



HIJRAA PREMIUMCARE SDN BHD INTERNSHIP REPORT

PREPARED BY

SITI ANISYAH BINTI ZAHARI

2021888406

BA243

ADVISOR

ZAI DATUL NADIAH BINTI ABU YAZID

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EXECUTIVE SUMMARY

01

The working experience I obtained throughout my six-month industrial training at Hijraa Premiumcare Sdn Bhd is the primary focus of this internship report. My internship experience at Hijraa Premiumcare Sdn Bhd particularly in the area of human resource and administration is documented in this report. I received both intrinsic and extrinsic incentives while I'm doing the internship at Hijraa Premiumcare. Here in Hijraa Premiumcare, I have to put all of the capabilities and knowledge that I have acquired at Universiti Teknologi Mara Arau, Perlis. In this report, it focuses on a SWOT analysis, identifying internal strengths and weaknesses, as well as opportunities and threats. Using a SWOT matrix helps organization discover and develop areas for improvement. SWOT analysis is crucial because of its capacity to identify problems and strengths, with the goal of positioning the organisation among the top performers in the healthcare sector. This study involves discovering opportunities, fixing weaknesses, and limiting threats in order to maximise strength.

Nov 2016 – Current | NZ Scarf and Abiell Hijab – Dropship of Scarf

- Manage a dropship scarf business by prepare video or post about the scarf using trending songs and videos to increase brand awareness and drive sales.

Dec 2021– Feb 2022 | Cafe College Dahlia 3 UiTM Arau Perlis – Part Time Barista

- Prepared and served coffee. Managed cafe operations during peak hours, ensuring smooth service and customer satisfaction.
- Maintained cleanliness and sanitation standards at cafe, anticipated inventory needs, restocked supplies and promptly notified supervisors about shortages.

LEADERSHIP EXPERIENCE & UNIVERSITY ACTIVITY

2020-2021 | Chess Strategic Thinking Association (C'STA) - Deputy President

- Project Director of School Ambush at SK Kampong Bukit Chendering, Terengganu joint venture with 2 club consist of JPNR and PTARC, Nov 2019
- Committee member of Rector Cup Open Chess Championship, Nov 2019
- Committee member of Improve Our Skill by Ariez Azman, Oct 2019
- Program and activity committee member of Ultimate Open Chess Championship, April 2019
- Program and activity committee member of Take Up Challenge, Mac 2019
- Committee member of Annual General Meeting, Nov 2019
- Committee member of Family Day and Team Building, Nov 2019
- Committee member of Kelantan Ultimate Open Chess Championship, Oct 2018
- Experienced as formal emcee Annual General Meeting 2018, Take Up Challenge and Ultimate Open Chess Championship, 2019

2019-2020 | Jawatankuasa Perwakilan Non-Resident (JPNR) - Exco of Sport and Culture

- Participated in Majlis Apresiasi Pemimpin UiTM session 2018/2019, Dec 2019
- Committee member of Rock the Pink , Nov 2019
- Committee member of Talk Program “Teman Dalam Tubuh”. Oct 2019
- Deputy project director of Save Our Beach at Pantai Bukit Keluang, Oct 2019
- Multimedia committee member of Juadah Berbuka Puasa “Spread Our Food”, May 2019
- Committee member of Program Bubur Lambuk NR, May 2019

SKILLS & LANGUAGE

Computer Skills: UBS Payroll: 6 months experience, SPSS (Moderate), MS Word Document (Excellent), Excel (Moderate), PowerPoint (Moderate)

Languages: Malay (Fluent), English (Moderate), Mandarin (Basic)

REFERENCE

Nik Azlina Nik Abdullah, Lecturer Degree UiTM Arau, Perlis | +6019-4493279

Ameerul Ikhrum bin Razali, HR Executive Hijraa Premiumcare Sdn Bhd | +6019-2023601



