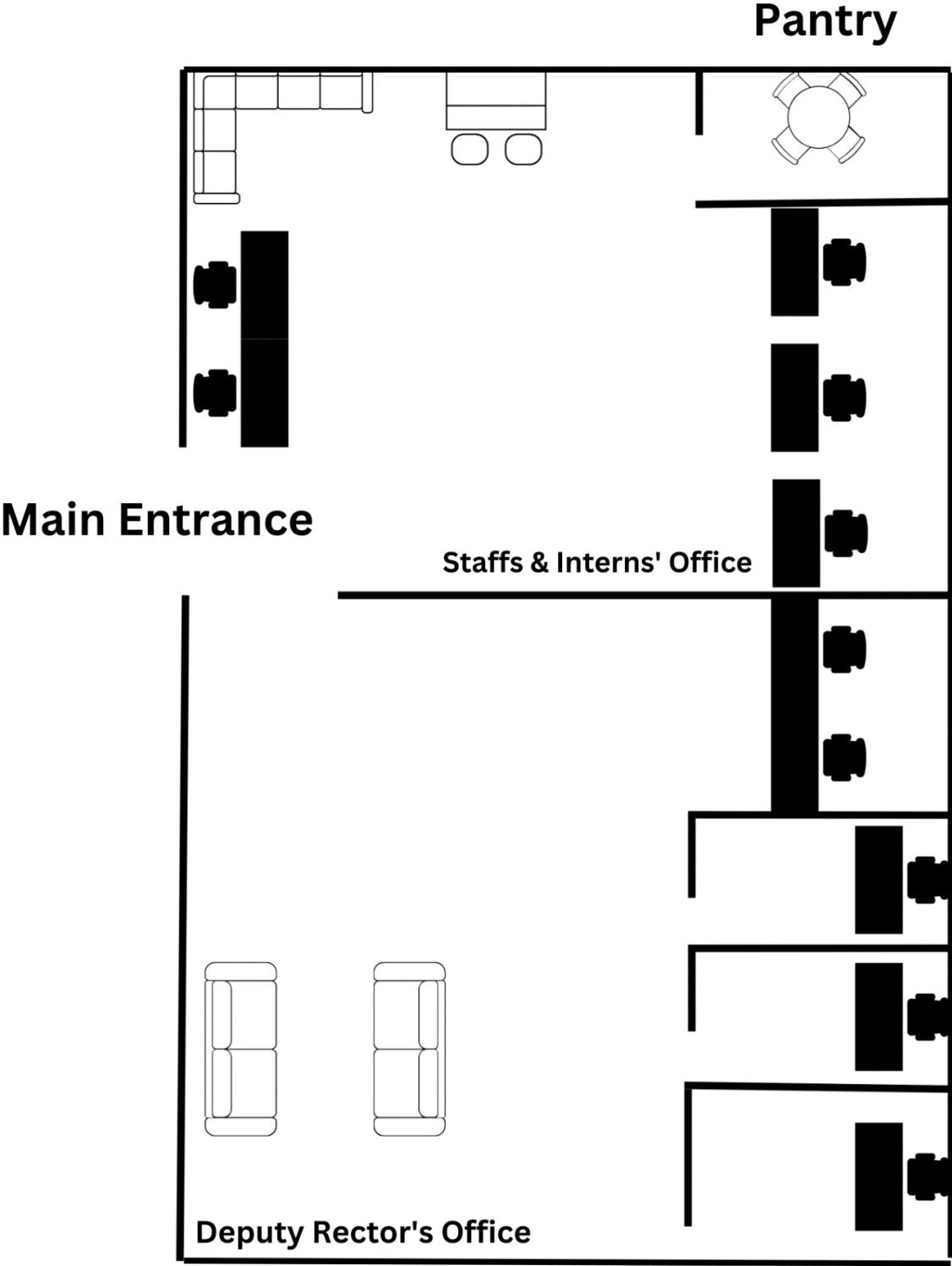


Figure 2.8.1 the layout of RICAEN's office

3.0 INTERNSHIP REFLECTION

3.1 EXPERIENCE

During my five-month internship at my company, I gained valuable experience in various aspects of the role. I had the opportunity to develop my skills in graphic design by creating eye-catching posters for events, effectively promoting them to the target audience. Additionally, I acquired proficiency in data extraction and management, as I worked with UiTM's SMART System and PRIME System to gather and organize information for analysis and reporting purposes.

