INDUSTRIAL TRAINING REPORT

AT MULTIMEDIA UNIVERSITY MELAKA

12 AUGUST 2024 TO 24 JANUARY 2025

PREPARED BY

NAME	STUDENT ID
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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

SURAT KEBENARAN

Tarikh : 3 February 2025

Kepada :

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Maklumbalas (/)

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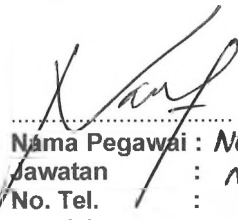
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No. Matriks	2022876336	Nama Program	MGT 666
Tajuk Laporan	SWOT ANALYSIS	Nama Syarikat	MULTIMEDIA UNIVERSITY

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Yang Benar

Nama Pegawai : NOORHAFIZAH MOIDEEN
Jawatan   : MANAGER
No. Tel.   :
No. Faks   :

Cop jabatan/organisasi:

NOORHAFIZAH BINTI MOIDEEN
Manager
Student Recruitment and Admission Department
MULTIMEDIA UNIVERSITY

EXECUTIVE SUMMARY

This work describes an internship in the telemarketing department of Multimedia University (MMU), which provided practical experience in customer relationship management, telemarketing tactics,data management, and sales assistance in the higher education industry.

The internship's main goal was to help MMU with its student recruiting and marketing initiatives while honing skills in telemarketing, customer interaction, and data management. Contributing to the university's marketing efforts, comprehending the requirements of potential students, and enhancing communication were among the main learning objectives.

Making outbound calls to potential students and their families and informing them about MMU's programs, admissions, and services were among the main duties. In addition, the intern confirmed leads, kept track of leads, and made sure that follow-ups were done on time. The job also included recording interactions, generating reports to maximize advertising efforts, and managing data using Second CRM. Alignment with more general recruitment objectives was assured by working together with the marketing and admissions staff.

The intern learned how to manage arguments and adapt solutions for prospective students while gaining key skills in communication, persuasion, and sales strategies. Gaining expertise in CRM software and data analysis also improved the capacity to monitor leads and assess the effectiveness of campaigns. Addressing students' problems and offering suitable solutions helped them strengthen their problem-solving abilities.

To sum up, the MMU internship gave me invaluable experience in telemarketing, customer service, and sales in the higher education industry. The abilities gained during this internship will help with both professional and personal development and may be used in future sales, marketing, and customer service professions.

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ACKNOWLEDGMENT

My sincere appreciation goes out to everyone who helped me throughout my internship at Multimedia University's Telemarketing Department. First and foremost, I want to sincerely thank Madam Noorhafizah binti Moideen, the Manager of the Student Recruitment Office and my supervisor. Her leadership, support, and priceless counsel throughout my internship have been incredibly motivating. In addition to providing me with useful knowledge, Madam Noorhafizah's leadership has inspired me to pursue greatness in my career.

Additionally, I want to sincerely thank Madam Norraeffa binti Md Taib, my adviser, whose unwavering support and perceptive criticism have greatly improved my educational experience. Throughout my tenure at the institution, her knowledge and tolerance in mentoring me have been helpful.

Finally, I want to express my gratitude to the whole staff at the Student Recruitment Office for fostering a friendly and stimulating atmosphere that helped me develop both personally and professionally. I am very appreciative of all the information and abilities I have acquired throughout my internship, which has been a tremendously fulfilling experience.

Thank you once again to all who have made this internship journey a memorable and educational one.

STUDENT'S PROFILE

Updated Resume:-

EDUCATION

Bachelor of Business Administration in (HONS.) International Business (Semester 6)
UiTM Kampus Bandaraya Melaka
2022 - 2024

Diploma in Business Studies
UiTM Kampus Bandaraya Melaka
Graduated Second Class Upper
2019 - 2021

SKILLS

- MS Office Suite
- Canva
- SPSS
- Customer Service
- Public Relations

LANGUAGE

- Malay - Native
- English - Intermediate

ABDUL AZIM BIN ABDUL RAHMAN

SUMMARY

As a diligent and driven business student, I am eager about obtaining an internship opportunity that enable me to use my theoretical understanding in practical working world.