COMPANY'S PROFILE

Hijraa Premiumcare Sdn Bhd (operating under the name Klinik Perubatan Hijraa Chendering) is one of the branches under Klinik Perubatan Hijraa Medical Group which has started operations since April 2020. Klinik Perubatan Hijraa Chendering is strategically located in Kuala Terengganu, Terengganu. There were six branches of Klinik Perubatan Hijraa in Terengganu and each of it has different board of directors. Klinik Perubatan Hijraa (KPHC) offers healthcare services including pediatric & family medicine, minor surgery, ear treatment, Covid-19 screening tests, Covid-19 vaccine injections and X-ray services. Klinik Perubatan Hijraa operates 24 hours to meet the treatment and hospitality needs of patients at any time.



A startup with only seven employees and paying minimum wage. Hijraa Premiumcare Sdn Bhd is now able to grow more rapidly in the healthcare business due to the dedication of its 41 staff. This includes five medical officers and more than 41 employees, including nurses, administrators, and interns. The three directors of Klinik Perubatan Hijraa Chendering are Dr. Ahmad Samhan bin Awang, Dr. Mohammad Nazif Fahzlin bin Mohd Fahrughazi, and Dr. Sawalti binti Abd Rasid. With the motto “Your Premium Care”, our goal is to improve the quality of patient care and improve healthcare services to the community along with committed doctors and dedicated staff.

Your Premium Care

VISION

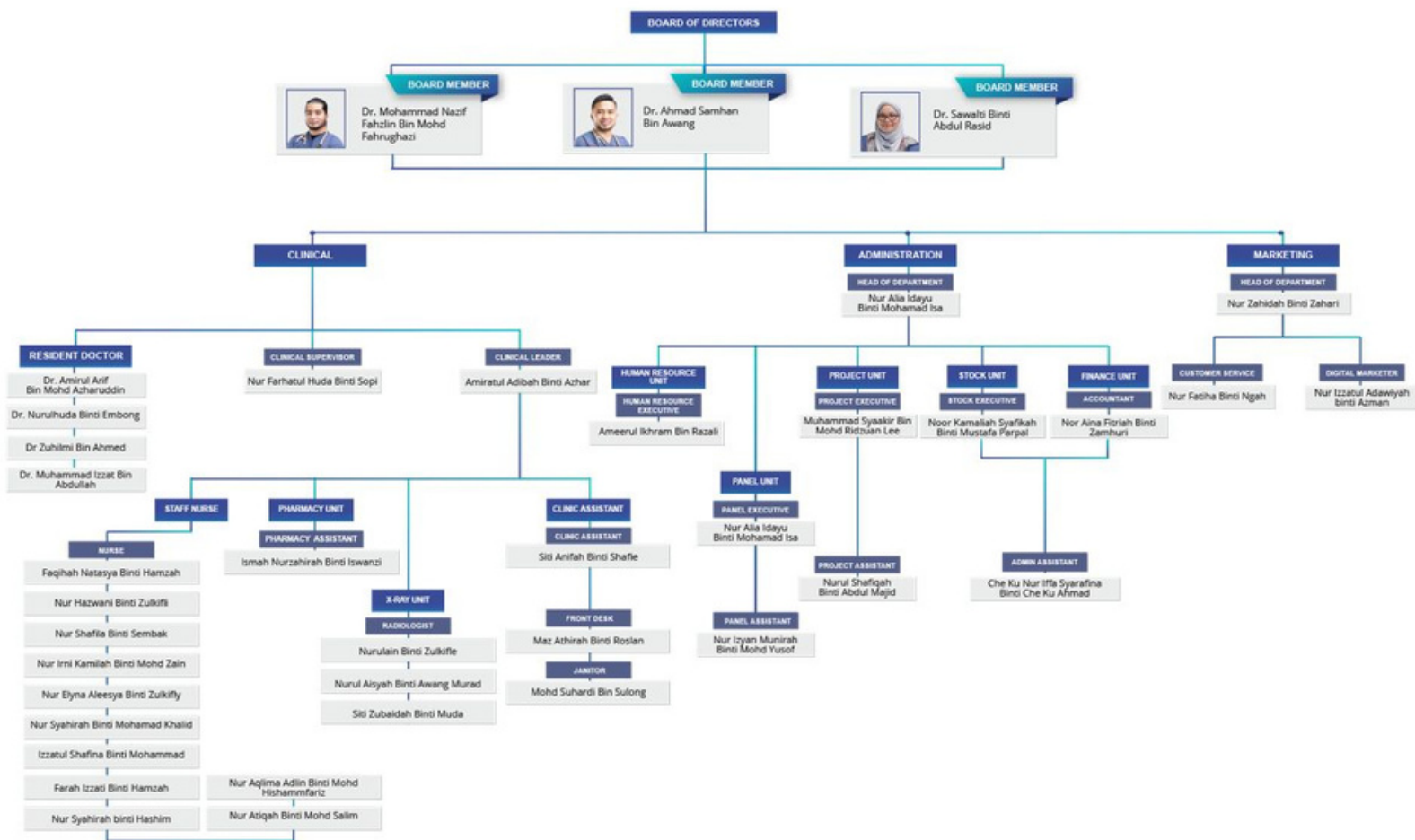
To be at the forefront of ever-changing health care reform. We wanted to remain constantly aware of our patients and our patients’ desire for good service, a clean environment and high-quality affordable healthcare.

