

SCHOOL OF INFORMATION SCIENCE COLLEGE OF COMPUTING, INFORMATICS, AND MATHEMATICS

UNIVERSITI TEKNOLOGI MARA

UITM CAWANGAN NEGERI SEMBILAN, KAMPUS REMBAU

INDUSTRIAL TRAINING

(IMD310)

INTERNSHIP REPORT

"CREATIVE MEDIA AND TECHNOLOGY CMTHUB"

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ABSTRACT

One of the requirements for student to achieve a Diploma in Information Management is to undergo an Industrial Training for 8 weeks which started on 22nd July 2024 until 13th September 2024. Thus, each students need to prepare a report after they done with their Industrial Training, and they also need to present it in front of their designated lecturer which called as supervisor. Students can choose to undergo the training in private or government sectors in any department that suit the course they learned. For me, I have done my Industrial Training in Hab Media Kreatif dan Teknologi (CMTHub), UiTM Shah Alam.

The training refers to work experience that is relevant to professional development prior to graduate. In the report, I have provided a detailed account of my experiences, skills gained, and challenges encountered during the eight weeks of training. This report also highlights the tasks and responsibilities I undertook, which aligned with my academic background in Information Management.

Throughout the training, I had the opportunity to apply theoretical knowledge to practical scenarios, bridging the gap between classroom learning and workplace expectations. My role at Hab Media Kreatif dan Teknologi (CMTHub), UiTM Shah Alam, allowed me to develop critical thinking, problem-solving, and technical skills through real-world tasks, such as designing digital content, organizing records, and managing information systems.

Additionally, the report discusses the organizational structure and work environment at CMTHub, providing insights into the operations of a creative and technology-driven workplace. It concludes with recommendations for improving the efficiency of specific systems observed during the training period and reflections on how this experience contributed to my personal and professional growth.

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CHAPTER 1

1.0 INTRODUCTION

1.1 BACKGROUND OF THE INDUSTRIAL TRAINING PROGRAM

IMD310: Industrial Training is one of the requirements for the award of a Diploma in Information Management by the Information Science Studies, College of Computing, Informatics and Mathematics, Universiti Teknologi MARA.

This course is essential for developing the practical and professional skills required of an information professional. Students will undergo industrial training during the semester break after the final examination of Semester 4. The training should be attended for 8 weeks in any organization handling the organization of information, the access to information, and the ways in which users can interact with the information (preferably information agencies other than libraries).

Students must observe the rules and regulations during the training and prepare a daily logbook record. Upon returning to the campus in Semester 5, students must register for the IMD310 course and complete the industrial training report by the end of the semester. Assessment for the industrial training will be based on industry evaluation (practical and social skills), the industrial training report, the industrial training experience presentation, and the logbook record.

For Diploma in Information Management students, they can go to any company and enter any departments unless the departments are not related with the course they learn like medical, engineering or even dentistry. CDIM110 students are allowed to either choose company manage by the government or a private agency as long it is related with their courses.

The main goal of this industrial training program is to give students early exposure so they may experience real-world working conditions. Students will also discover how the job will be done in order to put what they have learnt throughout their time at university into practice and make it better. For students who will be helping in the next workplace after graduation, this experience is very crucial. The main goal of this industrial training program is to give students early exposure so they may experience real-world working conditions. This experience is especially beneficial for students who have graduated and are transitioning into their next job.

In general, the educational system at many institutions benefits from this industry training program as well. This is due to the fact that the institution itself is unable to offer comprehensive resources, such as labour at building sites or so for full learning objectives, due to high financial expenditures and the periodic expansion of technology advancements.

1.2 PURPOSE AND OBJECTIVES OF THE REPORT

The purpose of this internship report is to make sure lecturer supervisors are aware on what I have done during my internship program. In fact, an internship report summarises and evaluates an intern's experiences during the internship. All works and tasks given by industry supervisors will be shown and recorded here. Thus, lecturers can mark and evaluate my performance as an intern in *Hab Media Kreatif dan Teknologi* (CMT Hub) easily as all tasks I have worked on will be in this report.

The specifics of my work and assignments are included in this report, which also serves the aim of showing the lessons I acquired throughout my internship. The internship report is also where I explain how I reflected on myself throughout my internship, including my abilities, knowledge, and personal improvement. Additionally, this report will demonstrate my proficiency in professional communication with office staff and fellow interns. Additionally, it will demonstrate my readiness for a future job in this field. This report also will help Lecturer Supervisor in evaluate the company internship programs. If it is organized and good for students or vice versa. This is they can immediately blacklist the company that will make harm to the students and are not helpful in giving the students real tasks or works.

Moreover, the objectives of internship report are so that lecturers will see the clear overview of the company organization, the company itself and the role of each department in the company. Another objective is to analyse skills and knowledge gain by students. Thus, will shows that if students apply what they have learn in their class when doing tasks or works given. It also will show if the works they did are related to their courses or almost the similar. This internship report will highlight the problems, obstacles and how they faced them. Either in soft skills or hard skills. Every experienced face by the students will be recorded in the internship report. Thus, that is why internship report is important for every student that have faced internship.

Another objective of this report is to document all activities that have been carried out during the period of industrial training. This report can be used as a reference by prospective employers during an interview. Provide guidance or as reference materials to students after completing their future studies. It will shows how determine is the students when carry out the tasks and works given to them. The report also will show the results of their hard work and how excellence the students is in the works given by the staffs.

Lastly, internship report is mandatory for all students because it help the student develop written communication skills. This report also will serve as an archival record of the internship experience. Hence, give the student an opportunity to reflect on the professional aspects of the internship experience and the skills that were learned.