



اَوَّلُ سَبِيلٍ تَكُونُ لِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



**FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF
BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT**

INDUSTRIAL TRAINING REPORT (HRM666):



AKADEMI LAUT MALAYSIA

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SUBMISSION DATE:
1st February 2025



EXECUTIVE SUMMARY

Industrial training involves the placement of students within a working environment to acquire supervised practical training in the industry sector prior to the award of a bachelor's degree. It is based on learning by practice, whereby students put into practice the theories and academic concepts learned into real situations. The industrial training program is aimed at field exposure for students within natural work environments, while at the same time improving their skills and knowledge within their respective professions.

This report highlights my industrial training experience as an intern at Akademi Laut Malaysia, or ALAM in its shorter form, over a period of 24 weeks. This report is dedicated to portraying the process involved in industrial training within the given time frame of 24 weeks, during which industrial experiences include: having to work with many people, learning to fit into actual working environments, and amassing knowledge and skills with respect to work and personal development. My induction into industrial training started on 12th August 2024, and this was regarding an order by the Manager of Human Resource & Administration, under the care of Miss Zulaikha Binti Zulhaidi, Executive Human Resource & Administration. Within these 24 weeks, I have worked as a Human Resource Intern focusing on training and development, performance management, giving an opportunity to do recruitment process, monitoring filings, and writing letters such as memo, non-purchase order payment, verification, and certification letter of staff. This report will also include information on ALAM, such as its history and some of the activities it has undertaken in this company.

This report on industrial training includes some vital data such as my updated resume, company profile, training experience, SWOT analysis, discussion, recommendations, and conclusion. The company's competitive position, inclusive of its strengths, weaknesses, opportunities, and threats, will be assessed by doing SWOT analysis. The report will assess my performance throughout the industrial training when watching the organization conduct SWOT analysis, analysis of performances, and make concrete recommendations for future improvements.

SURAT KEBENARAN

Tarikh : 1 Feb 2025

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Maklumbalas (/)



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Tajuk Laporan	INDUSTRIAL TRAINING REPORT	Nama Syarikat	AKADEMI LAUT MALAYSIA (ALAM)

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Yang Benar

Nama Pegawai : ZULAIKHA ZULHAIDI
Jawatan : Executive
No. Tel. : Human Resource & Administration
No. Faks : Akademi Laut Malaysia

Cop jabatan/organisasi:



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ACKNOWLEDGEMENT



Alhamdulillah, first, I would like to thank God for finally being able to complete this project assigned by the lecturer. This activity was completed with He guides us on how to complete this assignment to generate a positive conclusion from the research that was studied.

Let me take this golden opportunity to give my profound gratitude for the fact that I am given the opportunity to undergo my industrial training here at Akademi Laut Malaysia. Most importantly, to my industrial supervisor, Miss Zulaikha Binti Zulhaidi, Executive Operation & Services of HR & Administration, I thank her for guiding me throughout the whole period of the training. Not forgetting to all the staff in Human Resource Department, Mr. Roslan, Madame Kazlina, Madame Aishah, and Mr. Syukri, for making conducive and inclusive environments. The organizational collaborative and friendly culture have truly made me feel part of a family and enabled me to involve myself in several projects and works. Their knowledge and willingness to share have been instrumental in broadening my perspective and deepening my understanding in the industry. I am indeed blessed to be able to learn from such experienced professionals.

I would also like to express my deepest gratitude to my university advisor, Miss Amizatul Hawariah Binti Awang, who assisted me with the writing of this report. Without her follow-up and support in continuous ways, this report would never have been the same.

Lastly, I would like to thank my family for spiritual and financial support and to my fellow friends, who keep in contact with me, never stop reminding me to be honest and trustworthy during my internship training here. It comforts me all the time, knowing that everyone is willing to have one another's back to complete the internship training.

ALESSA SYAHIRA BINTI NORAZMAN



SUMMARY/OBJECTIVE

I aim to land an independent career in human resources, utilizing the skills from my Human Resource Management degree. I seek practical experience in HR tasks like training & development, performance management, recruitment, and employee relations from my internship programme. I'm a dedicated, detail-oriented person with excellent communication skills, eager to grow in the HR field.

EDUCATIONAL BACKGROUND

University Technology MARA (UiTM) Bandaraya Melaka
BBA (Hons.) Human Resource Management | CGPA: 3.35

Mar 2022 - Jan 2025

- Relevant Coursework: Human Resource Management, Recruitment, Training and Development, Compensation and Benefits, Performance Management, Employee Relations.

UiTM Affiliated College - Kolej Widad Kuantan Pahang
Diploma in Office Management and Technology | CGPA: 3.67

July 2019 - Feb 2022

MARA Junior Science College Johor (MRSM Muar)
Sijil Pelajaran Malaysia (SPM)

Jan 2014 - Dec 2018

WORK EXPERIENCE

Internship | Akademi Laut Malaysia (ALAM)

Aug 2024 - Jan 2025

- Coordinated and managed staff training programs, including handling nominations, liaising with trainers, and facilitating HRDC grant applications.
- Supported recruitment efforts by contacting shortlisted candidates, confirming their interest in interviews, and discussing salary expectations.
- Assisted lecturers and teaching staff in applying for and renewing teaching permits, ensuring the submission of required documentation and processing permits in the system.
- Processed non-purchase orders for various payment requirements, ensuring timely financial operations.
- Managed staff apartment arrangements, processing tenant requests and handling move-in/out logistics.
- Maintained and organized filing systems for staff personal documents to ensure compliance and confidentiality.
- Provided administrative support for F&B orders for company events held at ALAM.
- Monitored and tracked employee attendance, delivering monthly electronic timecards to Heads of Department through the Vector system.
- Sent reminders to staff for OT form submissions and calculated overtime pay accordingly.
- Managed office stationery stock, responding to staff requests and maintaining inventory levels.
- Oversaw uniform stock management and distribution to staff.
- Accurately inputted data and generated reports as required by the department.

Sales Assistant | Grandx Global Sdn Bhd – Byford London, Tropicana Gardens Mall*Mar 2024 - Apr 2024*

- Provided exceptional customer service by assisting shoppers in finding the perfect shoes to meet their needs.
- Demonstrated in-depth product knowledge to effectively communicate features and benefits.
- Utilized strong sales skills to meet and exceed sales targets, contributing to the overall success of the store.