MISSION

- Klinik Perubatan Hijraa Chendering strives to provide comprehensive and quality health care in a familiar and affordable way.

ORGANIZATIONAL STRUCTURE

ORGANIZATION CHART KLINIK PERUBATAN HIJRAA CHENDERING



TRAINING'S REFLECTION

04



DURATION

My 23-week internship at Hijraa Premiumcare Sdn Bhd provided me with an invaluable immersion into the world of Human Resources. The duration of internship started on 1 September 2023 until 9 February 2024. The company's working day starts on Sunday until Thursday. Friday and Saturday are the day off. It also includes any public holiday that is listed on the calendar. The company offers flexible working hours, beginning at 7:30 a.m. to 5:30 p.m. and from 8 a.m. to 6 p.m.



RESPONSIBILITIES

During my internship in the Human Resources department at Hijraa Premiumcare Sdn Bhd, I was given extensive exposure to Human Resources. My job responsibilities during the internship include recruitment, payroll and statutory management, and HR administration. I learned to take the Employment Act seriously and for the first week I was assigned to advertising a staff nurse vacancy on Indeed, screening resumes, and creating effective job postings. In September, I posted a job opening with eighteen applicants, with the panel assistant position being the most popular.

For monthly, I handle payroll and statutory management using UBS Payroll UBS system and provide comprehensive payroll support to my supervisors. I manage monthly statutory contributions, ensuring medical benefits are not exceeded, and submit HRDF related claims. My third responsibilities which is Human Resource Administration, which involves maintaining personnel files, staff leave records, correspondence, and monitoring employee attendance. Overall, I gained valuable skills and knowledge in the field.



GAINS

My internship at Hijraa Premiumcare Sdn Bhd, has been an enriching journey, yielding both intrinsic & extrinsic benefits that have significantly enhanced my professional development. I had gained a lot of things in this company during my internship journey. I gained flexible working hours and a monthly allowance of RM350.

Furthermore, I can improve my communication, build my leadership and confidence by actively participating in programs organized by the company. For the Corporate Social Responsibility (CSR) program, I was selected to be the emcee. With the opportunity, I showed my skills such as being an emcee at the CSR program which is Hijraa Cakna Komuniti. By serving as the emcee for me to refine my public speaking and boost my confidence level.

Lastly, one of the most the impactful sessions was that I attended a Webinar with Malaysian HR Forum where I learned about the emengmend law. This knowledge was instrumental in the company and for my real working experience. This knowledge is important for me to apply during my working.



