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UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE (BA242)

INDUSTRIAL TRAINING REPORT

COMPANY :

**THE RESEARCH, INDUSTRY, COMMUNITY, ALUMNI, ENTREPRENEURSHIP, AND
NETWORK (RICAEN)**

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1.0 EXECUTIVE SUMMARY

This report outlines my experience during the industrial training at RICAEN, the Research, Industry, Community, Alumni, Entrepreneurship, and Network unit at Universiti Teknologi MARA, Perlis Branch. Actively engages with the community, students, and alumni, conducts research and publications, and fosters a spirit of entrepreneurship among students. This report has details about the department name, location, and background of the company. Along with it, their vision, mission and objective that this department focused on detail. During my internship, I was assigned to the Research Management Unit. The main purpose of an internship is to learn how to work in a practical environment and to apply the knowledge that has been learned during studies in a real working environment. This report also includes a SWOT analysis of this department, which I reviewed throughout my internship. This report also offers recommendations regarding the department's vulnerabilities and how to motivate the staff when faced with a difficulty.

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3.0 COMPANY'S PROFILE



Figure 2: PJIM&A's Building

3.1 COMPANY'S BACKGROUND

PJIM&A is located at UiTM Arau, 02600 Arau, Perlis, in front of the complex star. PJIM&A is responsible for servers and helps all faculty members in research grant applications, publications, intellectual properties, consultation services as well as commercialization, develop new linkages and strengthen existing partnerships with industries, communities, alumni and other universities.

3.2 COMPANY'S VISION, MISSION AND OBJECTIVE

PJIM&A VISION

To build a mutually beneficial partnership between UiTM Perlis and industry, government, the private sector and society in order to become a world-class research, innovation, consulting and publication management hub.

PJIM&A MISSION

1. Strengthen UiTM's scholarship and innovation capabilities through quality services.
2. Establish a good, harmonious and effective relationship between UiTM Perlis and industry, government, private sector and community.
3. Distribute and provide research training, consultation and writing to UiTM Perlis residents.
4. Focus on strategic relationships with stakeholders that will bring positive results to UiTM Perlis and the stakeholders.
5. To ensure the relationship between industry, government, private sector and community will bring a positive impact on UiTM Perlis's image.

PJIM&A OBJECTIVES

1. Manage, coordinate and provide services related to research, consulting, and publishing.
2. Helping the development of new fields in line with campus program priorities.
3. Disseminate and provide research, consultation and writing training to UiTM Perlis residents.
4. Ensuring that the culture of innovation, research, consultation and publication is always fertile among UiTM Perlis citizens.
5. Help strengthen the quality of teaching and learning of UiTM Perlis academic staff.
6. Strengthen the marketability of prospective UiTM Perlis graduates.