Production Operator | Panasonic Air-Conditioning R&D Sdn Bhd Shah Alam, Selangor*Aug 2022 - Oct 2022*

- Operated machinery and equipment to assemble air conditioning units according to production guidelines, ensuring efficiency and accuracy in the manufacturing process.
- Conducted quality checks and inspections to guarantee the proper functioning of air conditioning units.
- Collaborated with team members to meet production targets and deadlines.

EXTRACURRICULAR INVOLVEMENT

- Corporate Social Responsibility programme at Rumah Kasih Tun Abdul Aziz Melaka.
- Held program for subject Talent Recruitment and Selection for semester 3 students.
- Involve competition International Teaching and Competition 2023 under Personal Financial Planning.
- Training and Development program at SMK Tun Tuah.
- Treasurer of Knowledge Transfer Program in Human Resource Development.
- Exco of program Professional Etiquette for Hoteliers 2024.
- Organize webinar program "Skill sync: Closing the Gap between Employee Abilities and Organizational Demands" for Issue in Human Resource Management.
- Organize program poster competition for Issue in Human Resource Management.

ACHIEVEMENTS

- Won Bronze Award of Virtual Competition in International Teaching Aid Competition (iTAC) 2023.

ADDITIONAL INFORMATION.

Technical skills: Microsoft Word (Advanced), Canva (Intermediated), Videos Editing (Intermediated), Microsoft Excel (Intermediated), Adobe Photoshop (Intermediated)

Language skills: Bahasa Melayu (Native Proficient) and English (Fluent).

REFERENCES

Zulaikha Binti Zulhaidi
Executive, Human Resource & Administration
Akademi Laut Malaysia (ALAM)

Encik Helmy Fadlisham bin Abu Hasan
Academic Advisor/ Senior Lecturer
UiTM Kampus Bandaraya Melaka

2.0 COMPANY'S PROFILE

2.1 Background of Company



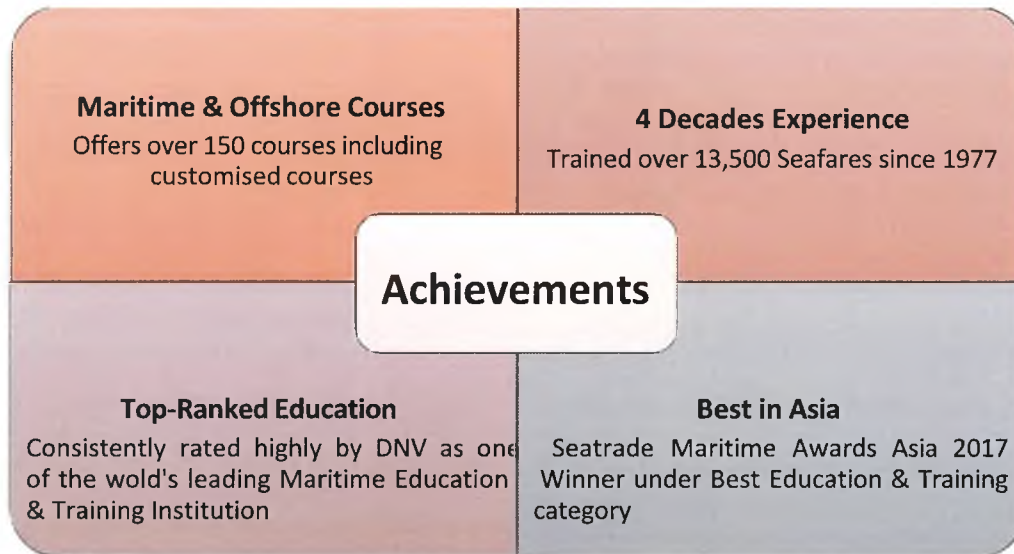
The Akademi Laut Malaysia, also known as the Malaysian Maritime Academy, is one among the maritime training institutions originating from Kuala Sungai Baru, Malacca, Malaysia. Its imposing structure sits on a 67-hectare campus and offers several training courses to many individuals desirous of becoming seagoing personnel. The academy first came into existence in 1977 and gradually grew with time and recognition among the maritime-related institutions. Presently, the academy is a wholly owned subsidiary of MISC Berhad, one of the largest shipping conglomerates in the world. On its part, MISC Berhad is owned by PETRONAS, Malaysia's leading corporation in the field of oil and gas. Thus, the ownership structure has so far allowed the Malaysian Maritime Academy to tap into the vast repository of industry knowledge and resources generated by both MISC Berhad and PETRONAS.

ALAM is the fast-emerging leader in the field of MET, and the education system in the Academy is probably amongst the most rewarding in the region as it combines professional regimentation with an exact educational environment. ALAM's 'holistic' system combines classroom instruction, hands-on professional training, and the development of 'soft' skills and values.

Being a maritime academy, it's probably filled to the brim with various classes and courses pertinent to seafaring and merchant marine operations-training of deck officers, marine engineers, navigational and engineering cadets, to name but a few. Equipped with probably all the facilities for training and studying, it certainly educates thoroughly and hands-on.

Currently, ALAM offers over 156 courses related to maritime, including mandatory STCW courses, marine engineering, and nautical diplomas, as well as bespoke courses requested by the maritime industry. The active involvement of ALAM in IMO and other MET standards groups enables it to keep its programming current. ALAM has also established relationships with many prestigious MET institutions in the Philippines, South Korea, France, Singapore, China, Brunei, and the United States of America.

2.1.1 ALAM Achievements



2.1.2 ALAM Recognition & Licensing Bodies



2.2 Vision, Mission, Objective, Goal

ALAM VISION

To consistently provide better education and training in shaping the next generation of global maritime leaders