WORK EXPERIENCE

Assistant Chef   Jan 2018 - Dec 2019
Restaurant Klasik Terapung - Melaka

- Assisted in the final touch of the dishes before serving to the customers, ensuring optimal presentation and taste for each dishes served.
- Excelling in meticulously prepping high quality ingredients to meet the exacting standard of the chef.
- Organized and labelled inventories upon receipt, implementing proper product rotations practices to maintain freshness and quality standards.
- Assisted in quarterly stock takes and contributing to accurate inventory records and financial transparency.

Waiter   Mar 2016 - Dec 2017
Restaurant Klasik Terapung - Melaka

- Contributing to a positive dining experience through attentive care and communication.
- Demonstrated ability to meet the needs of customers such as managed table rotations, reservation and ensuring highest standards of hospitality and professionalism in every aspect.

EXTRA CURRICULAR

Leadership Role:

- Captain of Ayer Keroh Volleyball Academy

Event Organization and Participation:

- Participated in Volleyball Tournament for Karnival Sukan Mahasiswa UiTM (KARISMA).
- Collaborated between UiTM Kampus Bandaraya Melaka and Universitas Negeri Padang (UNP), Indonesia in Entrepreneur Sharing Session.
- Engaged as a participant in community service at Parti Asuhan in Padang, Indonesia.
- Participated in Petrosains Science Show Competition.
- Completed two Viper Challenges, demonstrating physical endurance and overcoming obstacles.
- Won a Volleyball Intra-varsity competition twice.

REFERENCE

Mohd Isham Abidin
Senior Lecturer
UiTM Bandaraya Melaka

COMPANY'S PROFILE

Multimedia University (MMU) (Credit: MMU Melaka)

Multimedia University which is located in Bukit Beruang, Melaka. Exact location is:

Jalan Ayer Keroh Lama, 75450 Melaka, Malaysia.

Founded by Telekom Malaysia (TM) in 1996, Multimedia institution (MMU) is a well-known private institution in Malaysia and government-affiliated university since Telekom Malaysia owns it. With a focus on subjects such as engineering, information technology, business, and creative multimedia, the university was Malaysia's first establishment devoted to multimedia and communications technology. There are 2 campuses available which are in Cyberjaya and Melaka.

Then, with its cutting-edge approach to education, MMU prepares students for the needs of the digital economy by offering undergraduate, Master, and doctorate programs that incorporate skills important to the industry. The university's research in IT innovation, communication technology, and multimedia has earned it a solid reputation. It works with academic institutions and professionals in the global sector to give its students exposure to worthwhile internship and job opportunities.

Multimedia University Vision, Mission, Objectives and Goal:-

Vision

Transforming society through innovation

Mission

To inquire, inspire and innovate (I3)

- Education: Commit to learner-centred and life-long learning
- Research: Embrace intellectual curiosity to solve real-world problems
- Entrepreneurship: Create value to the economy and society through technology