3.3 ORGANIZATIONAL CHART

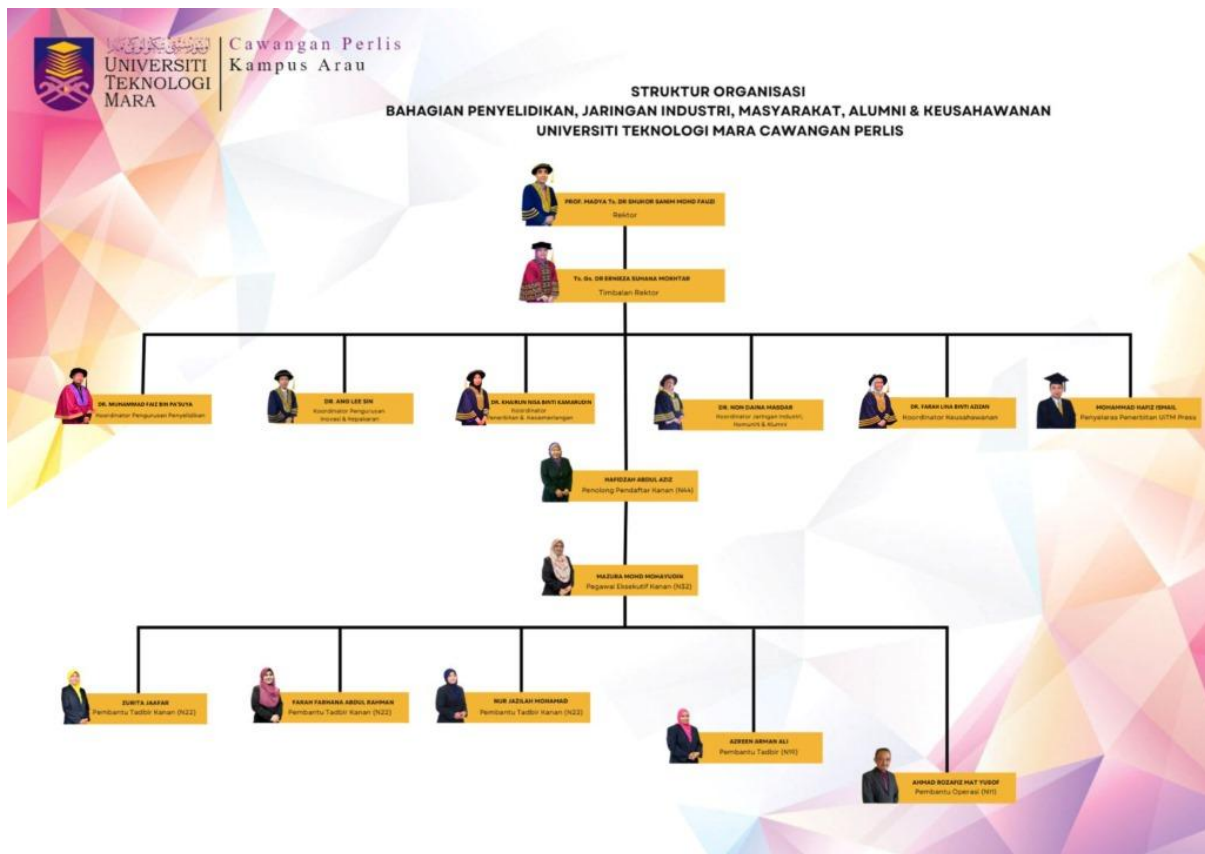


Figure 3: PJIM&A's Organizational Chart

3.4 PRODUCTS / SERVICES OFFER

The Units Under the Research, Industry, Community, Alumni, Entrepreneurship, and Network (RICAEN or PJIM&A) is an organisation that serves and helps all faculty members in research grant applications, publications, intellectual properties, consultation services, and commercialization, as well as developing new links and strengthening existing partnerships with industry, communities, alumni, and other universities.

At first, the Research Management unit, responsible for serves and helps all faculty members in research grant applications, publications, intellectual properties, consultation services as well as commercialization, develop new linkages and strengthen existing partnerships with industry, communities, alumni and other universities.

Next, the publication and excellence. This unit is responsible for coordinating and disseminating information regarding publication related activities in UiTM Perlis. The unit is also responsible in managing Research Interests Group (RIG) in UiTM Perlis publication and excellence unit under PJIM&A used to assist lecturers in registering publication results in the Publication Repository Information System Management (PRISMA) system, manage and publish Jurnal Intelek (UiTM Perlis journal) according to the planned period, organize workshops related to publishing and writing, collaborate to coordinate the publication of seminar proceedings and updating information on the PJIM&A website.

Furthermore, the Industrial, Community and Alumni Network (ICAN) unit. This unit is responsible for coordinating community projects as well as industrial-linkage activities within UiTM Perlis Branch. This unit acts in promoting student mobility activities within and outside the country by providing information related to related institutions or companies, helping stakeholders at UiTM Perlis to create strategic collaboration and industry networks between government and private institutions through MoU or MoA, coordinating with the HEA and HEP to run programs that help improve the marketability of graduates, as a data collection and management centre for UiTM Perlis alumni, planning and implementing programs with UiTM Perlis Alumni coordinating Alumni programs with HEA and HEP and responsible for managing and monitoring the performance of the Knowledge Transfer Program (KTP) grant.

Other than that, the Malaysian Academy of SME and Entrepreneurship Development (MASMED). This unit is responsible for coordinating entrepreneurship activities among

students and staff in UiTM Perlis Branch. This unit acts in encouraging entrepreneurial activities among students and staff of UiTM Perlis as well as the local community through MASMED by providing entrepreneurial training, giving UiTM Perlis students the opportunity to venture into entrepreneurship through the Student Entrepreneur Kiosk Program, encourage students to attend entrepreneurship seminars organized by UiTM and external institution, provide TOT training to entrepreneurship lecturers for the purpose of strengthening the teaching and learning of the ENT course and holding entrepreneurship conferences at the national and international level for the purpose of encouraging the involvement of UiTM Perlis lecturers in the field of entrepreneurship research and entrepreneurial innovation.