ALAM MISSION

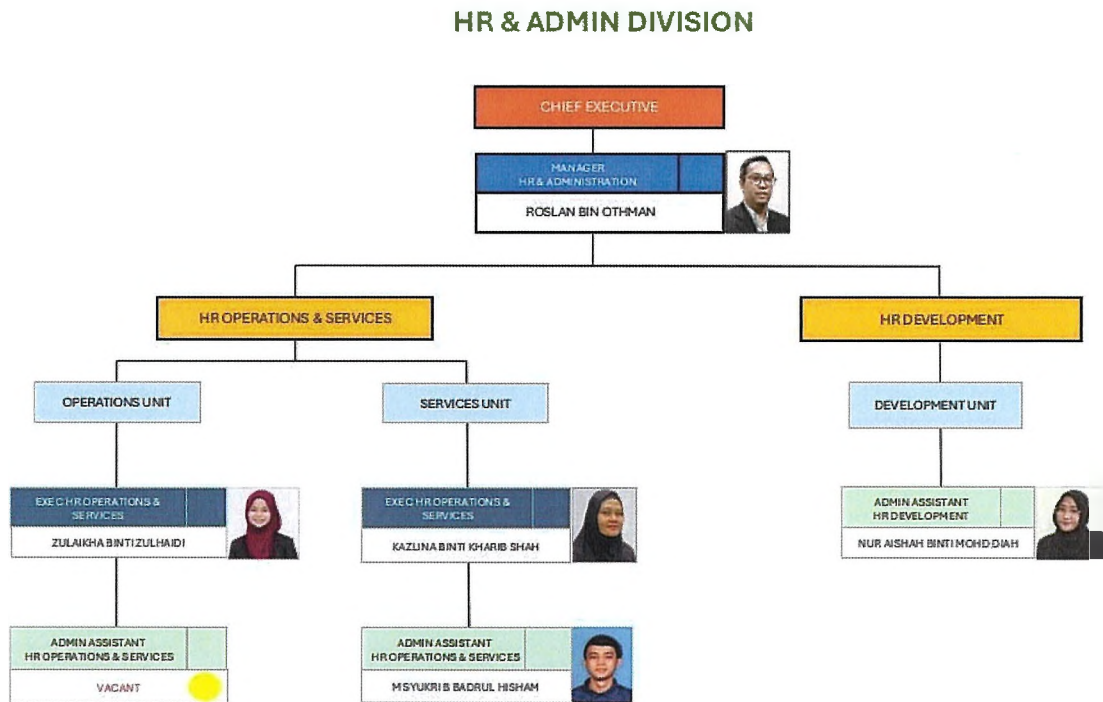
- To exceed the expectations of our customers
- To promote individual and team excellence of our employees
- To create a positive difference in the lives of communities
- To care for the environment and operate responsibly
- To drive sustainable value for our shareholders

ALAM OBJECTIVES

- To provide an opportunity for school leavers with quality skill training.
- To create opportunity for graduates to find their careers after completing skills training and to face the challenge in the working environment.
- To produce manpower which are prepared for the high technology industry.
- To enhance skill level for industrial workers in industry sector.

2.3 Organizational Structure

2.3.1 Organization Chart of Human Resource & Administration



3.0 SERVICES OFFERED IN ALAM

ALAM's education service **provides several qualifications, training, and courses for a complete learning journey for marine courses.** ALAM provides complete curriculum courses to educate graduates for careers as officers, engineers, researchers, and consultants in the worldwide marine industry. ALAM is one of the educational destinations for Malaysian Certificate of Education graduates, offering a variety of maritime degrees. ALAM alumni have the unique option to sail across the world on board a shipping company/maritime organization. Graduates will also receive a reasonable tax-free wage as well as attractive employment benefits. To begin with, ALAM Melaka provides a variety of courses for those who are interested in becoming a deck officer or marine engineer on board a merchant ship. ALAM education services provide five courses namely **cadetship diploma, business & management, ratings, advances post sea and short courses.**



Cadetship Diploma



This ALAM provides a total of **two courses for cadetship diploma**, namely, **Diploma in Nautical Studies and Diploma in Marine Engineering**. Diploma in Nautical Studies is a program to equip students with the knowledge, understanding, and skills required to serve on board merchant navy vessels weighing over 500 gross tons. This DNS programme will provide the foundation for a candidate to obtain certification as a Watch Keeping Officer on Unlimited Cruises. The duration of this program is three (3) years, divided into three segments. The students enrolled must undergo all the stipulated phases, which are made mandatory by the Malaysian Marine Department's Director General of Marine. A Diploma in Nautical Studies and a Certificate of Competency as a Navigational Watchkeeping Officer shall be issued upon completion of training by students that meet the prescribed pre-requisite requirements.

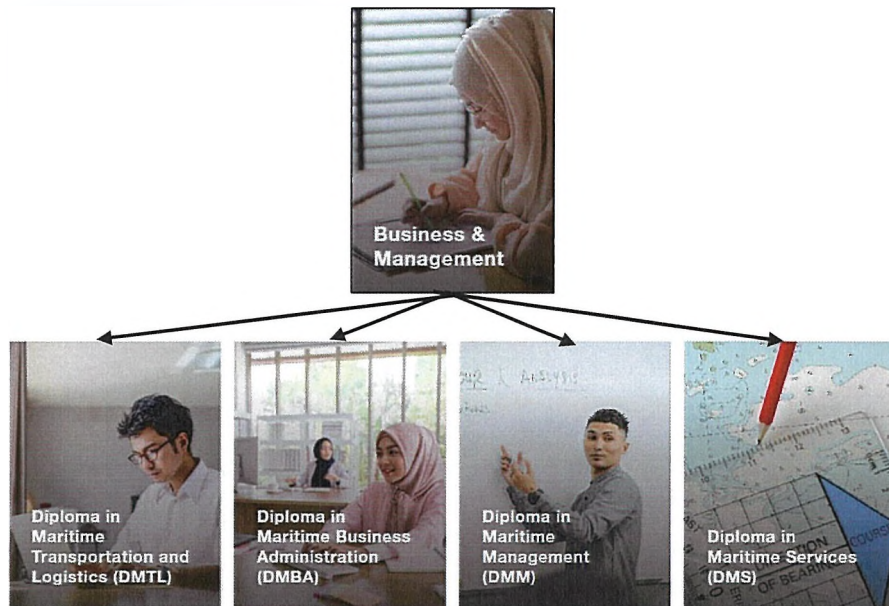
A diploma in Marine Engineering basically encompasses a promising career choice for the students who hold great interest in mathematics and physics along with the drive to pursue careers on open water. The program is designed to provide students with knowledge, understanding, and skills to be certified as a watch-keeping engineering officer on merchant ships with a power rating of 750kW and above for near shore and foreign voyages. By the end of the course, students will have acquired adequate knowledge of the underlying principles to be

observed in keeping engineering watch as prescribed by the Standards of Training, Certification, and Watchkeeping and national requirements, as well as adequate knowledge, comprehension, and proficiency in the performance of duties and responsibilities related to operation, maintenance, and repair. This course will take 3.5 years to complete, divided into 7 semesters. On successful completion of the training and on completion of all applicable pre-requisites, the student will be awarded a Diploma in Marine Engineering and a Certificate of Competency as an Engineering Watchkeeping Officer.