Objectives

Multimedia University (MMU) as an educational institution is committed to achieve higher customer satisfaction in support of its vision by continuously improving an effective quality management system that complies with the internal and external requirements.
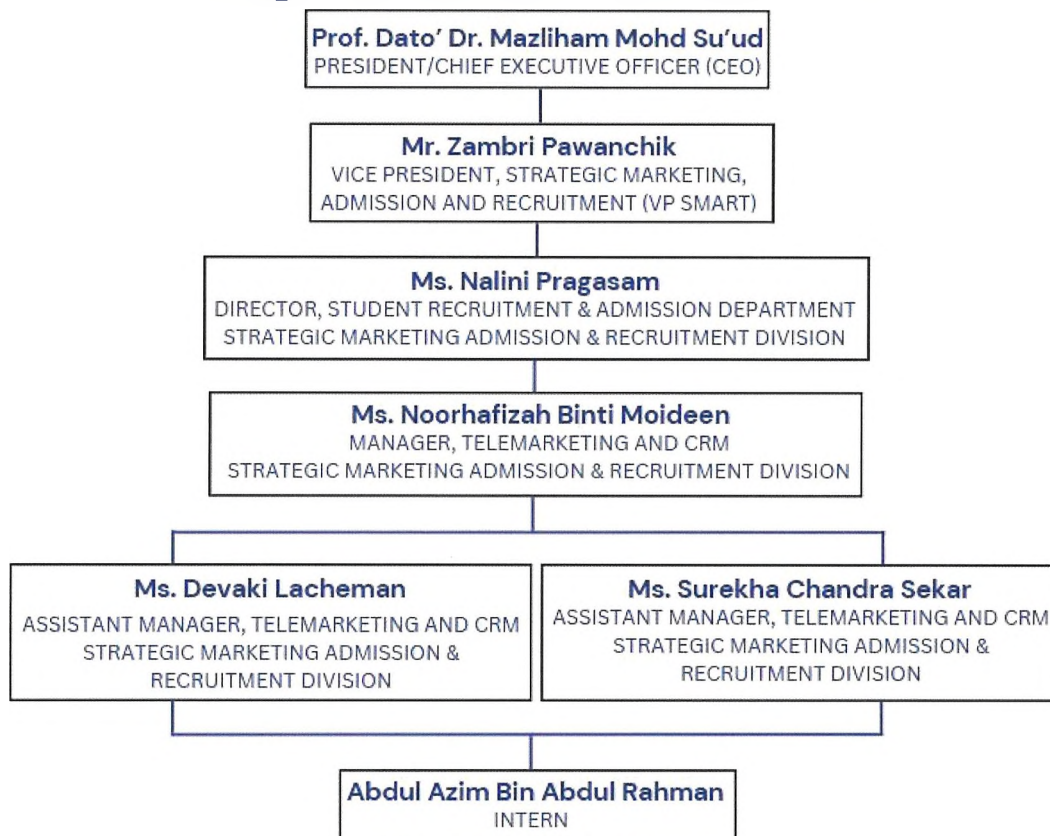
Goal

Achieving a target of 1,000 new students per intake, with three intakes annually, will enable MMU to generate a consistent revenue stream, ensuring its financial stability and long-term operational sustainability. This steady growth in enrollment will help the university remain competitive and continue to thrive in the future.

Organizational Structure:-

Organizational Structure

Prof. Dato' Dr. Mazliham Mohd Su'ud
PRESIDENT/CHIEF EXECUTIVE OFFICER (CEO)

Mr. Zambri Pawanchik
VICE PRESIDENT, STRATEGIC MARKETING,
ADMISSION AND RECRUITMENT (VP SMART)

Ms. Nalini Pragasam
DIRECTOR, STUDENT RECRUITMENT & ADMISSION DEPARTMENT
STRATEGIC MARKETING ADMISSION & RECRUITMENT DIVISION

Ms. Noorhafizah Binti Moideen
MANAGER, TELEMARKETING AND CRM
STRATEGIC MARKETING ADMISSION & RECRUITMENT DIVISION

Ms. Devaki Lacheman
ASSISTANT MANAGER, TELEMARKETING AND CRM
STRATEGIC MARKETING ADMISSION &
RECRUITMENT DIVISION

Ms. Surekha Chandra Sekar
ASSISTANT MANAGER, TELEMARKETING AND CRM
STRATEGIC MARKETING ADMISSION &
RECRUITMENT DIVISION

**Abdul Azim Bin Abdul Rahman**
INTERN

Services:-

Educational: The goal of Multimedia University's (MMU) broad educational services is to assist students at every stage of their academic careers. MMU offers top-notch instruction in a range of subjects, including business, computer science, engineering, creative multimedia, and law, at both the undergraduate and postgraduates levels. Academic advising, tutoring, and individualised mentorship are all part of the university's resilient academic support system. In addition to a wealth of physical and digital resources, the library also provides research support. MMU's dedication to academic success is demonstrated by its highly skilled teachers and cutting-edge instructional strategies.

Student Assistance: MMU places an immense value on student achievement and offers a wide range of support services to help students succeed both academically and psychologically. To assist students in navigating college life and making career plans, the Student Affairs Department provides career counselling, career assistance, and life skills programs. Additionally, MMU offers specialised student organisations, groups, and sports venues that promote cooperation and personal development. To enable a seamless transition to university life in Malaysia, additional services such as visa help, cultural exchange programs, and English language support are provided to international students.
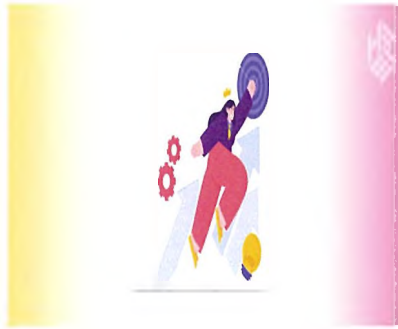
Career Guidance: Developing students for successful professions is a top priority at Multimedia University. MMU provides courses, internships, career counselling, and help with job placement through its Career Services Centre to provide students the tools they need to succeed in the competitive labour market. To link students with possible employers, job fairs and networking events with leading firms are frequently held. Students are prepared for the needs of the workforce after graduation thanks to the university's close relationships with leading companies in the field. Such as Infineon.