Through contacting alumni and preparing Google Forms for them, I improved my communication and networking skills. This experience allowed me to establish connections with former students and effectively collect feedback using online survey tools. Furthermore, my involvement in organizing events under the RICAEN department provided me with hands-on experience in event planning, coordination, and execution. I learned to work collaboratively with a team, manage event logistics, and ensure successful event outcomes.

3.2 ROLES AND RESPONSIBILITIES

As an intern at my company for the past five months, I have been involved in various tasks and responsibilities. One of my main roles has been creating posters for events. This entails designing visually appealing and engaging posters that effectively promote the different events organized by the company. I have utilized my creativity and graphic design skills to craft eye-catching posters that capture the attention of the target audience. In addition to poster creation, I have been responsible for extracting data from UiTM's SMART System and PRIME System. This involves gathering and organizing information from these systems for analysis and reporting purposes. By handling data extraction tasks, I have developed skills in data management, organization, and the ability to work with different software systems.

Another aspect of my role is contacting alumni and preparing Google Forms for them. This entails reaching out to former students and establishing communication with them. I have been responsible for preparing Google Forms to gather feedback and maintain a connection with the alumni network. This task has helped me enhance my communication and networking skills, as well as my proficiency in utilizing online survey tools. Additionally, I have been involved in

assisting with the organization of events under the RICAEN department. This has provided me with hands-on experience in event planning, coordination, and execution. I have learned how to collaborate with team members, manage logistical aspects of events, and ensure their smooth operation.

3.3 LIST OF EVENTS

These are the list of events and my roles that I've been directly involved since I started my internship at RICAEN UiTM Perlis:

Events	Roles
1. Sekolah Rehat Kita Sihat 1.0	Facilitating the participants (School children)
2. Handholding 2.0	Creating interactive poster and committee
3. Projek Kotak Kebaikan Ramadan	Emcee, creating interactive poster and committee
4. I-IdeA 2023	Committee
5. 6 th Commercialization, Innovation and Idea Competition (COMIC) 2023	Emcee
6. Career Talk with Al-Ikhsan Sports Sdn. Bhd.	Emcee, creating interactive poster and committee
7. ICAN One Stop Centre	Committee

Table 3.3.1 my List of events and roles

3.4 BENEFIT

Although I have been working as an intern without receiving any financial compensation or allowance since it is the government policy to not having fund for payment internship to government agency such UiTM, the skills I have obtained through my role are valuable. These include graphic design expertise, proficiency in data extraction and management, effective communication and networking skills, as well as practical experience in event organization. These skills have contributed to my professional development and will be beneficial for my future career endeavors.

4.0 RICAEN'S SWOT ANALYSIS

4.1 SWOT ANALYSIS

SWOT ANALYSIS	
STRENGTHS	WEAKNESS
<ul style="list-style-type: none">• EXCELLENT COORDINATION BETWEEN THE UNIT TO DELIVER SERVICE TO STUDENTS, COMMUNITY, INDUSTRY AND ALUMNI.• DEDICATION STAFFS THAT WILLING TO GIVES EVERYTHING TO DELIVER THEIR SERVICE TO STUDENTS, COMMUNITY, INDUSTRY AND ALUMNI.	<ul style="list-style-type: none">• COMMUNICATION BARRIER BETWEEN THE DEPARTMENT OF RICAEN AND THE ALUMNI AS THE ALUMNI IS HARD TO CONTACT.• CHANGING OF THE UNITT'S COORDINATOR MIGH LEAD TO THE CHANGING OF EVENTS THAT HAS BEEN PLANNED TO STUDENTS, COMMUNITY, INDUSTRY AND ALUMNI.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• ABLE TO IMPLEMENT TECHNOLOGICAL SOLUTION TO STUDENTS, COMMUNITY, INDUSTRY AND ALUMNI.• ABLE TO ADAPT WITH POLITICAL CHANGED IN THE MINISTRY LEVEL.	<ul style="list-style-type: none">• THE DECLINE OF ECONOMY MIGHT FORCE THE MINISTRY TO REDUCE BUDGET FOR THE DEPARTMENT.• A VERY FAST TECHNOLOGY ADVANCEMENT MIGHT LEAD THE STAFF TO SLOWLY CATCHUP WITH THE TECHNOLOGY AWARENESS.

