



INTERNSHIP REPORT (MGT666)

PREPARED BY:

MUHAMAD AMIR AIMAN BIN AZMI (2022494226)

INTERNSHIP POSITION:

FINANCE INTERN

UNIT/COMPANY:

CORPORATE AND COMMUNICATIONS UNIT UiTM CAMPUS BANDARAYA
MALACCA

SUBMISSION DATE:

24th JANUARY 2025

ACADEMIC ADVISOR:

DR. NOR SHAHRINA BINTI MOHD RAFIEN

ORGANIZATIONAL SUPERVISOR:

MADAM NUR HIDAYAH BINTI ZAINI

SURAT KEBENARAN

Tarikh : 17 JANUARI 2025.

Kepada : NUR HIDAYAH BINTI ZAINI

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Tuan/Puan

Maklumbalas (/)

☐

Setuju

☐

Tidak Bersetuju

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM

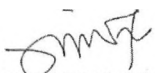
1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "*public access*" di repositori UiTM.

Nama Pelajar	MUHAMAD AMIR AIMAN BIN AZMI		
No. Matriks	2022494226	Nama Program	BA242
Tajuk Laporan	SWOT ANALYSIS IN C	Nama Syarikat	UiTM KBM

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar


.....
NUR HIDAYAH BT ZAINI
Pensyarah
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
Nama Pensyarah
Jawatan :
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

ACKNOWLEDGMENT

I'd like to offer my heartfelt gratitude to everyone who helped me throughout my internship. First and foremost, I am grateful to my academic advisor, Dr. Nor Shahrina Binti Mohd Rafien, for her ongoing direction, insightful input, and encouragement, which has enabled me to stay on track and flourish in my work. I am grateful to Madam Nur Hidayah Binti Zaini, my supervisor at Corporate & Communications Unit UiTM Kampus Bandaraya Melaka, for giving me the opportunity to intern at such a prestigious organisation, as well as for their tremendous mentorship and assistance. I am also grateful to my coworkers for their cooperation and for fostering a collaborative and inviting workplace. Finally, I want to thank my family and friends for their ongoing support and drive, which helped make this internship a successful and rewarding experience.

EXECUTIVE SUMMARY

This report outlines the profiles of both the organization and the intern, reflections on the training period, a SWOT analysis highlighting the organization's strengths, weaknesses, opportunities, and challenges, as well as recommendations and conclusions. My internship commenced on 12th August 2024, and concluded on 24th January 2025, spanning a total of 24 weeks. On the first day, I was directed to meet Madam Nur Hidayah binti Zaini, the Supervisor of the Corporate and Communications Unit at UiTM Kampus Bandaraya Melaka. During my internship at UKKo, my initial role was as a front desk assistant. In order, my task is to find the article in the newspaper that is related to UiTM. Also helping the students or staffs for application forms and involved in a protocol program that included Rector and Assistant Rector.

TABLE OF CONTENT

ACKNOWLEDGMENT	2
EXECUTIVE SUMMARY	3
STUDENT'S PROFILE	4 - 5
BACKGROUND OF COMPANY	6 -12
TRAINING'S REFLECTION	13 - 17
SWOT ANALYSIS	18 - 20
DISCUSSION AND RECOMMENDATION	21- 23
CONCLUSION	24 - 25
REFERENCES	26
APPENDICES	27 - 46

STUDENT'S PROFILE

MUHAMAD AMIR AIMAN BIN AZMI

OBJECTIVE

Bachelor of Business Administration (Hons.) Finance student who is seeking an enriching internship placement for **24 weeks** starting from **12 August 2024 to 24 January 2025** to apply and expand my analytical skills, financial acumen, and industry knowledge. I am looking for a preferable position as a finance intern to leverage my academic background and develop practical skills in corporate finance, investment banking, and financial planning.