Innovation and Technology: As a leading institution in technology, MMU is equipped with cutting-edge facilities to support innovation and research. The university provides state-of-the-art laboratories, computer labs, and creative multimedia spaces, ensuring that students have access to the best tools for their studies. MMU also boasts high-speed internet access, smart classrooms, and online learning platforms to promote modern, interactive learning. The Research and Innovation Department encourages collaboration with industry leaders to drive technological advancements and develop solutions for real-world challenges.

TRAINING'S REFLECTION

Period of Intern: Starting on the 12 of August 2024 until the last day of intern 24 January 2025.

Working days: It will be 5 days of working per week.

Working hour: 8.30 am to 5.30 pm but it is flexible without any biometric clock-in system.

Department: It falls under the Student Recruitment department and more specifically Telemarketing team.

Roles of my Team: Basically our team role is to make phone calls to prospects, asking them to complete their application to join MMU. Then we provide support to any enquiries from customers through WhatsApp and LiveChat.

Responsibilities, Assignments and Tasks:-

Replying to LiveChat:

LiveChat, which is one of the main platforms for MMU visitors to contact us. As part of my job, I have to keep an eye on the chat system all day long then answering questions from staff, visitors, prospective students, and MMU students with accurate information and professionally. You need to be knowledgeable about various aspects of the university, such as admissions, courses, people in charge of each department, and campus services, to provide accurate information or solve more complex issues with referring to senior employees or supervisors. When interacting with people, it's critical to have a warm, inviting tone while making sure that every exchange is professional, clear, and precise. You will also oversee several chats at once while maintaining well-organized documentation for any necessary follow-up or improvements. Another important duty is to identify frequently asked questions and recommend who the customers should contact to improve the user experience. Maintaining an effective and efficient support system for MMU's website visitors requires making sure that all questions are addressed and that material is kept up to date.

Making phone calls:

Calling candidates who have not finished their application because of missing documents is part of the task. Following up with every prospective applicant to remind them to send in the necessary documents to finish the application process is my objective. My supervisor at MMU has educated me to handle these calls appropriately. I highlight the need of filing the required documents throughout each call and provide support if necessary. I respectfully encourage applicants to let me know if they decide they no longer want to proceed with their application so I may remove it. I keep checking in until all the required documentation is sent in or the applicant withdraws their request. If there is no response even though MMU already tried contacting them through Calls,WhatsApp and email, then we will proceed to withdraw the application.

<u>Clean Data:</u>

I received a task from my supervisor in MMU to clean data, which involves taking raw data from CLIC and then cleaning the data before transferring it to the sheets. CLIC is an MMU website where new applications are submitted. Each time a new application is made, the data is retrieved from CLIC. The task requires cleaning the raw data by extracting only the necessary information, such as local applicants, individuals, pending applications, submitted applications, and those with incomplete documents, while removing any duplicates. Once the data is cleaned, it is transferred to designated sheets. This process is performed at the start of each day, and although it is a daily task, the work is distributed according to a timetable set by the manager.

<u>Connect Emails, Answering Enquiries and Managing Responses:</u>

I am responsible for managing the mass amount of emails that are received to MMU with different questions as part of my duties. It is my responsibility to make sure that every question is addressed appropriately and swiftly because there are a lot of them sent every day. I check with my supervisor or senior colleagues if I'm unsure about my response to make sure I'm giving accurate information. Furthermore, I might need to forward some emails to the appropriate department. For example, I will forward an email to the appropriate department or staff member in charge if it relates to an event invitation that clearly mentions some of MMU staff.