To enter this course, there are several **entry requirements** including, a minimum height of 158cm and a weight of 48kg for male applicants, a minimum height of 155cm and a weight of 42kg for female applicants, good vision (visual acuity 6/6) and having command of Bahasa Malaysia and English in writing and speaking. For the **teaching method** for this course, there will be a blended learning approach to speed up the learning process. This competency-based training will include classroom lectures, tutorials, practical applications, simulations, and, if necessary, laboratory or workshops work.

The sea-phase training prior to getting their Certificate of Competency/ Certificate of Proficiency provided by Malaysia Marine Department is the most anticipated challenge for all future sea-going professionals. The **practical training** for these two courses will occur during the students' final year (semesters 5 and 6) of the Diploma in Nautical Studies (DNS) and Diploma in Mariner Engineering (DME), as part of the diploma module completion. The Malaysian Maritime Department requires at least 365 days of practical training for the validity of the Class 3 Competency Certificate. To assist cadets and ratings undergoing On Job Training (OJT) on-board vessels, a Job Placement unit has been established. This unit's role is to facilitate the sourcing of ship placements for the students, ensuring they have the necessary practical training experience.

Business & Management



For courses in **business & management**, it is divided into four courses which are Diploma in Maritime Transportation and Logistics, Diploma in Maritime Business Administration, Diploma in Maritime Management and Diploma in Maritime Services. For courses of **Diploma in Maritime Transportation and Logistic (DMTL)** it will develop maritime service graduates that are informed, efficient, and innovative, contributing to human capital and serving as a link in maritime-related sectors. This program will prepare maritime service professionals for positions requiring strong leadership, teamwork, and interpersonal skills. With this diploma **career**, students can pursue a rewarding career as logistics operations officer, shipping officer, supply chain officer, warehouse officer, transportation planner or procurement officer. Students will receive complete knowledge and skills in maritime transportation and logistics through this degree, allowing them to make strategic decisions and manage operations successfully.

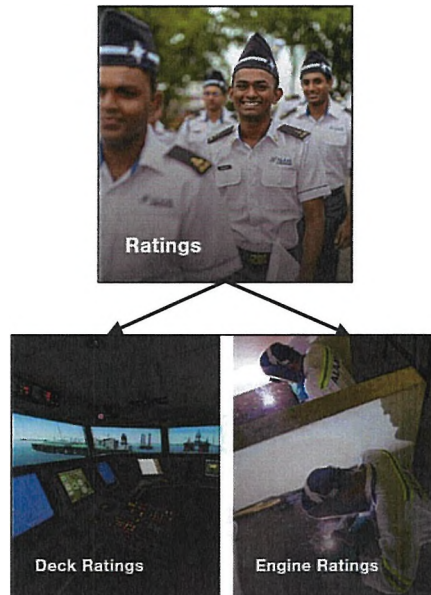
Next, **Diploma in Maritime Business Administration (DMBA)** can create maritime business administration graduates that are focused on the administrative and economic sides of maritime companies, while also offering exposure to entrepreneurship and analytical tools to increase critical thinking, problem solving, and innovation abilities. This program will provide marine business professionals with the knowledge and skills they need to excel in business, management, and leadership positions. This program's **career** can lead to a

successful job as an entrepreneur, broker, business negotiator, ship agent, or business planner. This credential will provide you with a thorough understanding of the maritime business environment, including the most recent industry trends and practices.

For **Diploma in Maritime Management (DMM)** graduates may engage in maritime business operations, have knowledge of information technology, and communicate about maritime management. This program will train marine management experts who will be able to discover and generate future innovations and possibilities in the maritime industry. The aim of this program's career is to enhance the student's leadership skills and provide them with the knowledge and skills for making appropriate decisions, managing resources effectively, and motivating and leading teams to realize their goals.

Last but not least, **Diploma in Maritime Services (DMS)**. DMS is a marine service graduate who is informed, efficient, and innovative, and who will contribute to human capital and be a connection in maritime-related sectors. This career program will prepare maritime service professionals for positions requiring strong leadership, teamwork, and interpersonal skills. A career in this program is ideal for people who excel at communication, public relations, and consulting, as it can lead to a successful career as a customer service officer, operations executive (sea transport), sales and marketing officer, or port operations officer.

Ratings

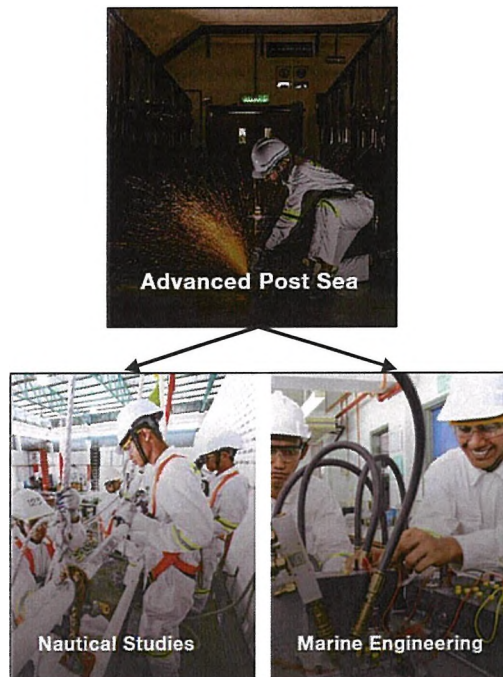


For these **ratings courses**, there are two ratings which are deck and engine ratings. This **deck training** certification course prepares students as much as possible to serve as a deck rating on ships with 500 gross tonnes or more. It also gives students the information and abilities required for navigation supervision, operations or maintenance, and safety under the direct supervision of the master or officer in charge of the navigation watch.

For **engine training** is a short course that prepares students to become certified engine ratings who work as part of the watch in the engine room. Students will also get the necessary knowledge and abilities to conduct routine chores in an unmanned engine room. They will be qualified to service on marine boats powered by 750kW thruster main propulsion machinery after completing this training.

Both courses' **internships** will endure for the final two months of their 13-month SKM Assessment Program. This program offers two certificates which are one for STCW, which is recognized by the Malaysian Maritime Department, and another for SKM Level 3, which is recognized and awarded by the Skills Development Department (JPK). This industry training of at least 10 weeks is in accordance with the Malaysian Maritime Department's standards for the verification of the Certificate of Proficiency (CoP).