EDUCATIONAL BACKGROUND

UiTM CAMPUS BANDARAYA MELAKA Bachelor of Business Administration (Hons.) Finance	2022 - Present
UiTM CAMPUS REMBAU, NEGERI SEMBILAN Diploma in Banking	2019 - 2022
SMK SEKSYEN 24(2) , SELANGOR SPM	2016 - 2018

WORKING EXPERIENCE

7-ELEVEN

Store Crew

- Restocked shelves with products, rotated stock to ensure freshness, and arranged items neatly to maintain an organized store layout.
- Operated the cash register, processed transactions accurately, and handled cash, credit, and debit payments, maintaining a balanced cash drawer.
- Maintained cleanliness and hygiene in the store by sweeping, mopping, and wiping down surfaces, keeping the store presentable for customers.
- Received and unpacked deliveries, checked orders for accuracy, and stored products in designated areas
- Monitored store activities, reported suspicious behavior, and followed procedures to prevent theft and ensure the safety of customers and staff.
- Set up promotional displays and signage, rearranged products to highlight special offers, and ensured all items were correctly priced.

BATA

Sales assistant

- Interacted with customers to promote shoes, increasing customer interest and driving sales.
- Assisted customers with finding shoes, answering questions, and providing personalized recommendations, leading to a positive shopping experience and increased customer satisfaction.
- Maintained extensive knowledge of the store outlet, including new arrivals, bestsellers, and special promotions, ensuring customers received informed recommendations.
- Created eye-catching back-to-school displays.
- Recommended additional items such as socks, deodorant shoes, and other accessories shoes, increasing the average transaction value.
- Personalized service and cross-selling improved the overall shopping experience, making the outlet a preferred destination for back-to-school needs.

EXTRACURRICULAR INVOLVEMENT

- Participant, International Teaching Aid Competition iTAC 2024 2024
- Exco Protocol, Seminar in Professional Image in the Hospitality Industry 2024, UiTM Melaka 2024
- Exco Protocol, SULAM 2024, UiTM Melaka 2024
- Participant, Sukan Antara Program 2023, UiTM Melaka 2023
- Participant, Malam Aspirasi Budaya 2022 & 2023 : UiTM Melaka 2022 & 2023
- Classrep, Diploma in Banking 2022
- Participant, Festival Nasyid Sekolah Sekolah 2018 2018
- Participant, Festival Nasyid PPDA 2017 2017

ACHIEVEMENT

- Dean List Award, Semester 5 (Diploma in Banking)
- Winner and Second runner-up, Malam Aspirasi Budaya 2023 & 2022
- Winner, Sukan Antara Program 2023
- Runner-up Festival Nasyid Sekolah Sekolah 2018
- Runner-up Festival Nasyid PPDA 2017

SKILLS

Soft Skills

- Hardworking
- Detail-Oriented
- Cooperative
- Teamwork

Technical Skills

- Microsoft Work : Beginner
- Canva : Beginner
- Google Docs : Beginner

Communication Skills

- Malay : Native Proficiency
- English : Professional Working Proficiency

REFERENCES

ZARINAH BINTI ABU YAZID
ACADEMIC ADVISOR

BACKGROUND OF COMPANY



Figure 1 : UiTM Bandaraya Melaka

About The UiTM Kampus Bandaraya Melaka

UiTM Kampus Bandaraya Melaka, or UiTM KBM, is a branch campus of Malaysia's largest public university, UiTM Melaka. It delivers quality higher education to Bumiputera students, with the goal of empowering them through academic and professional development. UiTM KBM, located in the historic city centre, provides students with the convenience of urban facilities while also exposing them to the city's rich cultural and historical history. Now, the Rector of UiTM KBM is Profesor Ts. Dr. Haji Mohd. Rasdi bin Haji Zaini. The campus specialises in hotel and business management programs, including bachelor's degrees, and postgraduate courses. The program emphasises experiential learning, combining academic achievement with real-world applications to prepare graduates for competitive workforce positions. The campus is equipped with modern amenities such as lecture halls, computer laboratories, and a resource centre, as well as student-friendly dormitories. As part of UiTM's nationwide network, the Kampus Bandaraya Melaka

campus makes a vital contribution to the university's purpose of expanding knowledge and competence, with the goal of producing future-ready graduates who can contribute to the nation's growth.