SWOT Analysis

Hijraa Premiumcare Sdn Bhd



Strengths

- experience in healthcare operations
- strong commitment to patient care with a 24-hour clinic

Weaknesses

- burnout and turnover
- minimal experience of staff in managing company administration and management

Opportunities

- brand recognition
- growth in the aging population

Threats

- rising healthcare costs
- changes in government regulations

SWOT ANALYSIS



01

EXPERIENCE IN HEALTHCARE OPERATIONS

As healthcare providers, Klinik Perubatan Hijraa staff have a high level of education, training and experience in healthcare operations, and they require certification and licensing. Therefore, patients will receive high quality treatment from competent professionals. The patients will seek competent healthcare providers who can accurately diagnose and effectively treat their medical needs. Next, experienced professionals in this sector with proven track records inspire confidence and trust, making patients feel secure. And patients are more likely to return and promote the clinic to others when they are satisfied with the services they obtained.

Improve operational efficiency. Experienced clinic workers are adept at handling a wide range of tasks, from patient intake to treatment delivery, and staff know the most efficient and effective ways to perform those tasks. The staff will ensure minimum waiting time and provide the best service to patients.

02

STRONG COMMITMENT TO PATIENT CARE WITH A 24-HOUR CLINIC

Hijraa Premiumcare Sdn Bhd prioritizes customer satisfaction in the healthcare market. To achieve this, the clinic offers 24-hour services, fast appointment times, clear communication, a clean environment, and respectful treatment to patients. Klinik Perubatan Hijraa in Chendering, a 24-hour clinic in the central area, provides comfort to the local community by offering emergency services 24. Located between Kuala Terengganu and Marang, the clinic offers fast, qualified treatment and diagnosis, often with less waiting time than other clinics. Patients can also enjoy convenient appointment scheduling. Klinik Perubatan Hijraa offers 24/7 healthcare services, making appointments easy for busy patients. They also provide home visits for those with mobility issues.



WEAKNESSES

01

BURNOUT AND TURNOVER

At Hijraa Premiumcare Sdn Bhd, the 24-hour clinic operation meant that staff, especially in the clinical department, did not obtain enough rest and only had one day off. Healthcare workers are often exposed to high levels of stress and long working hours, which can lead to burnout and turnover. (Poon, et al.). They often work long hours and are under stress with a short break of 30 minutes. They also need to reach the KPI that have been set by the management. Negative effects include misdiagnoses, medication mistakes, and poorer patient outcomes. As a result, staff shortages interfere with patient care, affecting the quality of daily care. Management bears costs for recruitment and training, staff shortages, and loss of knowledge and expertise. High staff turnover can cause delays in appointments and patient care, and the clinic may face financial problems. These weaknesses can lead to lower patient satisfaction, trust, fewer patients, lower revenue, and damage the clinic's reputation, making it difficult to attract new talent.

02

MINIMAL EXPERIENCE OF STAFF IN MANAGING COMPANY ADMINISTRATION AND MANAGEMENT

To continue running a 24-hour clinic, Klinik Perubatan Hijraa needs experienced workers. In this context, there may be some difficult situations when the individuals in charge don't know enough about running a clinic. It may be difficult for less experienced employees to deal with unexpected situations effectively, which may have an impact on the standard of treatment patients receive. Inexperienced employees may struggle with scheduling, handling unexpected situations, and operational inefficiencies, leading to logistical errors, inconsistent scheduling, and delayed emergency response. This can result in longer working hours, tiredness, and decreased patient satisfaction.



01

BRAND RECOGNITION

Strong brand recognition is crucial for private clinics like Hijraa Premiumcare Sdn Bhd, as it increases patient trust, loyalty, and competitive advantage in the healthcare industry. A well-known brand represents consistency, efficiency, and professionalism, attracting customers seeking quality treatments and experiences. This also increases the effectiveness of marketing, allowing the clinic to connect with the target audience more effectively through local outreach, social media marketing, and internet advertising. For example, Klinik Perubatan Hijraa has collaborated with PERKESO, MAIDAM, Noor Arfa Holdings, Fire and Rescue Department of Malaysia, and managed CSR programs with PERTIMA SDN BHD.