Figure 4.0.1 RICAEN's SWOT analysis

4.2 DISCUSSION (SWOT)

4.2.1 STRENGTH

The department has a strong coordination system in place that enables the delivery of excellent services to students, community, industry, and alumni. This coordination ensures efficient communication and collaboration among the staff members, allowing them to work together seamlessly towards common goals. The department's ability to coordinate effectively enhances its overall effectiveness in providing services and meeting the needs of various stakeholders.

The department's excellent coordination allows them to provide services effectively to students, the community, industry, and alumni. For example, when organizing an event such I-IdeA 2023 that was being held in 11th May 2023, the staff members work together seamlessly. They assign tasks, communicate regularly, and ensure that everything runs smoothly. This coordination ensures that the event is successful, with all stakeholders benefiting from the services provided.

The staff members of the department are dedicated and committed to their work. Their passion and willingness to go above and beyond contribute to the high-quality service delivery. They are driven by a strong sense of purpose and are willing to put in the effort required to meet the expectations of students, community, industry, and alumni. This dedication ensures that the department maintains a positive reputation and fosters strong relationships with stakeholders. The department has a dedicated team of staff members who genuinely care about their work. They go above and beyond to deliver the best possible service. For instance, if a postgrad student needs assistance regarding their research grant, the staff members will patiently guide them, answer their questions, and provide support. This dedication creates a positive atmosphere and builds strong relationships with students, the community, industry partners, and alumni.

4.2.2 WEAKNESSES

One of the weaknesses of the department is a communication barrier between the department and the alumni. It is challenging to establish contact and maintain regular communication with the alumni, which can hinder the department's ability to engage them effectively. This communication gap may lead to missed opportunities for collaboration, mentorship, and networking, which are

essential for the growth and development of both the department and the alumni. For example, the department may struggle to reach out to former students to invite them to networking events or seek their input for program improvements. This communication barrier prevents the department from fully engaging alumni and utilizing their valuable experiences and insights.

Another weakness is the potential disruption caused by changes in the department's coordinator. The department relies on the coordinator's leadership and direction to plan and execute events for students, community, industry, and alumni. If there are frequent changes in the coordinator role, it can lead to inconsistencies and disruptions in event planning and execution, affecting the overall effectiveness and reputation of the department. For instance, if the coordinator role frequently changes, the plans and initiatives previously set may be altered or delayed. This inconsistency can lead to confusion among stakeholders and affect the department's ability to deliver events and services as originally intended.

4.2.3 OPPORTUNITIES

The department has the opportunity to leverage technological solutions to enhance its services to students, community, industry, and alumni. By embracing technology, the department can streamline administrative processes, improve communication channels, and deliver services more efficiently. This can lead to greater convenience, accessibility, and effectiveness in meeting the needs of stakeholders. For example, they can develop an online platform where researchers able to access for grant application, claim and submitting documents regarding research grants. This technology-driven approach would improve convenience and accessibility, benefiting researchers, the community and industry partners.

Furthermore, the department can seize opportunities arising from political changes at the ministry level. By staying informed and adaptable to policy changes, the department can align its activities and initiatives accordingly. This adaptability can help the department secure funding, resources, and support from the ministry, as well as participate in broader educational initiatives and reforms, thereby expanding its influence and impact. For instance, if new policies promote collaboration between educational institutions and industry, the department can proactively establish partnerships and internships for students. This adaptability would allow the department

to stay aligned with the ministry's goals and maximize opportunities for students, the community, industry partners, and alumni.