<u>Attending to Customers:</u>

In the MMU Administration Office, one of the tasks that has been placed to me is to help clients with any questions or issues they are having. Among the many things I deal with involve helping potential students with the application process for the next intake at MMU, addressing concerns with offer letters, and offering advice on all of the courses available in MMU. I also guide customers to a campus tour if they show interest in a campus tour, making sure they have a good overall experience and a thorough look at the facilities. Excellent customer service is what I want to deliver by being knowledgeable, accommodating, and mindful of each person's requirements.

Gains:-

Working as an intern at Multimedia University, particularly in the Student Recruitment Department for the Telemarketing team, will provide you with benefits that will form the basis of your future profession. There are some benefits such as you get to join some of the company events like annual dinner and company trip.

Then despite the fact that the internship does not provide an allowance, the practical experience you will get is priceless. Through this program, you will get a greater grasp of professional communication, including how to professionally and clearly answer emails and LiveChat. Interacting with consumers will provide you the opportunity to enhance your skills in answering questions, making confident phone calls, and accurately transferring and cleaning data.

Participating in brainstorming sessions will also be part of your job, allowing you to share ideas and apply your creativity to solve challenges. You will learn how to work well in a team throughout this collaborative setting, which is a crucial ability for any job. Daily exposure to a fast-paced work environment will teach you the value of responsibility, adaptability, and time management.

Additionally, you will enhance your awareness of the educational environment by learning about other forms of education that might be different from typical standards. Gaining skills with programs like Excel can help you acquire professional skills that are highly sought after in any line of work. Last but not least, working in customer service will improve your communication, problem-solving, and client-building skills that are critical in today's job market. This internship is expected to be unforgettable and focused on growth that will set you up for future success.

SWOT ANALYSIS

SWOT ANALYSIS

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DISCUSSION AND RECOMMENDATION

STRENGTHS

Industry Connections

Strong relationships with major corporations like Infineon help Multimedia University (MMU) provide students beneficial options including internships, job placements, and collaborative research initiatives. These partnerships give students practical experience in fields like cybersecurity, computer science, and engineering while also keeping MMU's curriculum current with emerging technology and business trends. Students become more attractive and prepared for the workforce as a result of this hands-on learning. Students can improve their chances of landing an occupation by networking with experts and gaining practical experience through internships. Through research partnerships with industry partners, MMU enables students and educators to collaborate on cutting-edge innovations. Incorporating industry experts into the curriculum's development also guarantees that students learn in-demand skills. MMU alumni have good employment rates, with many landing positions with the firms where they interned, demonstrating the strength of these relationships. These solid industrial connections also help MMU maintain its competitiveness and innovation, draw in additional students, and improve the university's reputation. These collaborations also assist technical breakthroughs and provide financing for research.

Recommendations

MMU should put plans in place to increase its industry network and improve ties with its alumni in order to maintain and grow its business connections. Initially, MMU might broaden its collaborations beyond IT firms like Infineon to encompass industries including healthcare, banking, renewable energy, and entertainment. This diversification will ensure that the institution stays relevant to a wider range of sectors while drawing students interested in cutting-edge topics by giving students from different disciplines greater internship and employment chances (DODD, T. 2024). In order to engage with graduates who have progressed to high positions in

prestigious firms, MMU can also establish an active alumni network (Chase, J. 2021). Alumni might provide professional advice, job recommendations, and guest speakers through this network, which could be used for mentoring programs, internships, and career counseling. In addition to making existing students more employable, these programs will strengthen MMU's ties to the industry and guarantee the school's continued success in this field.

Diverse Academic Programs

Multimedia University (MMU) is known for its wide range of academic offerings, which include undergraduate and post-graduate courses in subjects including engineering, computer science, business, creative multimedia, arts & design, law and communication. These programs are designed to meet the needs of the business, updated often to take into account global trends and technical developments, and intended to provide students real-world experience in advanced facilities through internships, cross-curricular education, and hands-on learning. By drawing students from a wide range of academic backgrounds and cultural backgrounds, MMU is able to build its image as a progressive university and enhance its brand both domestically and abroad. Strong industrial engagement is encouraged through specific educational programs, which increases MMU graduates' employability and strengthens the university's relationships with businesses and attracts more potential students. Additionally, by serving both domestic and international students, full-time and online distance learning students, and working professionals in need of specialized education, the range of programs generates several sources of income.