VISION

Making UiTM a world-leading university in the fields of Science, Technology, Humanities and Entrepreneurship.

MISSION

To lead the development of agile, professional Bumiputera through state-of-the-art curricula and impactful research in UiTM KBM.

ORGANIZATIONAL CHART



Figure 2 : Organizational Chart of UiTM Kampus Bandaraya Melaka



Figure 3 : Corporate and Communication Department of UiTM Kampus Bandaraya Melaka

About The Corporate and Communication Department UiTM KBM

Internships are an important aspect of professional education because they allow students to apply their academic knowledge in the actual world. My internship at Corporate and Communication Unit, based in UiTM Kampus Bandaraya Melaka, took place from 12th August 2024 to 24th January 2025, was a transformative experience. The office hours start from 8.00 a.m until 5.00 p.m. This experience gave me direct knowledge of the university's functioning, notably in terms of procedure and communication. The Corporate and Communication Unit operates under the Faculty of Communication and Media Studies at Universiti Teknologi MARA (UiTM) Cawangan Melaka. The section manages the corporate image of UiTM Melaka and provides communication services to the university community. The Corporate and Communication Department at UiTM KBM is located on floor 12. Puan Nur Hidayah Binti Zaini, the coordinator, was helped by Encik Ridzal Abdol Rahman, the Operations Assistant.