Last but not least, the Innovation Management and Expertise unit. This unit is responsible for coordinating and disseminating information regarding innovation-related activities in UiTM Perlis. This unit is also responsible for managing UiTM Perlis Experts as well as promoting research products commercialization.

4.0 TRAINING'S REFLECTION

My internship at PJIM&A UiTM Perlis lasted 6 months or to be more specific 24 weeks from September 1, 2023 to February 9, 2024. I worked during the standard working hour which is from 8.00 am to 5.00 pm. During my time as an intern, I was assigned to the Research Management Unit (RMU), which was managed by Dr. Muhammad Faiz Pa'suya and assisted by a member of the UiTM faculty named Mrs. Zurita Jaafar. During the course of my internship, I have gained a wide range of new experiences and skills.

My duties within that department are that I have been tasked to do proper documentation such as scanning and file stamping as well as manage GRA (Graduate Research Assistant) salary documents. Beside that, creating and editing template for congratulation posters to be posted on the PJIM&A Facebook page. Furthermore, whenever RICAEN holds a programme, I always take pictures of the situation or progress of the programme and then I have to create a video from the pictures that I have taken before uploading it to the PJIM&A Tik Tok account. Other than that, I also had been given the opportunity from others department other than Research Management Unit to handle and participate in various programs that already arranged such as 12th Symposium on Innovation and Creativity (SIC), Bengkel FRGS 2023, International Symposium On Community Social Responsibility 2023 (i-CSR) and many more. Participating in these events has honed my soft and hard skills, such as communication, time management, and teamwork. Furthermore, I have grown skilled in utilizing various computer software and office equipment.

As I advance in my profession, I am convinced that the knowledge and experiences I obtained at PJIM&A will be beneficial. I am excited to use these acquired talents and insights to succeed in my future endeavours. Overall, my time at PJIM&A has been quite fulfilling, and I am appreciative for the opportunities, experience, and information that I have gained.

5.0 SWOT ANALYSIS

SWOT analysis is a strategic planning method implemented by organizations and businesses to gauge internal and external strengths and weaknesses, as well as opportunities and threats. By conducting a SWOT analysis, organizations or businesses are able to identify their strengths and areas for development, along with acquiring knowledge about their potential opportunities and possible obstacles.