Recommendations

By adding courses in revolutionary fields like artificial intelligence, data science, blockchain technology, sustainability, and digital health, MMU may improve its academic offerings (Bouchrika, I. 2024). These quickly expanding topics provide MMU the chance to become an expert in cutting-edge education, drawing in students who are passionate about cutting-edge subjects and guaranteeing the university's continued relevance and competitiveness in the higher education market. MMU may also improve its research and postgraduate programs by emphasizing interdisciplinary subjects like media, technology, and social sciences. This may be

accomplished by creating specialized research institutes, increasing financing for research programs, and encouraging industry-faculty cooperation. In addition to enhancing the university's academic standing, a strong research focus will encourage innovations that have an advantageous impact on industrial connections and MMU.

WEAKNESSES

High Tuition Fees

MMU's high fees, which may approach RM 80,000 for Bachelor of Engineering, are one of its major weaknesses. Since the university is a private one, its tuition is naturally greater than that of public colleges, which may put off prospective students, particularly those who are price-sensitive or come from lower-income households. Many gifted people are unable to afford school, which has an impact on the variety and quantity of students enrolling into MMU with some of its high demand programs. From a commercial standpoint, this makes it difficult for MMU to draw in a large student body because some potential students could decide to enroll in less expensive options even if they value MMU's reputation and quality. It is obvious how this would affect the university. Fewer students may mean less money, a smaller campus community, and perhaps even a more difficult time for the university to expand and make investments in facilities and resources.

Recommendations

MMU might take a number of strategic measures to address the problem of excessive tuition costs. To encourage exceptional students who could potentially be put off by the expense, the institution should first greatly expand the number of scholarships it offers, especially in high-demand professions like engineering. In order to make education more accessible to students from a range of economic statuses, MMU might also increase the number of financial assistance choices available and implement flexible payment plans like periodic installments or postponed payment plans. Another strategy would be to look into joint ventures with businesses and industry participants to provide sponsorships or reduced tuition in return for internships or assured jobs after graduation. These programs would increase students' employability by strengthening MMU's connections with industry and lowering tuition prices. MMU could improve access to higher education, boost its competitiveness, and guarantee long-term sustainability by putting these strategies into practice and removing the financial constraints that restrict enrollment (Jensen et al., 2021).

Resource Constraints

One of the company's main flaws is the marketing team's insufficient resources, which makes it difficult for them to fully advertise MMU for certain of its intakes. The team's ability to reach prospective students through a variety of channels is limited by this restriction, which also lowers the overall exposure of MMU's services. Because potential students might not be given enough information about the school's programs, facilities, or unique selling factors, these restrictions may lead to decreased enrollment rates in the highly competitive world of higher education. This problem has been demonstrated by inconsistent promoting efforts at specific intake times, which has resulted in lost chances to reach a larger audience. Finally, this makes MMU unable to reach the target student intake at the end of 2024.

Recommendations

Prioritizing strategies that value quality over quantity and allocating money to channels that produce the most crucial student inquiries is advised in order to maximize MMU's advertising expenditures and achieve the greatest effect (Russell, S. 2022). For instance, MMU may concentrate its marketing efforts on concentrated campaigns for programs that are in high demand, including making customized advertisements for specialized courses that draw outstanding students. Further, MMU might focus on networks like LinkedIn to directly engage professionals or graduates who are interested in postgraduate programs rather than launching robust advertising efforts. Additionally, to increase credibility and encourage word-of-mouth advertising, MMU can investigate cost-effective tactics by employing digital marketing platforms like social media, interacting with potential students via messaging apps, and making use of its alumni network (Hughes, J. 2021). This strategy will help MMU successfully reach and engage potential students while making optimum use of its resources.