4.2.4 THREATS

One of the threats the department faces is the potential decline in the economy, which could lead to budget cuts by the ministry. Reduced financial resources can limit the department's capacity to deliver its services effectively, hindering its ability to support students, engage with the community and industry, and maintain relationships with alumni. The department must be prepared to adapt and find innovative ways to accomplish its goals with limited resources during challenging economic times. For example, budget cuts may result in fewer resources available for organizing events or providing support to students. This financial constraint can limit the department's ability to meet the needs of stakeholders effectively and may require finding alternative ways to deliver services within a tighter budget

Another threat is the rapid advancement of technology. If the department fails to keep pace with technological developments, it may struggle to leverage the benefits that technology can offer. This could result in inefficiencies, missed opportunities, and reduced effectiveness in meeting the needs of students, community, industry, and alumni. The department needs to prioritize technology awareness and provide continuous training and resources to its staff to ensure they can adapt and utilize emerging technologies effectively. For instance, if the department fails to keep pace with technological changes, they may struggle to incorporate new tools and platforms into their processes. This could lead to inefficiencies, such as manual administrative tasks that could be automated. It is crucial for the staff to continuously develop their technology skills to ensure they can leverage emerging technologies effectively and provide the best possible services to students, the community, industry partners, and alumni.

5.0 RICAEN'S PESTEL ANALYSIS

PESTEL analysis is a special tool that organizations use to figure out how outside factors can affect their business or decisions. The word "PESTEL" represents six important areas: political, economic, social, technological, environment, and legal. When businesses do a PESTEL analysis, they can learn important things about the outside world that might impact them. This helps them see opportunities and risks, adjust to changes, and make smart choices based on what's happening around them. RICAEN UiTM Perlis is an organization that focuses on research, industry collaborations, community engagement, alumni involvement, entrepreneurship, and networking. To better understand the external factors that can impact RICAEN's work, they can conduct a PESTEL analysis. This analysis helps them evaluate various aspects of the environment they operate in.

5.1 POLITICAL

Political factors refer to the influence of government policies and stability (KENTON, 2023). RICAEN needs to consider how changes in funding policies or regulations related to intellectual property can affect their operations. For example, if there are new rules on research funding, RICAEN must adapt its strategies accordingly. Another example, if the government introduces new regulations that prioritize certain research areas, RICAEN would need to adapt its grant application strategies to align with these priorities.

5.2 ECONOMIC

Economic factors involve looking at the overall state of the economy (PATHAK, 2020). RICAEN should analyze factors such as economic growth, inflation, and exchange rates. They need to understand how economic conditions may affect their research funding, collaborations with industry, and entrepreneurial initiatives.

5.3 Social

Social factors focus on societal trends and preferences (TEAM, 2022). RICAEN must consider the needs and behaviors of the communities they serve. By understanding these factors, they can align their research areas, community engagement efforts, and alumni involvement with the current social landscape.

5.4 TECHNOLOGICAL

Technological factors are all about the impact of technology on RICAEN's work. They should assess the availability of research tools and infrastructure, as well as stay updated with emerging technologies (VERMA, 2019). By leveraging technology and innovation, RICAEN can enhance their commercialization efforts and stay relevant in their collaborations.

5.5 ENVIRONMENT

Environmental factors involve considering ecological and sustainability aspect (PEREIRA, 2023)s. RICAEN needs to be aware of environmental regulations and how their research may impact the environment. They should also promote sustainable practices when working with industry partners and communities.

5.6 LEGAL

Legal factors encompass laws and regulations that apply to RICAEN's activities. They must be mindful of intellectual property laws, research ethics guidelines, and compliance with commercialization and industry partnership regulations. Staying within legal boundaries is crucial for RICAEN's success.

