



اَوْنُوْسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau



UNIVERSITI
SAINS
MALAYSIA



SWOT ANALYSIS: UNIVERSITI SAINS MALAYSIA

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PROGRAM:

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT

EXECUTIVE SUMMARY

The internship report consists of the work experience that I have gained during my six months at USM. It was a great opportunity to be participate in area of human resources and administration of this company.

I had the opportunity to work on a wide range of projects for example event management. I develop a strong communication and teamwork skills as my department did a lot of benchmarking to another public and private university such as Taylor's University, Sunway University and Universiti Utara Malaysia.

Throughout my internship, I also able to identify the SWOT Analysis. Strength, weakness, opportunity, and threats is crucial as it helps to assess internal and external factor that might affect the organization.

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3.0 COMPANY PROFILE



Universiti Sains Malaysia is a public research university in Malaysia. USM was founded on 1 June 1969 as a statutory body with its own constitution. USM consists of 3 campuses in Malaysia which is in Kelantan, Nibong Tebal and Gelugor, Penang (USM, 2024). USM is the only Accelerated Programs for Excellence (APEX) government-funded autonomous university in Malaysia. USM is non-profit organization. Ybhg. Professor Dato' Ir. Dr. Abdul Rahman bin Mohamed has been appointed as Vice-Chancellor USM during 3 January 2023 (Zulkiffli, 2023).

3.1 Vision

“Transforming Higher Education for a Sustainable Tomorrow”

3.2 Mission

USM is a pioneering, transdisciplinary research intensive university that empowers future talents and enables the bottom billions to transform their socioeconomic well-being.

3.3 Objectives/ Goals

- To produce holistic, entrepreneurial mindset, balanced, articulate and thinking graduates to contribute to the wellbeing of society, as well as meeting national and global needs.
- To produce graduates that are able to demonstrate knowledge and skills, especially in their professional discipline with global mindset using critical thinking and problem-solving approaches.
- To produce graduates that can demonstrate leadership, teamwork skills and practice lifelong learning, especially in their professional discipline.
- To produce graduates that communicate effectively and with confidence, encompassing intra-and inter-disciplines, society and technology.

3.4 Organizational Structure