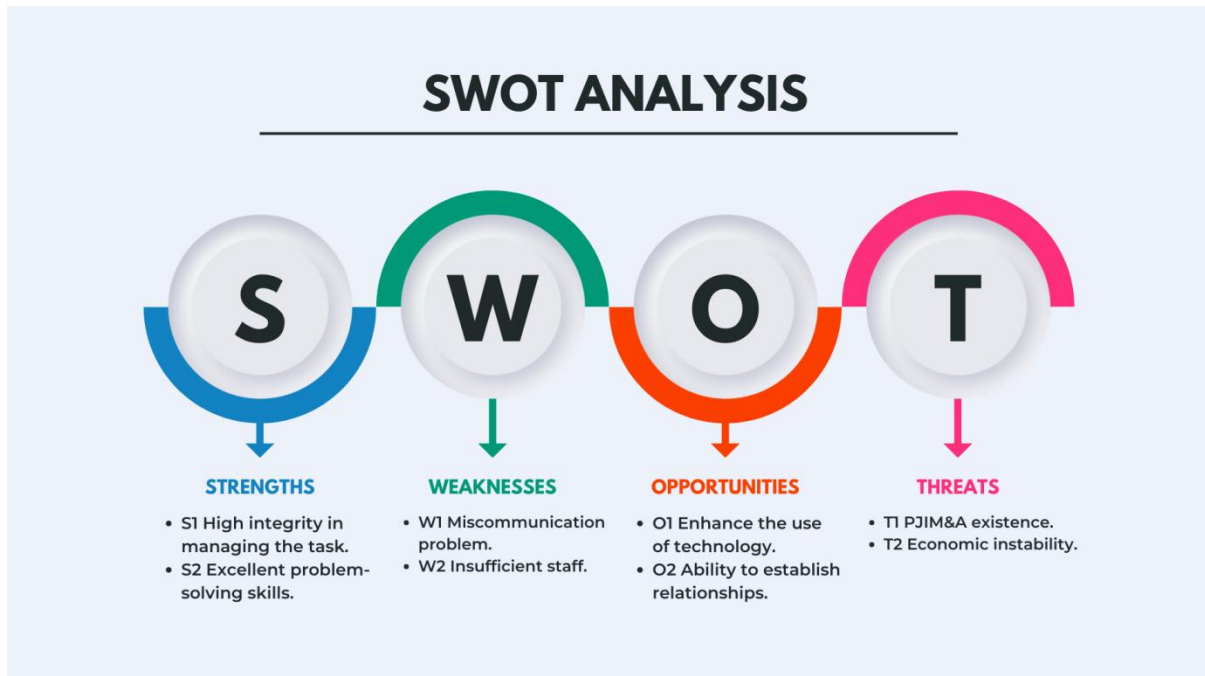


Figure 4: Swot Analysis

5.1 STRENGTHS

S1 : High integrity in managing the tasks

Firstly, PJIM&A's staff has a high integrity in managing the tasks. Based on their position, each staff member in the PJIM&A has specific responsibilities. For example, if a program is to take place, the staff have to purchase certain things based on the allocated budget in order to carry out the program. As a result, they will spend the money sensibly and only purchase necessities. It is important to have an integrity staff so that a positive environment can be created.

S2 : Excellent problem-solving skills

Next, the PJIM&A's staff has excellent problem-solving skills. For example, PJIM&A is recognize as grant research departments. Thus, a lecturer with grant funding will

employ a postgraduate or master's student to work under them and they will be responsible for paying the student's salary each month. All the monthly document payments for over forty students will be handled by PJIM&A's staff. Surely, it is unavoidable to make mistakes in the total amount of money paid. As a result, the staff at PJIM&A revised the procedure regarding student salary payment. Now, the students have to hand in the salary documents offline to the PJIM&A's office in order to expedite payment. This procedure is like killing two birds with one stone since it simplifies the job of the PJIM&A's staff and allows students to get their payments quickly.

5.2 WEAKNESSES

W1 : Miscommunication problem

Firstly, PJIM&A's staff occasionally have a miscommunication problem. Miscommunication occurs when certain members of staff make a decision without confirming it with other colleagues first. Then, they will assign the tasks to practical training students. For instance, one of the staff members asked a practical training student to create a congratulations poster, but the poster had already been created.

W2 : Insufficient staff

The second weakness of PJIM&A is the insufficient staff. Sometimes, PJIM&A's staff need to deal with their boss or lecturers who want their documents or tasks to be done immediately. In particular, PJIM&A's staff need to handle a lot of documents alone because of insufficient staff and some lecturers want their documents to be done quickly. This gives a lot of pressure to the staff.

5.3 OPPORTUNITIES

O1 : Enhance the use of technology

The opportunity for PJIM&A is to enhance the use of technology in some management. When PJIM&A's staff increase the use of technology, the workload will decrease and their jobs become easier. For example, one of the units in PJIM&A uses books to record matters done by the students and lecturers but now they use the computer. It is easier for the staff because they do not have to enter the information into the computer again.

O2 : Ability to establish relationships

Next opportunity is the ability to establish relationships with the surrounding community. PJIM&A can establish relationships with the surrounding community by creating a program to support small entrepreneurs (SMEs) in advertising their businesses. This can be done through various initiatives such as organizing workshops or seminars on marketing strategies, providing mentorship programs, or even offering promotional platforms for SMEs to showcase their products or services.

5.4 THREATS

T1 : PJIM&A existence

The first threat is that most students are unaware that PJIM&A exist in UiTM. This is due to the fact that PJIM&A is not widely published to students. This will cause in a lack of involvement from students when PJIM&A conducts events. Student participation and engagement are essential to the success and impact of PJIM&A events. Without active students participation, an event may not accomplish their intended objectives and may fall short in delivering value to the target audience.

T2 : Economic instability

The second threat for PJIM&A is economic instability. Economic insecurity may influence the sponsor's decision to provide funding to researchers. Other than that, it is not impossible for the government to reduce funding for research at UiTM. Sponsors, whether commercial organizations, industry partners, or government agencies, may encounter financial limitations during times of economic instability. This can lead to a reduction in their ability to provide funds for research projects. Sponsors may prioritize other essential expenditures over research funding, leaving researchers at UiTM with limited financial support.

6.0 DISCUSSION & RECOMMENDATION

6.1 SWOT MATRIX



Figure 5: Swot Matrix

SO STRATEGIES (S1, O2)

PJIM&A can use a variety of techniques to increase its connections in order to become a world-class hub for research, innovation, consulting and publication management.