ORGANIZATIONAL UNIT STRUCTURE

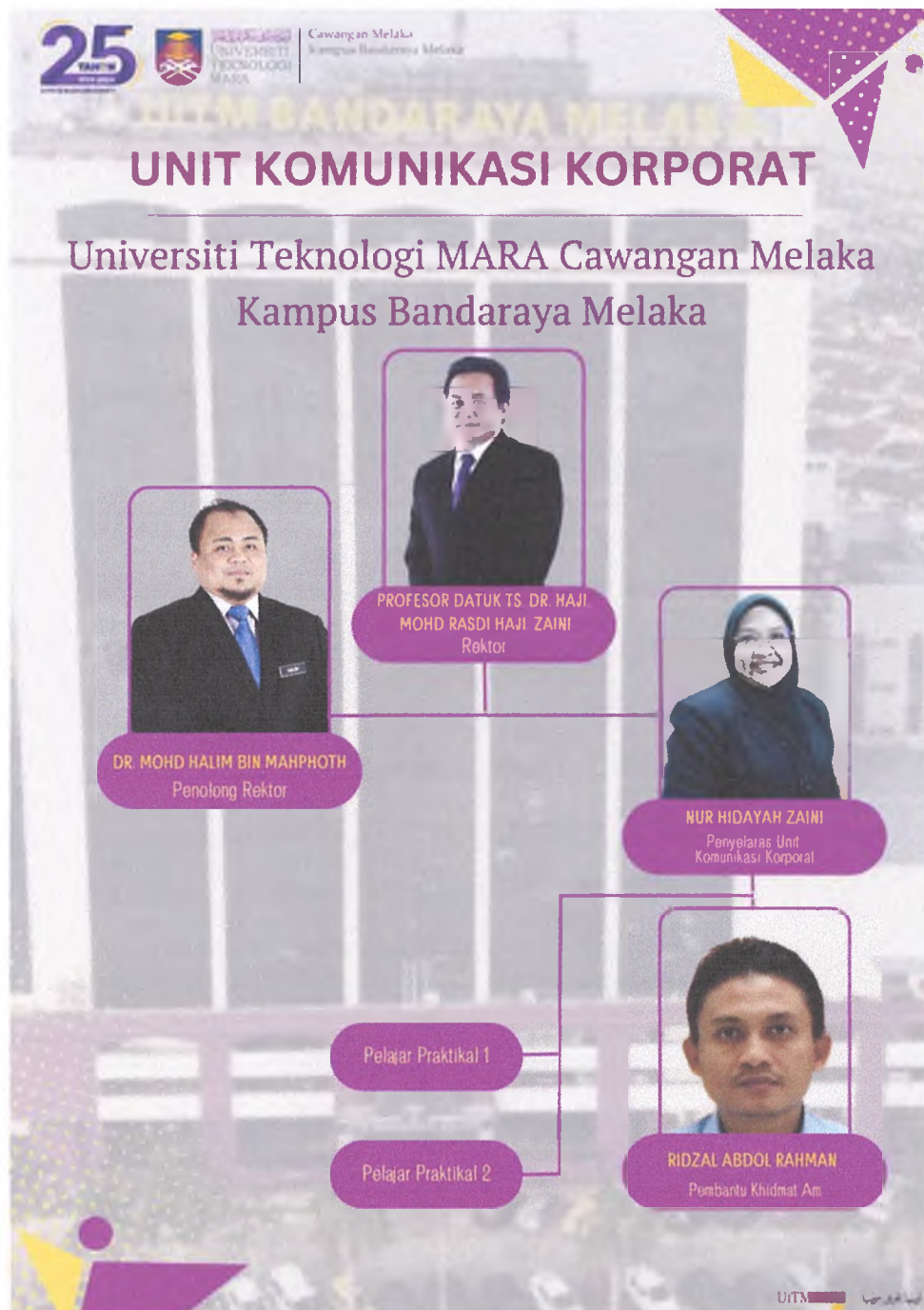


Figure 4 : Organizational Chart of Corporate and Communication Department

OBJECTIVES

The Corporate and Communication Unit is responsible for upholding UiTM's reputation, managing its image, and developing partnerships with key stakeholders. As an intern, I helped the department reach its goals by actively supporting its daily operations and core focus, which is arranging university events.

1. Providing Key Communication Services and Support for Customer Satisfaction One of the department's main goals is to ensure that communication services are supplied successfully and efficiently. As an intern, I helped manage application forms for event-related demands including souvenirs, equipment loans, and photographers. By optimising these processes, I helped to ensure easy communication and fast responses, resulting in increased customer satisfaction.

2. Upholding UiTM's Corporate Policies and Guidelines. Adherence to UiTM's corporate image and branding criteria is critical to maintaining the university's reputation. I actively supported this by checking the designs of posters, banners, bunting, and certificates to ensure they were consistent with the university's branding guidelines. This endeavour necessitated a strong eye for detail and a deep comprehension of the institution's policies.

3. Building Strategic Relationships with Stakeholders Establishing and sustaining positive relationships with stakeholders is another essential goal of the department. I helped with event coordination, especially for events featuring significant persons such as the Rector and Assistant Rector. My position involves taking professional images to document these events, which helps to improve relationships with internal and external stakeholders.

4. Promoting UiTM via Official Platforms The unit aggressively promotes university-related information through official UiTM outlets. While I was not directly involved in content creation for these platforms, my role in monitoring and validating UiTM-related newspaper clippings guaranteed that accurate information about the university was consistently tracked and used for promotional or reputational purposes.

5. Supporting Event Management as a Core Focus. The department's primary job is event management, and my role as an intern provided critical support. With limited manpower, I played an important role in all elements of event administration, from administrative preparations to on-site documentation. Despite being the only practical student aiding the department, I ensured that duties were carried out swiftly and effectively in order to fulfil the expectations of the university and its stakeholders.

Through these contributions, I received important hands-on experience while also assisting the Corporate and Communication Unit in meeting its objectives. My participation helped to strengthen the university's reputation, maintain solid stakeholder connections, and assure the successful execution of events and communication plans.

TRAINING'S REFLECTION

As a practical student, I was assigned a variety of responsibilities, including event support, media management, and creative projects. Most notably, I was given the difficult and gratifying duty of creating the 2025 Hari Raya movie, which included filming and editing footage for 20 units and faculties. This internship allowed me to apply my academic knowledge to real-world circumstances while also learning new skills in communication, multimedia production, and event management.

Throughout my internship, I was able to participate in a range of tasks:



Figure 5 : Making Video Hari Raya 2025 with UiTM Staff

1. Creative Video Production My primary aim was to create the 2025 Hari Raya film for UiTM. This work required me to coordinate video shootings with 20 various units and faculties, ensuring that each segment matched the intended celebratory theme while remaining consistent with the narrative. I oversaw the entire production process, from script development and filming to final video editing. This experience helped me improve

my technical skills in videography and editing software, as well as my ability to manage time and resources efficiently.