02

GROWTH IN THE AGING POPULATION

As the population ages, healthcare demands increase, particularly for older adults. Older adults often use health care services more frequently due to a higher frequency of chronic diseases and age-related health concerns (Yee Mang Chan, 2022). Klinik Perubatan Hijraa can capitalize on this by offering specialized services, such as managing chronic diseases, fall prevention, memory clinics, and geriatric primary care. With a growing demand for expensive medications, clinics can excel in this sector by offering good services. Additionally, Hijraa Premiumcare Sdn Bhd offers financial options, with packages like the basic and gold packages, which can benefit older adults with additional insurance or private pay options. Additionally, individualized care and shorter wait times can increase patient satisfaction and loyalty.



THREATS

01

RISING HEALTHCARE COSTS

The private clinic faces a significant challenge due to the increasing cost of healthcare. Factors such as medical technology, aging population, and rising pharmaceutical prices contribute to the rise in costs. Private clinics face higher operational expenses, leading to higher patient fees. The affordability issue is further exacerbated by changing patient expectations. Private clinics must justify their higher prices and demonstrate superior care quality to maintain profitability. Rising costs can also impact the quality of care, leading to reduced equipment, specialist availability, and personnel training. Additionally, the burden of rising costs can stifle innovation and short-term financial stability.

02

CHANGES IN GOVERNMENT REGULATIONS

Private clinics face challenges in managing costs and administration due to increasing government regulations. They must be responsible for patient data and privacy, investing in secure systems and practicing robust data management. Misuse of medications is a major problem, and clinics must stay informed about medication regulations. Government intervention, such as the Covid-19 outbreak, requires healthcare providers to comply with guidelines and procedures. Next, the government calls for transparency and cost awareness through initiatives like the Skim Perubatan Madani scheme, which aims to help low-income people. The scheme sets treatment and medicine prices based on categories like senior citizens, families, and senior citizens. Klinik Perubatan Hijraa must follow these instructions to avoid penalties and avoid being dismissed as a panel clinic providing Skim Perubatan Madani.

DISCUSSION & RECOMMENDATIONS

06

DISCUSSION & RECOMMENDATIONS 1

01 EXPERIENCE IN HEALTHCARE OPERATIONS

To optimize operations, the clinic **conducts thorough reviews to identify inefficiencies and improve workflow efficiency.** This includes evaluating each step of the process, from patient registration to discharge, to determine areas that may need improvement such as renovating treatment rooms for patient comfort. They invest in ongoing staff training to stay updated on the latest practices and patient care approaches. Next, **technology**, such as electronic health records (EHR) systems, can automate manual processes, reduce errors, and increase overall efficiency. This approach ensures that patients receive competent professionals and high-quality treatment.

02 STRONG COMMITMENT TO PATIENT CARE WITH A 24-HOUR CLINIC

Establishing a culture of safety, providing proper assistance, regular breaks, and clear communication routes for reporting security concerns is crucial. Night shift workers should be provided with a well-lit, safe work environment, regular breaks, and innovative security measures like surveillance cameras and panic buttons. Klinik Perubatan Hijraa should implement **safety training and regular training sessions** to ensure that employees are prepared to deal with emergencies and dangers that may arise during the night shift. This approach ensures a safe environment for both employees and patients.

DISCUSSION & RECOMMENDATIONS 2

01 BURNOUT AND TURNOVER

Hijraa Premiumcare Sdn Bhd should **prioritize staff well-being** to attract and retain employees. This includes investing in physical health, such as wellness programs and ergonomic workspaces. The company can create wellness programs by inviting health coaches or building gyms in office spaces and provide proper working conditions, such as comfortable chairs, desks.