OPPORTUNITIES

Government Support

MMU has a great chance to establish itself as a leading provider of IT education because of Malaysia's joint efforts to create a strong digital economy. MMU is in an excellent position to connect its programs with national objectives since the government is giving priority to projects like the Malaysia Digital Economy Blueprint (MyDIGITAL) and offering incentives for tech-driven innovation. This chance enables the university to draw in students who are keen to work with the public and commercial sectors, pursue IT education that is crucial to the industry, and play a significant role in supporting Malaysia's digital transformation. In MMU also we can see that the top executives are also in need of workers that specialize in IT to manage their MMU system like their website security. Then, measures like research funding, (Science, Technology, Engineering, and Mathematics program scholarships, and collaboration with academic institutions to generate in-demand digital skills are examples of the government's commitment to building a strong digital economy. By participating in these programs, MMU improves its standing and boosts enrollment in courses involving technology and information technology. Additionally, government funding creates opportunities for partnerships with IT firms, strengthening MMU's industry linkages and research capacities, which may increase graduates' employment rates (Nur Azirah Zahida Mohamad Azhar & Nurul Syifaa Mohd Shakil, 2021).

Recommendations

Government as well as business leaders should work with MMU to create industry-aligned IT programs that integrate cutting-edge technology and correspond to current standards. In order to draw in a skilled and diverse student body, the institution should also aggressively advertise government-sponsored initiatives like grants, scholarships, and other incentives (Chua, R. 2024). MMU can firmly establish itself as a leading provider of IT education in Malaysia and beyond by taking full advantage of these prospects. Increased student enrollment, closer industry linkages, improved employability rates for graduates, and recognition as a major force behind Malaysia's digital transformation are all possible outcomes of this strategy. In addition to improving MMU's standing, these results would guarantee its long-term expansion in the fiercely competitive field of education.

Growing Demand for Multimedia Expertise

There is a big chance for MMU to establish itself as an industry leader in multimedia and technology education because of the increasing need for multimedia specialists. There is an increased need for qualified people who can design, manage, and develop ideas within digital environments due to the quick acceleration of digital transformation across businesses. In order to improve consumer engagement and operational efficiency, businesses are adopting cutting-edge multimedia methods like augmented reality, immersive content, and AI-driven visual solutions. My team in MMU also is in need of some employees who are skilled in design so that we can make designs for any marketing poster promoting MMU. Businesses are severely impacted and those without multimedia experience face the danger of getting behind in a world that is becoming more and more digitally oriented.

Recommendations

Students may get practical training and access to actual jobs projects by fostering industry connections through partnerships with top organizations. Such as sending MMU students to Infineon to let them undergo training there for real-life experience. This will guarantee that their skills remain up to date in a competitive market. Creating specialized training programs, including short-term classes or certifications centered on specialist multimedia abilities, can also draw in professionals looking to advance their careers. By implementing these tactics, MMU may increase its competitiveness, attract a larger student body, and fortify its relationships with influential individuals in the business. Better employability results for graduates, more brand awareness, and a stronger financial situation for the school are all possible benefits of this strategy (Esangbedo et al., 2023).

THREATS

Intense Competition

Public and private universities in Malaysia as well as abroad compete fiercely with Multimedia University (MMU). Universiti Teknikal Malaysia Melaka (UTEM), Sunway University, and Taylor's University are some of the main rivals. As a public institution, UTEM is notable for its engineering and technical degrees and affordability. While Taylor's University thrives in hospitality, business, and design with a focus on experiential learning, Sunway University is renowned for its industrial connections, state-of-the-art facilities, and international alliances. Not to forget other public universities that are available in Malaysia that provide low fees payment for their programs. With these issues we can see that MMU is struggling in gaining the targeted number of applicants and when we are making phone calls tons of the customers stated that they are joining other universities like Universiti Teknologi MARA (UiTM), Sunway University and UTEM. Then, a drop in enrollment puts a lot of strain on revenue since lower tuition revenue can have a disadvantageous impact on academic payment, infrastructure development, and operating budgets.

Recommendations

By concentrating on its main areas of expertise, MMU can set itself apart from the competition and accept it as a normal aspect of its surroundings. In order to do this, it should continue to expand on its innovative position in Malaysia's private higher education industry while bolstering its historical competence, especially in digital technologies, multimedia, and engineering. MMU may differentiate itself internationally by making investments in research and innovation, particularly in cutting-edge domains like cybersecurity, artificial intelligence, and other cutting-edge technology. Enhancing the student experience through co-curricular activities, industrial internships, a strong campus culture, and personalized assistance can also draw and keep students. MMU can adjust to the changing market and carve out a unique niche for itself by embracing competition and taking aggressive measures in these areas (Tham & Chong, 2023).