6.0 RECCOMENDATION (SWOT ANALYSIS MATRIX)

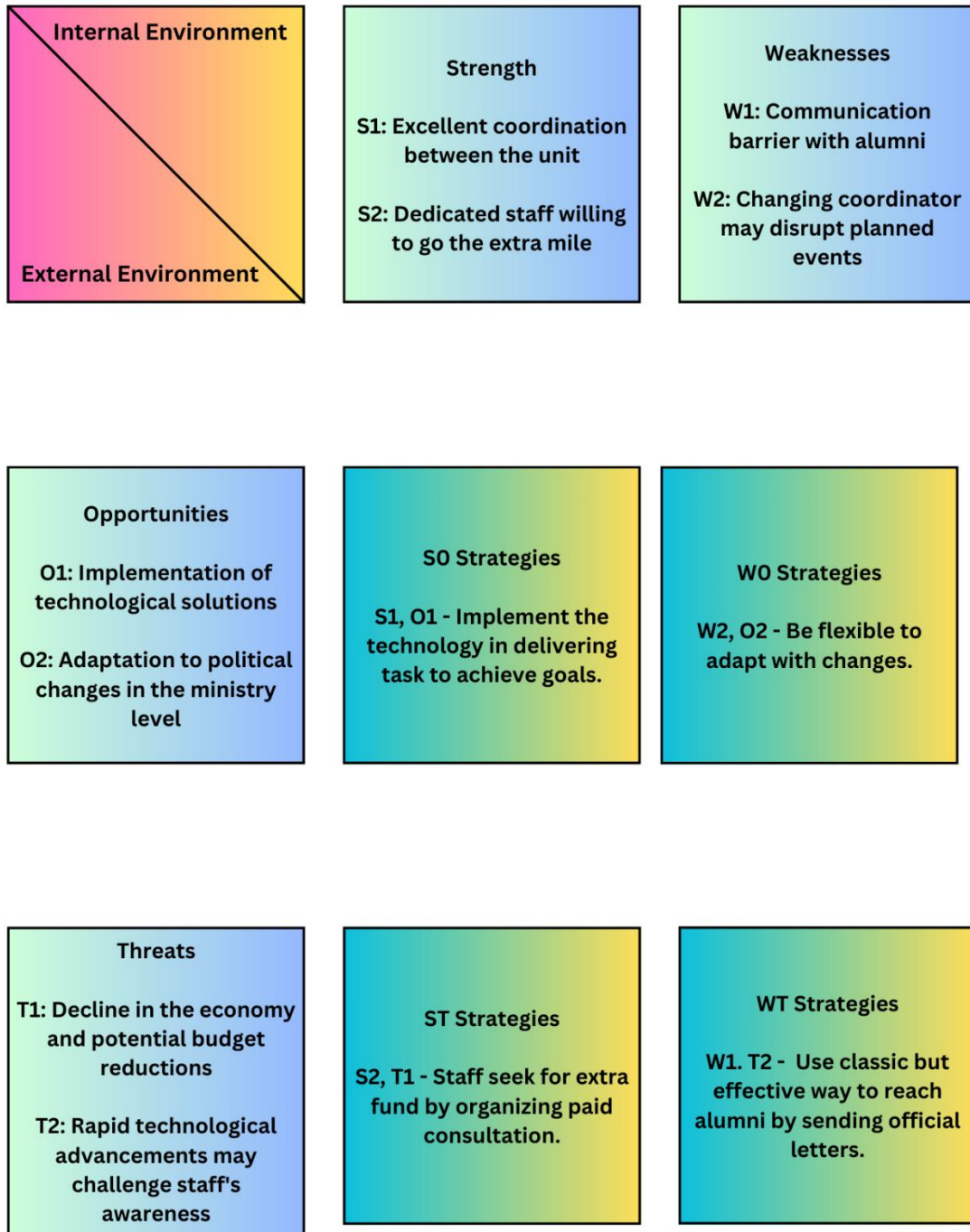


Figure 6.0.1 Swot Matrix Of RICAEN

6.1 S1, O1 STRATEGIES

RICAEN can use technology in different ways to improve how they work and achieve their objectives. One important area where technology can have a big impact is communication. By using technology, RICAEN can make communication between team members faster and more efficient. They can use instant messaging applications such as WhatsApp instead of using office's telephone.