Figure 6 :Taking photo for programs with the Rector and Assistant Rector

2. Event Documentation Another important component of my job was taking photographs for programs featuring the Rector and Assistant Rector. These high-profile events necessitated a professional and detail-oriented approach to guarantee that critical moments were appropriately captured.

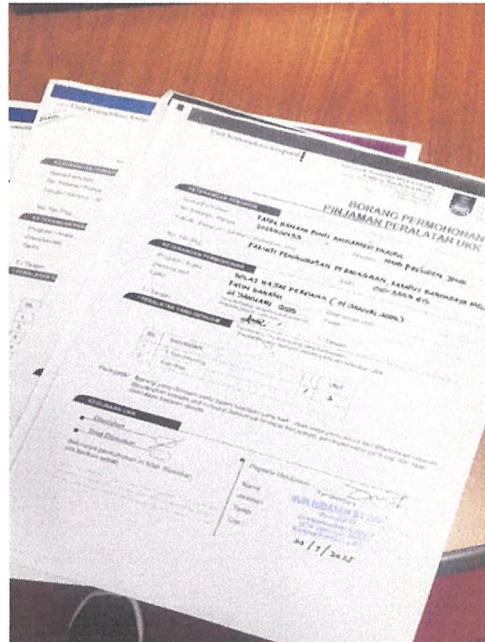


Figure 7 : Application Forms

3. Administrative Support. I maintained application forms for a variety of event-related requests, such as souvenirs, equipment loans, and photographers. This employment honed my organizational abilities and taught me the value of clear communication and effective procedures in guaranteeing seamless operations.



Figure 8 :Reviewing Media Clippings on UiTM

4. Media Monitoring. My daily routine I was in charge of reviewing media clippings on UiTM to gain insight into how the public evaluated the university's activities. This task emphasised the need of monitoring media coverage in order to maintain the university's reputation.



Figure 8 :Checking designs for certificates on Programs

5. Design Review. I checked designs for posters, banners, bunting, and certificates to make sure they followed UiTM's branding requirements. This exercise improved my understanding of company identity and the value of consistency in communication materials.

These projects helped me improve a variety of technical, professional, and personal abilities which is a technical skills including filmmaking, editing, and photography. I became proficient in using

editing tools to create high-quality videos and photographs, which was critical for the Hari Raya video production. Other than that, I improve my communication skills working with numerous units and faculties taught me how to communicate effectively, particularly when it came to scheduling and assuring alignment with project goals. Next, I got through project management juggling various responsibilities, particularly the large-scale Hari Raya video, helped me improve my abilities to organise, prioritise, and execute activities efficiently. In order, I had a creative problem solving which is I frequently face obstacles, such as scheduling video shoots with tight deadlines and editing vast amounts of film. To overcome barriers in these situations, you need to be adaptable and imaginative.

This internship taught me some valuable lessons that will help me in my academic and career endeavours, which is firstly is Teamwork and collaboration are essential when working with multiple stakeholders to achieve a common goal. Next, the importance of attention to detail, especially when designing visual and communication assets for the university. Beside that, how to successfully manage stress and time, particularly while working on high-pressure projects such as the Hari Raya video. Lastly, the importance of following business norms, which assure uniformity and professionalism in all outputs.

Overall, my internship at UiTM was an incredible experience that well beyond my expectations. The opportunity to supervise a large project, such as the 2025 Hari Raya film, paired with other meaningful duties, allowed me to advance both personally and professionally.

SWOT ANALYSIS



Figure 9 :SWOT Analysis

STRENGTH

Working closely with the protocol program, which included top-level leadership such as the Rector and Vice Rector, was one of my internship's most major strengths. This helped me have a better knowledge of formal organisational structures and high-level event management. Another strength was **the extensive networking and contacts I developed with both staff and students**. For example, through joint projects and event planning, I honed my communication and interpersonal skills, which are essential for future professional development. In addition, **my responsibilities included arranging VIP souvenirs, equipment loans, and scheduling photography services for special events**. This role helped me improve my abilities to plan logistics and manage resources efficiently, particularly for high-profile events.