Global Trends in Education

MMU (Multimedia University) faces a serious challenge from the increasing recognition of online learning platforms like Coursera, LinkedIn Learning, and edX as well as the attractiveness of foreign colleges. These platforms are a desirable substitute for traditional university education because they provide flexible, reasonably priced, and internationally recognized courses. Since more and more students are looking for convenience and flexibility, online learning is frequently seen as more affordable and sure to pass. International institutions are a fierce rival since they too draw students with their broad academic offerings, recognized degrees, and exposure to the world. MMU's local and foreign enrollment may drop as a result of this trend, especially among students who are attracted to more internationally renowned universities or online courses. There might be major impacts on MMU's business processes, including a possible loss of income as a result of lower enrollment, particularly in typical bachelor programs like the full time degree. Furthermore, if MMU doesn't provide flexible learning choices or competitive programs, it can have trouble preserving its reputation and brand image.

Recommendations

MMU might want to focus on growing its online learning programs and creating hybrid learning methods that blend the advantages of on-campus learning with the flexibility of online learning in order to help minimize the effects of global trends in education. MMU can reach a wider audience, including working professionals and overseas students, by launching more accessible and reasonably priced online programs and guaranteeing top-notch material. Additionally, MMU may be a more alluring choice than online institutions and foreign universities if it offered programs at low prices in addition to financial aid or industry-sponsored opportunities. With this strategy, MMU will be able to uphold its dedication to academic quality while being relevant in the rapidly changing education market (Toong, Liyen, Ping, 2021).

CONCLUSION

To sum up, my internship with the Telemarketing team in the Student Recruitment Department at Multimedia University (MMU) has been educational and rewarding. It captures the spirit of my diverse duties, which included telemarketing tactics, client relationship management, and careful data processing in the ever-changing world of higher education. The statement also highlights MMU's broad vision, purpose, and goals, highlighting the school's steadfast commitment to promoting education, stimulating influential research, and supporting entrepreneurial activities.

Additionally, it openly discusses the difficult issues MMU faces, such as the intense rivalry and the changing worldwide trends in education, and provides shrewd suggestions on how to overcome them. The report also carefully details my varied responsibilities, which included anything from email management and data cleaning to offering priceless customer support. All of these activities supported the university's varied academic offerings and active industry involvement. In Addition to that the report also carefully analyzes MMU SWOT which are the strength, weaknesses, opportunities and threats. The SWOT analysis has been thoroughly reviewed, and recommendations have been provided for each individual element identified in the analysis.

Overall, through this internship, I have not only developed essential skills that will support my future professional goals but have also made a meaningful contribution to MMU's mission. This experience has been both life-changing and highly rewarding, providing valuable insights and growth opportunities.

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APPENDICES

Attending an MMU staff awards event in MMU Cyberjaya.
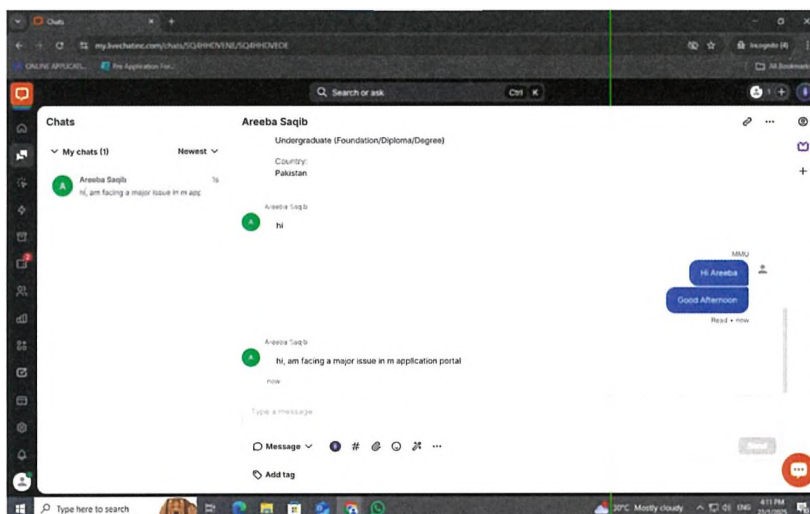
Answering to LiveChat enquiries.

The front view of my office.

Going to an MMU company trip in Rawang.