Apart from enhancing communication, technology can also help automate administrative tasks within RICAEN. These tasks, like entering data, managing files, and scheduling, can take up a lot of time. But with technology, RICAEN can automate these processes. They can use electronic document management systems to store and organize files digitally, reducing the need for physical paperwork. Project management software can assist in assigning tasks, tracking progress, and setting deadlines. Online calendars can help schedule meetings and events, ensuring that everyone is aware of important dates and times. These technological solutions can save time and make the department more efficient, allowing staff to focus on more important work.

Moreover, technology enables RICAEN to deliver tasks and services in new and innovative ways. For instance, they can use e-learning platforms to provide online courses or training materials to students and professionals. Virtual meetings and webinars can be conducted to connect with a wider audience, no matter where they are located. Online platforms can be used to create communities and encourage collaboration among students, industry partners, and alumni. Embracing technology allows RICAEN to expand its reach and offer more accessible and flexible services to those it serves.

In summary, technology can play a crucial role in improving and making it more effective on how RICAEN works and achieves its goals. By using communication tools, automating administrative processes, and adopting innovative digital solutions, the department can enhance efficiency, collaboration, and engagement. Embracing technology helps RICAEN stay up-to-date and adapt to the changing needs of students, the community, industry partners, and alumni.

6.2 S2, T1 STRATEGIES

RICAEN's academic staff can seek additional funds by organizing paid consultations. This initiative involves offering specialized expertise and knowledge to individuals or organizations in exchange for a fee. By providing paid consultations, RICAEN's academic staff can generate revenue to support the department's activities and initiatives.

Organizing paid consultations offers several benefits. Firstly, it allows RICAEN's academic staff to leverage their expertise and experience to address specific challenges or provide tailored advice to clients. Whether it is offering guidance on industry trends, sharing best practices, or providing strategic recommendations, the staff's insights can be valuable to those seeking expert assistance.

Furthermore, paid consultations create an avenue for RICAEN to establish new partnerships and strengthen existing relationships. By engaging with clients through paid consultations, the department can build credibility and trust within the industry. Satisfied clients may be more likely to collaborate with RICAEN on future projects, recommend their services to others, or even provide funding support through sponsorships or donations.

To effectively implement paid consultations, RICAEN's academic staff can promote their services through various channels. They can create a dedicated webpage on the department's website highlighting their areas of expertise, services offered, and testimonials from satisfied clients. Utilizing social media platforms and professional networks, such as LinkedIn, can help reach a wider audience and attract potential clients. Collaborating with other departments or organizations can also provide opportunities for cross-referrals and joint consultation projects. It is essential for RICAEN's academic staff to maintain professionalism and deliver high-quality consultations to ensure customer satisfaction and positive feedback. By consistently providing value to their clients, RICAEN can establish a reputation for excellence in their consultancy services.

In summary, organizing paid consultations allows RICAEN's academic staff to utilize their expertise effectively and generate additional funds. By offering specialized knowledge, attracting new partnerships, and promoting their services strategically, the department can not only support its activities but also expand its network and enhance its overall reputation.

6.3 W2, O2 STRATEGIES

When political changes occur at the ministry level, RICAEN's staff can stay informed and proactive. They can closely monitor announcements, policy shifts, and directives from the ministry to understand the changing expectations and priorities. By being aware of these changes, the staff can align their activities and initiatives accordingly to ensure compliance and maximize support from the ministry.

To adapt to political changes, RICAEN's staff can maintain open lines of communication with key stakeholders, such as ministry officials, educational partners, and industry representatives. By fostering strong relationships and engaging in constructive dialogue, the staff can gather insights, anticipate potential changes, and align their strategies with the evolving political landscape.

Flexibility is also crucial in adjusting programs and services to align with new policies or initiatives introduced by the ministry. RICAEN's staff can review their existing offerings and make necessary modifications to ensure they are in line with the latest educational priorities. They can proactively seek feedback from students, community members, and industry partners to identify areas that may require adjustment or improvement.