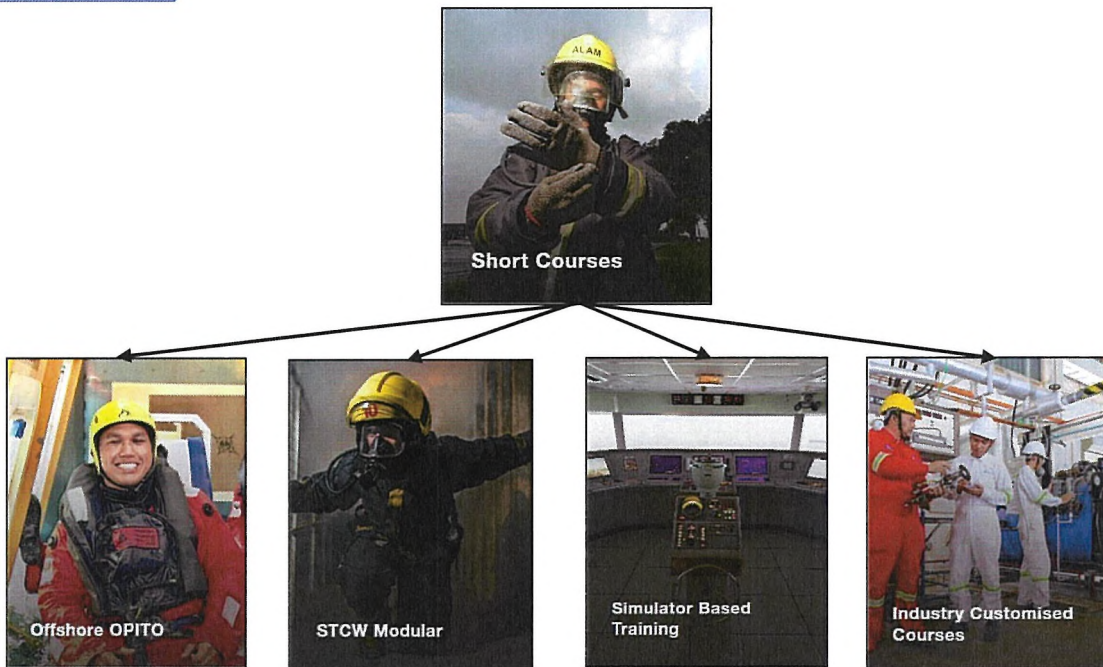
Advanced Post Sea



As for the **advanced post sea** course, it is divided into two courses namely nautical studies and marine engineering. For **nautical studies** courses, ALAM students are prepared for both Class 2 and Class 1 Competency Certificates. Students with Class 2 and Class 1 COCs can become Chief Officers and Masters, respectively, to command various types of ships all around the world. ALAM will train students to excel in the written exam and face the Oral exam administered by the Malaysian Maritime Department over a 26-week term. The Master & Chief Mate on Ships of 3000GT or More (A1MC) and Advanced Diploma in Nautical Studies (ADNS) programs can also be utilized to achieve admission to and completion of different undergraduate and postgraduate degrees both locally and overseas.

For **marine engineering**, it is at ALAM with a comprehensive range of onshore and offshore programs, is the ideal steppingstone for Chief Engineer candidates. The goal of this course is to give students the knowledge, understanding, and skills they need to get a certificate of competency for unlimited sailing and nearshore sailing.

Short Courses



For **short courses**, ALAM offers four courses namely offshore OPITO, STWC Modular, Simulator Based Training, and Industry Customized Courses. For **offshore OPITO** courses, ALAM provides a variety of oil and gas safety courses as well as maritime-related programs. ALAM training has been certified / accredited by national and international organizations such as PETRONAS, OPITO, the UK Nautical Institute, DNV, and IMO, and it complies with TOT, EMSA, the MCA (UK), and the Norwegian Maritime Directorate.

Next is **STWC Modular** courses. STCW is an acronym that stands for "Standards of Training, Certification, and Watchkeeping." STCW was implemented in 1978 to standardize marine training around the world. All seafarers operating on merchant vessels must complete STCW Basic Safety Training, as is now known.

Next, for **simulator-based training** courses, is the ALAM Maritime Simulation and Communication Centre which the next stop for simulator-based training courses, with a Full Mission Ship Handling Simulator with one 270-degree bridge followed by three 120-degree bridges. Simulator-based training aids in the incorporation of cutting-edge technology, compliance with statutory requirements, and the creation of new opportunities for the maritime industry. The simulator is integrated with cutting-edge software that provides high-fidelity environmental and hydrodynamic aspects, creating a realistic marine environment.

Lastly there are **Industry Customized Courses**. ALAM also offers courses tailored to students' interests and needs, building areas there seem suitable to improve your maritime knowledge and skills.

4.0 TRAINING'S REFLECTION

First and foremost, I am thankful for the opportunity to begin my industrial training at ALAM Melaka, one of Malaysia's premier training colleges. The **industrial training period** has been assigned from 12 August 2024 to 24 January 2025. Basically, the ALAM company has flexible working hours, which means they're able to work Monday through Friday from 8:00 a.m. to 5:00 p.m. I was allocated to Human Resource and Administration during my industrial training. The best part is that I have been honored to be assigned to this department, which corresponds to my courses taken during my degree. As a result, I can put the knowledge I gained throughout my education to use at my workplace.

During the Human Resource Department internship, I managed to get myself involved in some **staff development and training projects**. My main responsibility included assisting in the planning and coordinating of all staff training programs. This will include organizing nominations for training sessions, liaising with trainers for smooth operation, and assisting in the submission of the HRD Corp grant to get financing for training programs. I supported the team in planning logistics for such sessions by ensuring that all the tools and consumables were available. In my line of duty, I assured that the staff received the training they needed to advance in their positions and support the company's objectives effectively.

Next, as an intern in the human resource department, I am learning a range of routine tasks, especially **managing the recruiting division**. Getting the "Manpower Recruitment Form" from the department looking to hire new staff is the first step in this training process. I am filling in the Job Street application form with the requirements. In sourcing these individuals, I will be going through resumes submitted in applications and forwarding resumes to the executive and manager to shortlist qualified applicants. After which, I will collect all applicant documents for recruitment proposals that need to be passed on to the HR manager following the completion of assessment by the interview panel. My boss also encouraged me to enroll in the TVET program for hiring purposes.

Moreover, I prepared reports, letters, and memoranda in the human resource division during my internship. I prepared confirmation of employment letters for the staff members who needed them for purposes like seeking housing or insurance, and placement letters when an employee had to be changed from one department to another. I also attended to the issue of teaching permits and their applications and renewals while the member of staff was on maternity leave from October 2024 onwards. In his absence, whatever work needed his attention, be it paperwork and its processing within the system. During my duties, I assisted in ensuring external standards were met, and internal transitions went smoothly.

