



اَبُو سَيِّدِي تِكْوَالُو جِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CREATIVE MEDIA
& TECHNOLOGY HUB
Creativity Beyond Possibilities

INFORMATION SCIENCE STUDIES
COLLEGE OF COMPUTING, INFORMATICS AND MATHEMATICS
UNIVERSITI TEKNOLOGI MARA (UiTM)
NEGERI SEMBILAN BRANCH REMBAU CAMPUS

DIPLOMA IN INFORMATION MANAGEMENT (CDIM110)

COURSE CODE:

INDUSTRIAL TRAINING (IMD310)

DURATION OF TRAINING:

22 JULY 2024 – 13 SEPTEMBER 2024 (8 WEEKS)

PLACE OF TRAINING:

CREATIVE MEDIA & TECHNOLOGY HUB (CMTHub)

PREPARED BY:

MUHAMMAD AMIRUL RASYID BIN ROSLI (2022865688)

PREPARED FOR:

SIR MOHD NAIM BIN MOHD NASFI

GROUP: N5CDIM1105H

SUBMISSION DATE: 23 JANUARY 2025

ABSTRACT

This report describes the experiences and lessons learned during an eight-week industry training program at the Creative Media and Technology Hub (CMTHub), Universiti Teknologi MARA, Shah Alam. The curriculum attempted to connect theoretical knowledge to practical applications, with a focus on digital media production, event management, and multimedia content development. The primary responsibilities included generating promotional materials, photographing events, conducting interviews, and using DSLR cameras. The internship helped me improve my technical skills, leadership, cooperation, and problem-solving talents while also encouraging creativity and adaptation in a fast-paced workplace.

The report emphasizes the importance of industry training in providing students with real-world skills and insights, outlines CMTHub's organizational structure and functions, and describes training programs. It finishes with thoughts on personal development, learning results, and suggestions for strengthening CMTHub's operations and internship program. The experience gave the intern excellent professional experience and equipped her for future opportunities in multimedia creation and information management.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION	1
1.1 Background of the industrial training program.....	1
1.2 Purpose and objectives of the report	1
1.3 Significance of Industrial Training	2
CHAPTER 2: ORGANIZATIONAL INFORMATION	2
2.1 Overview of the Organization.....	2
2.2 Organizational structure.....	4
2.3 Departmental Structure and Function	5
2.4 Assigned Responsibilities	5
CHAPTER 3: INDUSTRIAL TRAINING ACTIVITIES	6
3.1 Activities and Task Undertaken During the Training Period	6
3.2 Skills, Knowledge, and Competencies Applied or Developed.....	14
CHAPTER 4: LEARNING OUTCOMES AND ACHIEVEMENTS	17
4.1 Reflection on Learning Outcomes.....	17
4.2 Personal Growth and Development	17
4.3 Achievements During the Internship	17
CHAPTER 5: RECOMMENDATIONS AND CONCLUSIONS	18
5.1 Suggestions for improvements in CMTHub.....	18
5.2 Recommendations for CMTHub	19
5.3 Summary	20
REFERENCES	21
APPENDICES.....	22

LIST OF TABLE AND FIGURES

Figure 1: CMTHub Building	2
Figure 2: CMTHub Location from Google Maps	3
Figure 3: Organization Structure	4
Figure 4: First Week Activities	6
Figure 5: Activities Week 2.....	7
Figure 6: Activities Week 3.....	8
Figure 7: Activities Week 4.....	9
Figure 8: Activities Week 5.....	10
Figure 9: Activities Week 6.....	11
Figure 10: Activities Week 7	12
Figure 11: Activities Week 8	13

CHAPTER 1: INTRODUCTION

Background of the industrial training program

Industrial training forms part of such academic requirements, especially for students pursuing a Diploma in Information Management. This allows the student to make the necessary transition from theoretical to practical aspects of learning within a professional setup. Such training ideally aims at exposure to the real world through scenarios and tasks that are given to the students to develop an understanding of organizational processes, along with the acquisition of relevant skills for eventual employment. Apart from that, it also deals with managing information systems, digital content creation, databases manipulation, and communication flow within an organizational setup for the students of Information Management.

This report is submitted for partial fulfillment of the requirements of my course. My Industrial Training was carried out at Creative Media and Technology Hub, Universiti Teknologi MARA, Shah Alam. It is a hub that enhances the development of creative media and innovates technologies. During my tenure of eight weeks, I got to be a part of different activities and tasks such as event organization, digital media production, podcast recording, and teamwork.

Purpose and objectives of the report

This report serves several purposes:

- To reflect on the skills, information, and experiences acquired during the eight-week internship.
- To document and analyze the work, initiatives, and responsibilities that I completed throughout my industrial training.
- Provide constructive comments and suggestions for improving CMTHub's industrial training curriculum and organizational processes.
- To examine the obstacles encountered, how they were successfully overcome, and how these events influenced my professional and personal growth.