Moreover, RICAEN's staff can actively participate in discussions, consultations, and working groups organized by the ministry. This involvement allows them to contribute their expertise, provide valuable input, and advocate for the interests of RICAEN and its stakeholders. By actively engaging with the ministry, the staff can influence decision-making processes and ensure that the department's goals and needs are effectively represented.

In summary, being flexible and adapting to political changes in the ministry level is essential for RICAEN's staff. By staying informed, maintaining strong relationships, adjusting programs, and actively engaging with the ministry, the department can effectively navigate the changing educational landscape and continue to meet the needs of students, the community, industry partners, and alumni.

6.4 W1, T2 STRATEGIES

To counter the communication barrier with UiTM's alumni, RICAEN can employ a classic yet effective approach by sending official letters. This method can help bridge the gap and establish direct contact with the alumni. RICAEN can start by gathering the contact information of UiTM's alumni through available databases and records. Once the alumni addresses are collected, the department can draft personalized official letters. These letters should convey the purpose of reaching out, whether it is to inform them about upcoming events, seek their participation in activities, or simply reconnect with them.

The official letters should be well-crafted, professional, and engaging. They should highlight the value and benefits of being involved with RICAEN and emphasize the positive impact their participation can have on current students, the community, and industry. The letters can also showcase the achievements and successes of alumni who have been engaged with RICAEN in the past, demonstrating the department's dedication to fostering meaningful connections.

To ensure effectiveness, RICAEN should tailor the content of each letter to suit the specific interests and backgrounds of the alumni. By personalizing the letters, the department can create a sense of relevance and demonstrate that they value the individual alumni's contributions and experiences.

Sending official letters through postal mail adds a personal touch and shows a level of effort and sincerity. It provides a tangible and formal means of communication that can capture the attention and interest of the alumni. Additionally, the official letters can include contact

information, such as phone numbers or email addresses, for alumni to easily get in touch with RICAEN.

By utilizing this classic but effective method of sending official letters, RICAEN can overcome the communication barrier and establish direct contact with UiTM's alumni. This approach allows for personalized and targeted communication, fostering stronger connections and engagement between the department and the alumni community.

7.0 CONCLUSION

In conclusion, my internship experiences in RICAEN UiTM Perlis is so valuable. Despite not having paid for my internship, the experiences and skills I have obtained during my internship here is so useful for me. Especially when I'll join the industry once I have finished my study soon. My internship in RICAEN is so valuable for me because it is my first time having to work together with professionals.

Imagine RICAEN, a department lead by a deputy rector, Ts. Gs. Dr. Ernieza Suhana Mokhtar, one of the respected persons in UiTM Perlis has taught me a lot. I've been working directly with her several times, as she also valued me as one of the best internship students in her department by always relying on me to help her in delivering particular task.

RICAEN is a department that is really good at working together to provide services to students, the community, industry, and alumni. They communicate well and get things done successfully. The staff members are very passionate and committed, which makes people think highly of them and builds strong relationships with others.

However, RICAEN also has some weaknesses and threats. They find it difficult to engage with alumni due to communication barriers. To improve this, they can send official letters to directly connect with alumni. The changing of coordinators can sometimes disrupt planned events, so it's important to maintain consistency and good communication during these transitions.

But there are also opportunities for RICAEN. They can use technology to improve their services and make administrative processes smoother. This will help them provide better experiences to the people they serve. They can also adapt to changes in the government's policies, which will allow them to align their activities with new rules, get funding, and be part of broader educational reforms. This will help RICAEN have a bigger impact and be more influential.

To conclude, RICAEN is a strong department with dedicated staff. By fixing communication issues and using technology, they can keep improving. They'll make a positive impact on students, community, industry, and alumni, helping UiTM grow.

APPENDICES



Appendices 1 & 2: Preparation for the event of I-IdeA 2023



Appendices 3 & 4: Paste the events' posters around campus



Appendices 5 & 6: CSR events with community



Appendices 7 & 8: Office's communal work together with UiTM Perlis' Rector and staff



Appendices 9 & 10: Participants of events with students and community



Appendices 11 & 12: With RICAEN's staffs

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