Next, **provide mental health resources** such as counselling and stress management programs. Klinik Perubatan Hijraa can also reduce workload by recruiting additional staff and recognizing staff efforts to reduce burnout. In addition, **increasing the salary of employees and benefit**, as well as **conducting exit interviews**, can help identify organizational weaknesses and address underlying issues. By focusing on these aspects, Klinik Perubatan Hijraa can create a more positive work environment and reduce the risk of employee turnover.

02 MINIMAL EXPERIENCE OF STAFF IN MANAGING COMPANY ADMINISTRATION AND MANAGEMENT

To overcome weaknesses, the company can **invest in basic administrative training**, such as workshops or online courses, and **seek support and leverage technology**. This will help the company become a leading healthcare sector at Terengganu, focusing on patient care and reducing costs. By investing in practice management software can increase productivity, optimize processes, and boost efficiency. Next, networking with experienced professionals, such as Klinik Ikram, KMI Medical Center, and SALAM Specialist Hospital, will also help the company stay updated and competitive.

DISCUSSION & RECOMMENDATIONS 3

01 BRAND RECOGNITION

Hijraa Premiumcare Sdn Bhd needs to **develop a unique brand identity** to stand out in the competitive private healthcare industry. This will attract talent, retain staff, and command premium prices. Renewal of the brand is crucial for new improvements. A strong brand attracts talented medical professionals, allowing the clinic to attract employees without recruitment costs. Next, **communication outreach** can impact the clinic's reputation, build trust, and increase sales. The company sponsor local activities and offering free health screenings can also increase visibility and health awareness.

02 GROWTH IN THE AGING POPULATIONS

The clinic can take the first approach by offer the services that other clinics didn't give to the patient. After **renewing or modifying the services** provided to patients, the elderly will shift their focus to Klinik Hijraa. Private clinics can capitalize on the growing elderly population by offering specialized care, preventive screening, and chronic disease management. To attract more patients, clinics should provide geriatric-friendly **facilities**, softer lighting, and alternative scheduling methods. Furthermore, **marketing strategies** should focus on understanding the unique needs of the aging population and their families, using online platforms, social media, and community outreach programs.

DISCUSSION & RECOMMENDATIONS 4

01 RISING HEALTHCARE COSTS

The Covid-19 pandemic has led to a surge in healthcare costs, particularly in Malaysia's private clinics. Klinik Perubatan Hijraa, a clinic, has struggled to attract patients due to increased operational costs and insurance pressure. To combat this, the clinic can **improve efficiency by using technology** like practice management software to automate tasks and offer telehealth services. Next, **negotiating better deals with suppliers** can help secure lower procurement prices and improve the clinic's reputation. By implementing these strategies, Klinik Perubatan Hijraa can maintain a competitive edge and maintain its competitive edge in the healthcare sector.

02 CHANGES IN GOVERNMENT REGULATIONS

Hijraa Premiumcare Sdn Bhd should **actively monitor Malaysian medication regulations** to prevent misuse and maintain compliance with government standards. **Adapting to new healthcare protocols**, such as the Covid-19 outbreak, requires using Personal Protective Equipment (PPE) and following health-care protocols. Following the Ministry of Health's guidelines for Skim Perubatan Madani ensures compliance, patient satisfaction, and effective clinic operations in the developing healthcare lands.



CONCLUSION

In conclusion, my Human Resource internship at Hijraa Premiumcare Sdn Bhd was a transformative experience that gave me hands-on knowledge with numerous aspects of HR administration. The thorough SWOT analysis identifies the organization's internal strengths and weaknesses, as well as external opportunities and threats. While the fast-paced environment initially presented a challenge, I learned to prioritize effectively and adapt quickly, ultimately developing my time management and problem-solving skills. In addition, the internship helped me define my career goals what I want to be and strengthened my enthusiasm for Human Resource.