On top of that, there are many **benefits** that I received and gained during my industrial training in ALAM Melaka. I was provided with my own working space and several accommodations such as personal computer, Wi-Fi, access card, free parking for staff and allowances. Firstly, as per month, **I receive a monthly allowance of RM400**, an office table for daily use. With the allowance provided, I can spend and separate my monthly allowance for transportation fuel fee, food, and saving.

For the **knowledge and technical skills**, I got an opportunity to learn about their system which is **Human Resources Information System (HRIS)** that is used to collect and store data on an organization's employees. In the system, I learned how to enter several types of data, especially for performance management, learning & development, and more. In this system, I learned how to collect time and attendance data from employees. This is especially important for shift workers who must frequently clock in and out. Fundamentally, this information used to be prepared and distributed the payroll orders of all employees. Nowadays, fingerprints or cards synchronize with the HRIS in an employee's signature. It ensures the correct arriving and leaving timing. Any obstacle regarding delay becomes obvious.

I have also been very privileged to **manage and participate in a two-day-one-night team-building event outside the company at Amverton Cove, Selangor**. As the fees were channeled by HRD Corp, I had been tasked to manage the fees and helped organize the games and activities to make sure everything was all right and that everyone had a great day. I was also **being put in charge of emceeing internal events**, such as staff meetings and town halls, within ALAM. Interacting with the staff and being able to ensure the events ran smoothly really gave me that boost of confidence to be in front of an audience.

I was also entrusted to assist the VIPs from Malaysia International Shipping Corporation Berhad, MISC Berhad, being the parent company of ALAM, during the organizing of Convocation Day in ALAM. I played a supportive role to ensure that their visit would run without any problems and that everything ran smoothly in conjunction with the other personnel-in-charge.

Besides, the job gave nice insights into a work environment about practical applications, especially in education, which was always one of the fields to which I have wanted to turn for more cognitions. Accordingly, all the experiences helped to develop self-confidence because each work assigned was included in my responsibility list and had to be properly completed. I have further been engaged in some activities with external partners, especially in recruitment, and with colleagues in various departments for effective gathering and processing of information.

SWOT ANALYSIS

The Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis is an important matching tool that helps to evaluate Akademik Laut Malaysia (ALAM) Melaka.

STRENGTHS

S

- High Reputation
- International Recognition & Accreditation

W

WEAKNESSES

-

Limited Manpower
Over-reliance on
Traditional Methods

OPPORTUNITIES

O

- Career Opportunities for Students
- Growing Maritime Industry

T

THREATS

-
-

Competition from
other Institutions
Changing Maritime
Laws & Regulations

6.0 DISCUSSION

The Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis is an important matching tool that helps to evaluate Akademi Laut Malaysia (ALAM) Melaka. There are two dimensions of SWOT Analysis which are internal and external factors. Internal factors consist of the Strength and Weaknesses of the company. Meanwhile, the Opportunities and Threats are external factors that are influenced by environmental factors.

6.1 Strengths – High Reputation

Discussion

Features that give value to the firm set it apart from its competitors since they are viewed as a strength that the company can employ to achieve its goals. First and foremost, the strength of Akademi Laut Malaysia (ALAM) is **high reputation**. Akademi Laut Malaysia has an outstanding performance record to be one of the finest maritime academies within Malaysia. It is meant to give nothing but high-quality maritime education and training. This is because Akademi Laut Malaysia, generally known as ALAM, was established in Malaysia and has been offering quality training for more than 30 years. ALAM is Malaysia's only fully integrated maritime training provider, and it also holds the top 10 in the world ranking of the maritime course. ALAM has trained over 10,000 seafarers and still attracts a great number of Indian students every year. The courses available include maritime management courses, simulator-based training, pre-sea courses, and advanced post-sea courses. ALAM's graduates are employed by leading shipping companies in Japan, Australia, and Singapore. According to TJ Kiely (2022), creating a good reputation requires careful effort, sometimes taking months or even years to establish. On the other hand, a business's reputation can also be demolished in an instant, and it's a long road to rebuilding.

6.2 Strengths – International Recognition & Accreditation

Discussion

The next strength is ALAM is known based on **international recognition & accreditation**. Of all, Akademi Laut Malaysia or in short ALAM is considered as one of the leading maritime training institutions in Malaysia as it is reputed for its broad and internationally recognized training programs on maritime professionals. Founded in 1977, ALAM has trained thousands of marine professionals in a broad range of onshore and offshore activities. It has established a solid reputation for itself in this training. The institution provides more than 156 courses related to maritime studies, which comprise the crucial STCW classes, diplomas in marine engineering and nautical studies, and specialized education in distributed control systems. With a worldwide outlook, these courses ensure that graduates are ideally suited for careers in the global maritime industry, as officers, engineers, researchers, and consultants. The courses of ALAM hold accreditation from several esteemed organizations, including the International Maritime Organization (IMO), which adds to its international credibility.

6.3 Weaknesses – Limited Manpower

Discussion

One of ALAM's weaknesses is it has limited manpower which also means working remotely in the small team. It is very usual to find workers playing multiple roles, which adds to the workload. It, too, makes it difficult to stay on top and leads to stress and burnout. Eventually, all the responsibilities are difficult to catch up with; this, in turn, may lower the level of overall productivity and quality of work. In the long run, that will result in problems with the well-being of the employees and lower efficiency regarding the organization's goals. Being in a small team, there is limited opportunity for collaboration and support; this leads to social isolation and solves difficult problems. If continued over some time, the imbalance will result in low morale and a decrease in job satisfaction hence possibly leading to a high rate of turnover and overstretching of the team further. It is now high time for ALAM to start thinking of increasing its workforce or devising other methods in road and responsibilities sharing so as not to burden the employees excessively.

6.4 Weaknesses – Over-reliance on Traditional Training Methods

Discussion

The basis of one of the important weaknesses of ALAM is the overdependence on conventional techniques, which can be burdensome and less engaging for the effectiveness of any training. Conventional learning performed in a classroom does have its merits, but it may not fully adapt to the needs of students in this fast-paced, technology-driven world. A complete dependence on lectures face-to-face and resources on paper sometimes engages students inadequately or allows for the accommodation of diverse learning styles. The full potential of digital tools and platforms, by which learning will be more interactive, including games, simulations, and immediate feedback, will also not be fully exploited through traditional approaches. Besides, an ever-developing maritime sector today places an ever-growing demand on new, innovative training methods, such as online learning, blended learning models, and virtual simulation, which may better prepare the students for skills needed in the future. According to a study by Pappano (2012), contemporary learning methodologies, especially those using digital technology, significantly improve learning and make the experience more engaging for students. Without embracing such innovative training methodologies, ALAM risks being at a disadvantage in a world moving rapidly towards complete digitization, where even sectors like maritime depend on rapid advancements in technology.