WEAKNESSES

During my internship, I saw a significant weakness in the approval process for student and staff programs. **The head of the unit was in charge of approving applications, which frequently resulted in delays** because the main job is being a lecturer so they need to be hired to the real job description in this position. For example, if a program needed immediate clearance, waiting for the head's involvement could lead to inefficiency. Furthermore, **violations of the application period caused further processing delays**. This task demonstrated the necessity of adhering to deadlines. Finally, **a shortage of personnel experienced in equipment maintenance created operating concerns**. When equipment malfunctioned, the lack of trained workers prolonged downtime, affecting program preparations and event quality.

OPPORTUNITIES

My internship provided numerous opportunities, particularly in the fields of **media relations and publicity**. Engaging with media sources and coordinating promotional activities yielded significant insights on public relations methods. Another big opportunity was to **improve my abilities and grow my professional network**. Collaborating with varied teams helped me strengthen my project management skills and make valuable contacts that will help me in the future.

THREATS

One of the most prominent threats was related to **reputation and brand management**. Managing high-profile events with senior leadership necessitated meticulous planning to avoid errors that could harm the institution's reputation. Furthermore, **variations in policies and practices**

produced ambiguity. For example, fluctuating approval processes and confusing guidelines caused confusion among employees. Finally, **last-minute event requests were a major danger to smooth operations.** When additional events were suggested near their deadlines, the Unit Corporate approval process frequently got rushed, undermining planning quality.

Overall, the SWOT analysis gave me a thorough insight of my internship experience. The strengths I noticed enabled me to obtain valuable experience in networking, event planning, and resource management. However, weaknesses and risks identified areas for improvement in the organization's efficiency and processes. By identifying areas for development, I was able to improve my professional skills and effectively contribute to the team. This reflection will help me develop and grow in my future work.

DISCUSSION AND RECOMMENDATION

The SWOT analysis includes both the human and organisational aspects of my internship experience. Working closely with top-level leadership provided an invaluable opportunity to get insight into organisational structures and event management at the highest levels. Networking and communication skills are critical for professional development (Morrison, 2020), and your exposure to a diverse range of stakeholders will undoubtedly improve my interpersonal abilities. My logistical responsibilities, such as organising VIP souvenirs and managing event resources, align with my core competencies in resource management and event planning (Buhalis and Amaranggana, 2015).

However, the identified inadequacies highlight areas that may limit organisational efficiency. Delays in the approval process due to leadership's simultaneous responsibilities imply a need for enhanced delegation or additional staff to support decision-making. According to Davis (2021), bottlenecks in approval systems may cause operational inefficiencies. Similarly, the scarcity of skilled staff for equipment maintenance highlights the importance of investing in technical training and assistance, since effective resource management has a direct impact on event quality (Kotler and Keller, 2016).

Media involvement and team collaboration provide opportunities for enhancing public relations and project management skills. Effective media relations are essential for reputation management (Wilcox et al., 2020), while cooperation fosters adaptation and problem-solving. However, difficulties such as ambiguous policies, changeable approval processes, and rapid event preparation pose a threat to operational stability. According to studies, clear organisational policies and proactive planning are essential for risk management in high-stakes events (Pizam, 2019).

Implementing a digital clearance system or delegating specific tasks to other capable employees can dramatically enhance efficiency and eliminate delays. Automating some aspects of the process assures timely program clearances and removes bottlenecks that impede productivity (Davis, 2021). By taking this strategy, the institution may speed up decision-making while retaining accuracy and accountability.

Meeting deadlines is another important aspect of operational efficiency. Establishing defined criteria and enforcing stringent application submission deadlines contributes to timely program implementation. Furthermore, organising frequent training sessions helps enhance staff and student understanding of the need of adhering to timetables. This proactive approach promotes a culture of accountability and improves overall workflow management.