Identifying internal strengths, such as experience in healthcare operations, positions Hijraa Premiumcare Sdn Bhd favorably in the competitive landscape. Concurrently, recognizing weaknesses, such as burnout and turnover, allows for targeted improvement strategies. External opportunities, such as brand recognition and growth in aging population, present avenues for growth, while acknowledging threats, such as rising healthcare cost and changes in government regulations prepares Hijraa Premiumcare Sdn Bhd to navigate potential challenges. The company should utilize the SWOT analysis findings to enhance its HR initiatives and organizational resilience in a dynamic business environment.

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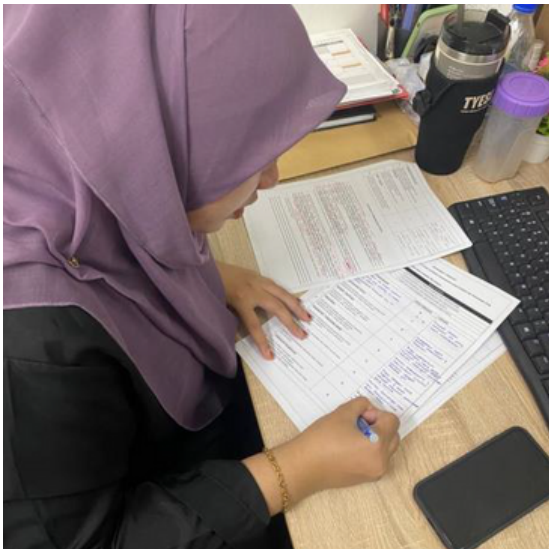
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Follow-up performance appraisal for digital marketer



Participated in the orientation for panel assistant.



Annual General Meeting with Board of Directors and Board of Advisors



Wear green as a sign of solidarity for Palestine



Participated in the HSP PERKESO





My first picture in front of logo Hijraa



Being emcee for CSR Hijraa Cakna Komuniti



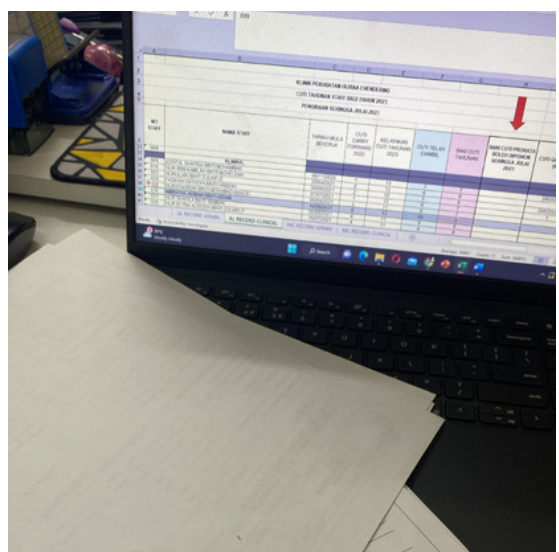
Mega Sunaton



Hari Bersama Pelanggan (HBP)



Prepared punch cards for staff



Update annual leave, medical leave in excel and prorate calculation and filing

Internship Report

ORIGINALITY REPORT

2%

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UNIVERSITI TEKNOLOGI MARA

ENDORSEMENT OF OUR ORIGINAL REPORT

Coordinator

Unit Jaminan Kualiti Akademik (UJKA)
Universiti Teknologi MARA Cawangan Perlis
02600 Arau
Perlis

Sir

ENDORSEMENT OF OUR ORIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/ ASSIGNMENT

With reference to the work of the candidate below:

Nama : SITI ANISYAH BINTI ZAHARI
Matric No. : 2021888406
Faculty : FACULTY OF BUSINESS AND MANAGEMENT
Programme : BA243
Title : INTERNSHIP AS A PATHWAY TO HUMAN RESOURCE'S CAREER

Percentage of Our Original Report :

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Original percentage of the university's requirement.

Thank you.

1st adviser's signature and stamp
Name : ZAIDATUL NADIAH BINTI ABU YAZID

30 JANUARI 2024

Date:

** Please attach 1st page of original report.