6.5 Opportunities – Career Opportunities for Students

Discussion

Among the many opportunities presented for ALAM students, some get trained as deck officers or marine engineers in merchant ships. The ALAM institution is identified to be among the best in Malaysia in offering maritime training, as well as international recognition for its education and training, providing a high-level skill and career understanding in the maritime field. For more than three decades, the academy has been offering a wide range of mandatory STCW courses besides special courses for seafarers ranging from cadets to captains and chief engineers. Also, ALAM provides a three-year diploma course in marine engineering with the aim of equipping students with the necessary expertise to become successful marine engineers. As long as Malaysia develops the maritime industry further, this industry demands huge numbers of skillful professionals and workers. As the World Bank, 2021, recorded, the marine industry in Malaysia is continuous. With a government interested in competitiveness at

an increasing rate globally, many career opportunities arise for trained maritime professionals.

6.6 Opportunities – Growing Maritime Industry

Discussion

Each company wants to grow to stay in the market for the longest time or see beyond the next quarter or year. Besides making sure that the goods and services are highly in demand, growing a corporation requires strategically selected intellectual capital and strategic partnerships.

The first opportunity of the institutes in ALAM is to grow the maritime industry. In Malaysia, especially related to the Akademi Laut Malaysia (ALAM), the maritime industry is one of the growing and developing industries. This is because of the training of marine experts by ALAM. ALAM has educated and taught thousands of marine professionals onshore and offshore operations. The academy shall provide students with a broad range of curriculum and courses that articulate the preparation of students for entry into the maritime industry. Also, ALAM is in a partnership and collaboration. ALAM has entered a partnership with DNV which is the shipping classification association for marine professional training, research, and development. This partnership is set up to address personnel demands within the maritime industry on low and zero carbon paths. According to Izyan & Faizal, 2023 for the future sustainability of the shipping industry, there is a requirement for stakeholders to protect themselves from competitive pressures through technologically upgrading, increasing cargo capacity, lessening labor shortage, ensuring sufficient supply of quality labor, boosting performance as well as enhancing regional transport links.

6.7 Threats - Competition from other Maritime Institutions

Discussion

The one great threat which ALAM faces is the increasing competition from other institutions offering similar maritime programs in the country and abroad. ALAM, as one of the leading providers of maritime education and training, faces a threat from institutions that may offer similar programs or have established good reputations in the field of maritime. Such institutions may prove to be an alternative to potential students by offering comparable or even more advanced options for training. This competition has further been increased by the advent of new technologies and learning methodologies, such as online learning platforms and virtual simulations. All these technological developments provide flexible, accessible, and often more affordable learning options that may be appealing to a new generation of students. According to Nornihla (2021), with the increasingly competitive market, institutions should innovate and adapt to the increasing demands of consumers in terms of quality, affordability, and accessibility. Failure to do so may affect ALAM's competitiveness and the pool of prospective students.

6.8 Threats – Changing Maritime Laws & Regulations

Discussion

Other than that, the major threat for ALAM would be frequent changes in maritime laws and regulations. Since the industry is highly regulated nationally and internationally, any changes or updates to these laws directly affect the curriculum and program offered by ALAM. The maritime education has to keep itself continuously updated with new standards, safety regulations, and international conventions. Failure to put up with the changes means that the programs at ALAM will be outdated or non-complimentary, the value of the certifications will be lower, and possibly even the employability of its graduates. Secondly, keeping abreast of such regulations implies constant investment in curriculum development, training of staff, and certification processes-all issues that strain resources. As such, Chang and Yu (2020) consider regulatory changes in the maritime industry a continuous challenge for educational institutions, which need to be responsive for them to keep relevant and competitive.

7.0 RECOMMENDATION

SWOT Analysis is an imperative tool in analyzing ALAM in terms of identification of both the internal factors comprising strengths and weaknesses, and external factors comprising opportunities and threats. Based on the SWOT analysis, it would be recommended that ALAM initiate proactive steps towards overcoming its weak points and avoiding potential threats.

7.1 Weaknesses – Limited Manpower

Recommendation

This is where the solution comes in, with **the inclusion of more permanent staff or even flexible staffing, such as freelancers or visiting lecturers**. In this way, ALAM can distribute tasks more evenly, hence lessening the burden on existing staff and improving productivity in general. The expertise of freelancers or visiting lecturers in specialized subjects may also be utilized to provide quality instruction while staffing costs are controlled. As Smith (2021) puts it, flexible staffing solutions not only allow institutions to manage workloads more effectively but also pave the way to adapt to demands for education that change rapidly, along with keeping pace with industrial changes.

7.2 Weaknesses – Over-reliance on Traditional Training Methods

Recommendation

ALAM needs to increase the digital means in education to reduce overdependence on traditional means of education. For example, integrating virtual simulation, online courses, and other virtual learning platforms in learning will make learning interactive and flexible. By adopting recent trends in educational technologies, ALAM will be able to ensure efficiency in training, enable students to be exposed to realistic settings, and accommodate different learning styles. Johnson and Brown believe that in 2022, the integration of digital learning tools will increase student engagement and make it competitive in using the latest training methods against global trends within the education world.

7.3 Threats – Competition from other Maritime Institutions

Recommendation

For ALAM to be competitive enough to easily outperform its competitors, it should race itself **through a different kind of innovative platform and distinctive programs**. ALAM can establish differences in its curricula by adding specialization courses, state-of-the-art training facilities, and partnership ties with the industry. Furthermore, building relationships with key companies in the industry for practical and career exposure will also provide ALAM with the best position among students. According to Jones and Lee (2021), taking the lead in innovation and providing unique educational experiences are two main strategies of institutions that must be relevant and ahead of the pack.

7.4 Threats – Changing Maritime Laws & Regulations

Recommendation

To align its curriculum and training to the increasing dynamism in the laws and regulations governing the maritime industry, periodic revisions are necessary at ALAM. This involves updating courses with the latest international and national regulatory requirements and keeping all certification up to date. ALAM might also want to set up a unit that will oversee monitoring changes in maritime laws, ensuring that these are strictly followed by industry. As Clarke and Moore (2022) noted, those institutions that respond more promptly to the changes in regulations are better equipped to keep their programs at the required level to prepare their graduates for what is expected from them by industry.