Investing in technical training is critical to sustaining operational preparedness. Employees receive customised instruction on equipment maintenance and operation, which reduces downtime and assures a smooth event execution. This investment improves personnel expertise, eliminates technological issues, and results in more consistent event assistance (Kotler & Keller, 2016). Continuous skill improvement immediately improves overall efficiency and quality.

Improving media relations by cultivating strong relationships with media sources and creating a targeted promotional approach for events boosts institutional exposure and reputation. Engaging effectively with media stakeholders increases the effectiveness of projects and improves public perception (Wilcox et al., 2020). A well-planned media strategy ensures consistent messaging and increased reach. Policy clarity and consistency are critical in avoiding uncertainty and confusion within an organisation. Standardising policies and procedures, giving regular updates, and

encouraging open communication ensure that both staff and students understand procedural needs.

Clear guidelines prevent misunderstandings and contribute to a cohesive operating structure.

Finally, proactive event planning is critical for managing last-minute events effectively. Creating contingency planning and schedule buffers protects quality and operational efficiency. Avoiding hasty approvals and maintaining structured processes protects the integrity of institutional initiatives (Pizam 2019). Effective planning increases readiness and adaptability to unexpected problems.

These proposals address organisational inefficiencies and encourage professional development. Implementing these measures will increase the institution's operational capacities, provide stronger support for staff and student initiatives, and prepare the road for long-term success.

CONCLUSION

In conclusion, my 24-week internship at the Corporate and Communication Department of UiTM Kampus Bandaraya Melaka has been a transformative experience, allowing me to apply academic knowledge in a professional setting while acquiring new skills. This internship exposed me to diverse responsibilities, including event management, media documentation, administrative tasks, and creative video production, all of which enhanced my technical, professional, and personal development.

Notably, creating the 2025 Hari Raya film, managing photography for high-profile events, and maintaining administrative processes allowed me to refine my technical abilities in video editing, photography, and resource management. Additionally, tasks like reviewing media clippings, checking designs for branding consistency, and coordinating with VIPs, such as the Rector, Assistant Rector, and JKEN representatives, significantly improved my organizational, communication, and interpersonal skills. These experiences not only strengthened my ability to work systematically but also boosted my confidence in interacting with stakeholders across various levels.

Furthermore, the internship highlighted the importance of teamwork, attention to detail, and proactive problem-solving in ensuring operational efficiency. While challenges such as delays in the approval process and limited technical staff were observed, these provided valuable lessons in adaptability and highlighted opportunities for organizational improvement.