Establishing partnerships first. PJIM&A can actively seek business relationships both domestically and internationally. By forming strategic relationships with universities, business organizations, governmental organizations, and other important bodies, PJIM&A will be able to gain access to their resources, knowledge, and networks. This will broaden its appeal and influence.

Next, PJIM&A is capable of organizing networking events, conferences, and seminars centred on SMEs and entrepreneurship. It can also host or participate in these events. These events give PJIM&A valuable opportunities to network with business owners, financiers,

decision-makers, and sector specialists, encouraging the exchange of ideas and making new contacts.

ST STRATEGIES (S2, T2)

PJIM&A can take a proactive and strategic approach to finding partners in relevant businesses. First, carrying out market research for the purpose of finding potential partners in adjacent businesses, in-depth market research is necessary. The SME and entrepreneurial landscape should be examined by PJIM&A, along with the sectors that best fit its goals and areas of expertise.

Making Contact with Industry Associations is the second step. It can be quite advantageous to engage with industry associations that are relevant to SMEs and entrepreneurship. These organizations frequently act as centers for businesses in the industry, thus working with them may provide access to a bigger network of potential partners.

Thirdly, utilizing online platforms. PJIM&A can utilize online platforms, such as professional networking websites or industry-specific forums, to search for potential collaborators. These platforms facilitate direct communication with interested parties, thereby initiating collaboration discussions.

WO STRATEGIES (W1, O1)

Firstly, to enhance communication efficiency and effectiveness among staff in RICAEN, the staff have to constantly update the things that they want to do or the instructions that they want to deliver through the WhatsApp group so that everyone gets the information. According to Maneerutt, G. (2021), the selection of the particular medium for transmitting the message can be critical, because there are many choices and the medium can be verbal, nonverbal, written, computer-aided or electronic. This method is easier because people are always bringing their smartphones everywhere they go. Through this, all the staff will get the information even if some of them take an annual leave or outstation.

WT STRATEGIES (W2, T1)

To enhance student participation in programs organized by PJIM&A and alleviate work pressure among PJIM&A staff, the academy can employ a range of effective strategies. As a first step, PJIM&A can develop appealing marketing efforts to raise student awareness

of their programme. Using various communication methods, such as social media, posters, emails, and campus announcements, will help PJIM&A reach a larger student audience.

Secondly, collaborating with student organizations on campus will boost program visibility and attract a more diverse group of students. This collaborative approach fosters a sense of ownership and excitement among students, leading to increased participation.

Lastly, considering students' academic schedules is crucial in planning program timings. Scheduling programs at times when students are more likely to be available and free from academic commitments can significantly increase attendance rates. By executing these strategies, PJIM&A may establish a collaborative and inviting atmosphere for student engagement, reducing work pressure on PJIM&A staff through a well-balanced workload and assuring programme success.

7.0 CONCLUSION

In conclusion, my 24 weeks industrial practical training at the PJIM&A has been a tremendously enriching experience. I am grateful for the valuable knowledge, skills, and hands-on experience I have gained, which have greatly aided my personal and professional development. Throughout this span, I actively participated in various programs and tasks organized by PJIM&A, deepening my understanding of the industry and its management methods.

Thus, strengths, weaknesses, opportunities and threats that I have found after doing the SWOT analysis for PJIM&A prove that every organization has their own pros and cons. This is important because it helps the organization itself to make a lot of improvements in order to ensure the organization overcomes the weaknesses and will eventually lead to better decisions for PJIM&A.