8.0 CONCLUSION

To sum it up, I feel honored because I gained a great deal of experience, information, knowledge, acquired skills, and exposure during my six months of industrial training at Akademi Laut Malaysia (ALAM). During my training at ALAM, I got a lot of experience and knowledge, especially when I was given the opportunity to complete the training process and other development tasks. It is eye-opening to see how real-world chores are handled, and exposure to field and office work is beneficial. My valuable experience and knowledge will be beneficial to my future career. Also, the work environment here is quite satisfying, with all the personnel being very helpful and treating everyone fairly and professionally. I am grateful to my manager and the Human Resource Department employees for the valuable experience and assistance. They also assist me in dealing with some of my flaws and aid whenever I require it. I am grateful for the opportunity to be a member of ALAM for 24 weeks of industrial training.

Overall, the industrial training sessions taught me how to be responsible in carrying out responsibilities and how to learn new things on my own. Furthermore, I completed my training with a positive attitude and experience, and I can certainly claim that my industrial training was an excellent start for me to learn about the real employment sector. Furthermore, I could apply and practice my knowledge that I learned from my degree studies during my industrial training, such as using advanced Microsoft Word, PowerPoint, and Excel. In addition, I can improve my interpersonal, social, and communication skills, especially when dealing with third parties and senior management.

The 6-month internship with ALAM was a wonderful experience. Being an employee is different from being a student since I get to experience a real work environment and routine. I have obtained new knowledge and skills, as well as met many others who have acquired new skills. In addition, I met several of my learning objectives and learnt a lot about human resources. However, I still have a lot to learn because working in the human resources department requires a lot of learning because it is responsible for the entire organization. Not only that, but the internship also provides a platform for me to assess my strengths and limitations to determine which skills and knowledge I need to enhance in the future.

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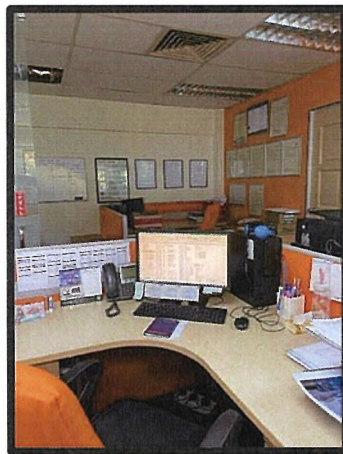
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7.0 APPENDICES



A1 – ALAM Buildings



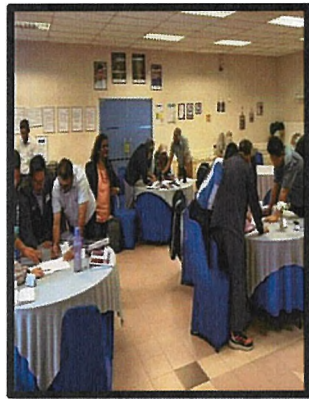
A2 – HR Buildings & Workspace



A3 – New PGCEO Announcement Event



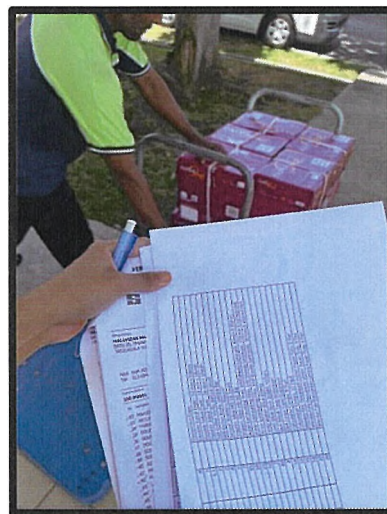
A4 – Being an Emcee for Townhall, Assembly & Ceremony



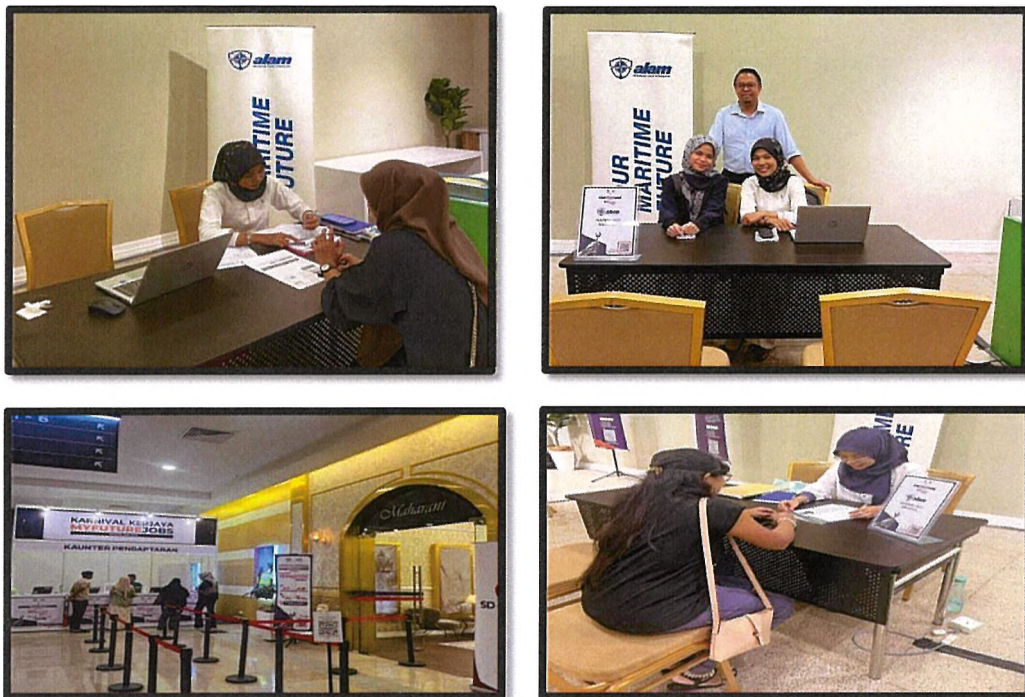
A5 – Monitoring In-house Training



A6 – Filing Personal File



A7 – Count of Stationery Stock Arrived



A8 – Recruitment Process on TVET Program



A9 – In-charge in registration during ALAM Annual Dinner 2024



A10 – HR Staffs