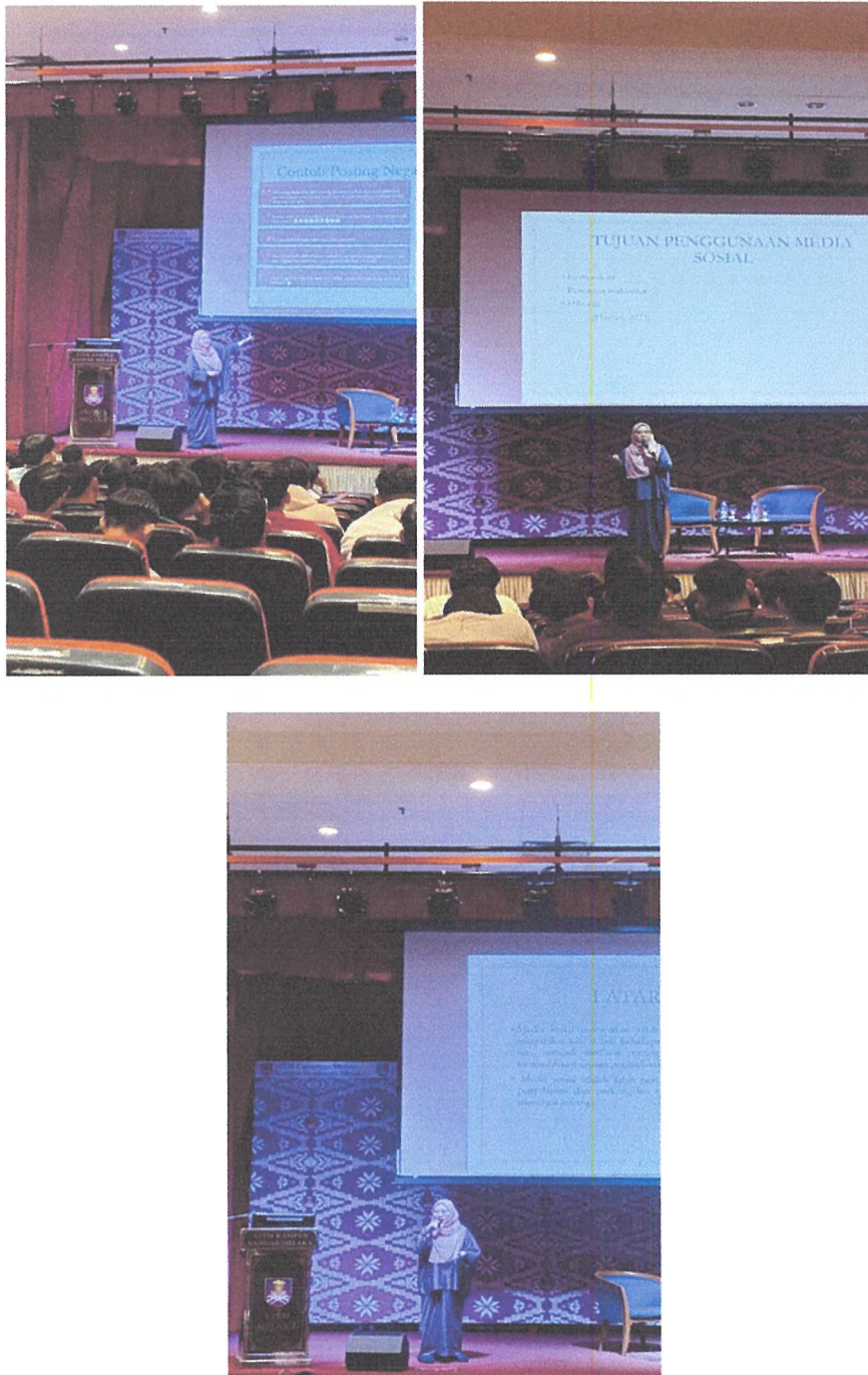
Overall, this internship has been an incredible opportunity to grow both personally and professionally. It has instilled in me the confidence to take on future challenges and inspired me to pursue a career in a dynamic and collaborative environment like the Corporate and Communication Department. I am deeply grateful for the guidance and support from my supervisor, colleagues, and the department as a whole, which made this journey an enriching and rewarding experience.

REFERENCES

- i. Buhalis, D., & Amaranggana, A. (2015). Smart tourism destinations enhancing tourism experience through personalization. *Journal of Travel Research*.
- ii. Davis, R. (2021). The impact of workflow efficiency on organizational performance. *Management Review*.
- iii. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- iv. Morrison, R. (2020). Networking strategies for career advancement. *Journal of Professional Development*.
- v. Pizam, A. (2019). Event risk management: A critical factor for success. *Tourism Management Review*.
- vi. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2020). *Public Relations Strategies and Tactics*. Pearson.

APPENDICES

- SLOT MEDIA COMMUNICATION WITH PUAN NUR HIDAYAH BINTI ZAINI



- JOURNEY OF MAKING VIDEO RAYA 2025







- A TREASURER VISIT FROM UTM SHAH ALAM TO UTM KAMPUS BANDARAYA MELAKA







- A SCHOOL VISIT FROM SMKA PAHANG FOR A BRIEFING OF UNIVERSITY







- MAJLIS ANUGERAH DEKAN SESI MAC - OGOS 2024









- PROGRAM AKREDITASI UiTM CAWANGAN MELAKA









- PUT UP THE FLAG OF NATIONAL MALAYSIA AND MELAKA AROUND KAMPUS BANDARAYA MELAKA FOR INDEPENDENCE DAY