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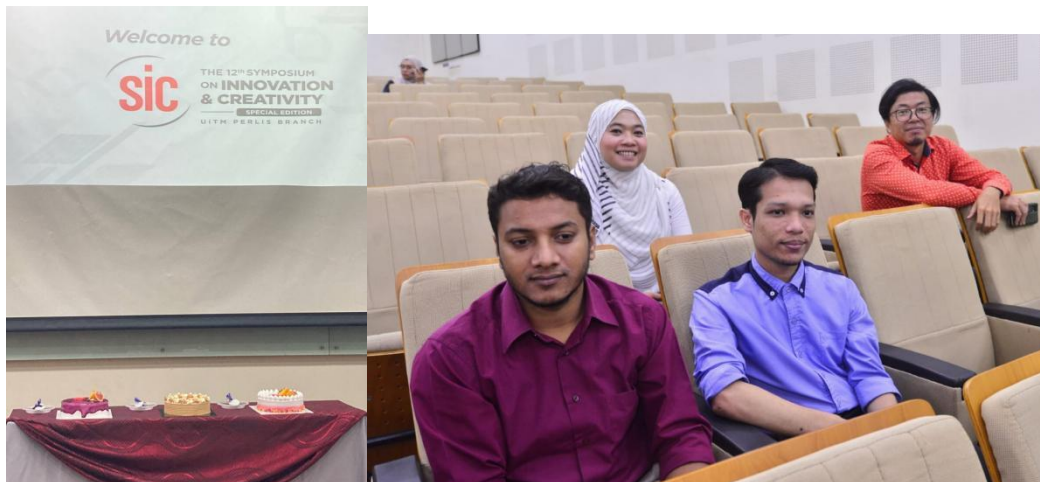
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APPENDICES



Liga Kampung Merdeka Klasik



Symposium on Innovation & Creativity (SIC)



Fun Run 2023



International Symposium On Community Social Responsibility 2023 (i-CSR)


 Cawangan Perlis
 Kampus Arau
 Unleashing Potentials
 Shaping the Future

TAHNIAH

KETUA



Professor Ts. Dr.
Mohd Azlan Bin Mohd
Ishak



Dr. Mohammad
Saifulddin Bin Mohd
Azami



Nor Azira Irma
Binti Muhammad



Dr. Wan Izhah
Nawawi Bin Wan Ismail



Dr. Zuliahani
Binti Ahmad

atas kejayaan memperoleh geran penyelidikan MyRA bernilai

RM20,000

untuk projek yang bertajuk

DFT GUIDED AND MACHINE LEARNING MODEL OF Z-SCHEME HETEROJUNCTION EFFECT OF Sr_{1-x}AxTiO₃ PHOTOCATALYSTS FOR VISIBLE LIGHT-DRIVEN IN HYDROGEN PRODUCTION FROM WATER SPLITTING


 BAHAGIAN PENYELIDIKAN, JARINGAN INDUSTRI, MASYARAKAT, ALUMNI & KEUSAHAWANAN, UTM CAWANGAN PERLIS


 Cawangan Perlis
 Kampus Arau

UCAPAN PENGHARGAAN PENCALONAN ANUGERAH AKADEMIK UNIVERSITI (AAU) 2022

AAU 2022



PENCALONAN ANUGERAH
PENULIS PALING PROLIPIK 2022
DR. ZURAIMY ALI



PENCALONAN ANUGERAH
PENYELIDIK TERBAIK 2022
PROF. MADYA DR. CHUAH TSE SENG



PENCALONAN ANUGERAH
INOVASI DAN PENGKOMERSIALAN PRODUK 2022
DR. ATHIFAH NAJWANI SHAHIDAN



PENCALONAN ANUGERAH
JARINGAN INDUSTRI TERBAIK 2022
DR. ATHIFAH NAJWANI SHAHIDAN



PENCALONAN ANUGERAH
PENYELAJA TERBAIK 2022
DR. WAN IZHAN WAN NAWAWI



PENCALONAN ANUGERAH
JARINGAN RIHMAT KOMUNITI TERBAIK 2022
EN. AZLAN ABUL AZIZ


 BAHAGIAN PENYELIDIKAN, JARINGAN INDUSTRI, MASYARAKAT, ALUMNI & KEUSAHAWANAN, UTM CAWANGAN PERLIS


 Cawangan Perlis
 Kampus Arau
 Unleashing Potentials
 Shaping the Future

BENGGKEL FRGS 2023

 **KHAMIS**
5 OKTOBER 2023

 **MASA**
9.00 PAGI

 **TEMPAT**
BILIK INOVASI



DR. NORAZMI ANAS
PANEL
SAINS SOSIAL


 BAHAGIAN PENYELIDIKAN, JARINGAN INDUSTRI, MASYARAKAT & ALUMNI, UTM PERLIS


 Cawangan Perlis
 Kampus Arau

TAHNIAH

UiTM Cawangan Perlis
atas kejayaan memperoleh

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Ikhlas dari Rektor dan Timbalan Rektor
 Bahagian Penyelidikan, Jaringan Industri, Masyarakat, Alumni & Keusahawanan
 UiTM Cawangan Perlis




Create poster for variety programs

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