



الجامعة  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Perlis  
Kampus Arau

# INDUSTRIAL TRAINING REPORT (HRM666)

## COMPANY'S SWOT ANALYSIS JABATAN PERKHIDMATAN AWAM (JPA)

1ST MARCH 2024 - 9TH AUGUST 2024

NAME:

SITI FAZNILIS SURAYA BINTI ZAINUL ABIDIN

STUDENT ID:

2021614888

BA243

BUSINESS ADMINISTRATION HONS.  
HUMAN RESOURCE MANAGEMENT

## TABLE OF CONTENT

NO	Title	Page Numbers
	Executive Summary	1
1	Student's Profile	2
2	Company's Profile 2.1 Company Background 2.2 Vision, Mission, Objectives and Goals (JPA and Psychology Management Department) 2.3 Organizational Structure (JPA and Psychology Management Department) 2.4 Services	3 4-6 7 8 9-10
3	Training Reflection 3.1 Roles 3.2 Responsibility 3.3 Tasks 3.3.1 Daily Tasks 3.3.2 Significant 3.3.3 Personalized 3.3.4 Miscellaneous 3.4 Gains and Benefits 3.4.1 Intrinsic 3.4.2 Extrinsic	11 12 12 12 13 13 13 14 14 15
4	SWOT Analysis	16-18
5	PESTEL Analysis	19-22
6	SWOT Analysis Matrix	23
7	Recommendation	24
8	Conclusion	25
9	References	26
10	Appendices	27-28

## **EXECUTIVE SUMMARY**

During my significant internship at Psychology Management Department (BPPs), Jabatan Perkhidmatan Awam (JPA), I was immersed in the department's lively and complex landscape. This internship journey allowed me to get firsthand experience with the complex interplay between academic theories and practical applications, broadening my understanding beyond the limitations of textbooks. I was tasked with aiding in the policy cluster and strategic coordination for the Bahagian Pengurusan Psikologi (BPPs) department. Which required an in-depth investigation of learning numerous abilities to provide psychological treatment to patients, including conducting research, administering assessments, and practicing therapy sessions. I collaborate closely with my supervisor to make sure that I develop the abilities required. It was a hard but gratifying experience that broadened my understanding of the actual applications of human resource elements in psychological management.

This internship experience also gave me insight into the collaborative efforts required for successful event management in government sectors. From internal workshops to external engagements, I watched rigorous preparation and execution, which improved my organizational abilities and demonstrated the value of flawless coordination in reaching targeted results. Throughout the internship, BPPs stood out for its distinctive blend of practical application and scholarly rigor. Interface with management and associate staff at BPPs allowed me to observe the symbiotic relationship between teaching and implementation, providing a comprehensive insight of how theoretical ideas come to life within an organizational setting. In conclusion, my internship at BPPs, Jabatan Perkhidmatan Awam (JPA), was a watershed moment in my executive career. The exposure to real-world applications, combined with various responsibilities, has not only broadened my skill set but also increased my understanding of personal development. I am appreciative for the briefing, priming, and communal environment that marked my internship experience at Jabatan Perkhidmatan Awam (JPA) is a key milestone in my career development.

## COMPANY'S PROFILE

### 2.1 Company Background

#### Jabatan Perkhidmatan Awam (JPA)

The Malayan Establishment Office (MEO), located in Singapore's City Hall, was established on August 22, 1934, marking the beginning of the Jabatan Perkhidmatan Awam (JPA) movement. This Department was relocated to Kuala Lumpur and opened its headquarters at the Federal Building on Jalan Sultan Hishamuddin when the administration moved to Malaya in 1954. The Department must relocate due to an increase in size and function, first to the UMBC Building on Jalan Sulaiman, then to the Sulaiman Building on Jalan Damansara, and finally to Wisma Bernama on Jalan Tun Razak. Several Divisions offering counter services have been situated in Kuala Lumpur city center to facilitate customer dealings, including the Consultation and Records Branch at Wisma PKNS, Jalan Raja Laut, the Training and Career Development Division at the PERKIM Building, Jalan Raja Laut, and the Pension Division at the KWSG Building, Jalan Kampung Attap.



***Figure 1: Jabatan Perkhidmatan Awam located at Putrajaya***

Only in 1993, all parts were successfully gathered when JPA moved to its own erection at JPA Complex, Jalan Tun Ismail, Kuala Lumpur. To facilitate customers in East Malaysia, branch offices of the After-Service Division are opened in Kota Kinabalu, Sabah and in Kuching, Sarawak. On 15 April 2001, by following the government's policy of centralizing all government offices in one location at the Putrajaya Federal Government Administration Center, JPA moved to Complex C, Putrajaya. Three Divisions have moved to the MKN-Embassy Techzone Building, Cyberjaya, namely the Information Management Division, the Psychological Management Division, the Compensation Division and the Internal Audit Unit.

# Vision & Mission



*Figure 2: Jabatan Perkhidmatan Awam Vision and Mission*