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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

MGT666:

Industrial Training Report at Corporate and Communication in UiTM KBM

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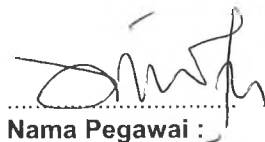
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EXECUTIVE SUMMARY

The report contains an overview of the company and the student intern, a reflective appraisal of the training experience, a SWOT review listing strengths, weaknesses, opportunities and threats, practical recommendations, related suggestions and a brief conclusion. My internship begins on March 3, 2025, and will conclude on August 15, 2025, covering exactly 24 weeks. On arrival I reported to Human Resources on the sixteenth floor and thereafter met Pn. Nur Hidayah binti Zaini, who coordinates UiTM KBMs Corporate and Communications units.



My internship at Universiti Teknologi MARA Cawangan Melaka Kampus Bandaraya Melaka proved exceptionally vibrant, permitting me to apply communication skills across diverse tasks. I coordinated the communication strategy for the campuses Open Day, overseeing the timely design, approval, and distribution of every promotional piece. During these internship, I worked closely with colleagues, soliciting their feedback and proposing creative remedies for unforeseen messaging hurdles. Collectively, the experience sharpened my abilities in content production, project oversight, and stakeholder dialogue while advancing the universitys wider communication goals. Although the placement lacks monetary allowances, it offers a tidy workplace, ample stationery, and free wireless access, resources that enable efficient daily performance.

My placement at UiTM Cawangan Melaka Kampus Bandaraya Melaka proved genuinely transformative, markedly advancing my professional growth. I am thankful for the chance to learn alongside seasoned practitioners while supporting the universitys ongoing communications initiatives. That experience furnished a sturdy foundation for my future career in communication and ignited a deep commitment to wielding the discipline as a force for constructive social change.

294 words



ACKNOWLEDGEMENT



I owe a profound debt of gratitude to En. Faizal Azrul Azwan Mohamed, the academic advisor who anchored my twenty-four-week internship at UiTM Cawangan Melaka Kampus Bandaraya Melaka. His field-tested expertise and habit of asking the right question pushed me to think harder than I thought possible. The painstaking line-by-line edits he offered transformed a rough draft into a report that, for better or worse, now reads like an organized account of what happened. His refusal to let shortcuts pass may have been tiring in the moment, yet it taught me more about professionalism than any classroom lecture ever could.

Pn. Hidayah Binti Zaini, direct supervisor within the Unit of Corporate and Communication, deserves equal credit for anything that went smoothly during the placement. Plenty of tasks felt daunting at first-glossing a press release, curating a social-media thread, even fielding last-minute questions from visiting dignitaries-but her calm, step-by-step explanations steadily built my confidence. Even on days when I stumbled, her patient corrections stopped the mistakes from snowballing. That steady, low-key backing turned a temporary job into a genuinely formative experience.

I am grateful to Encik Ridzal for assigning a wide range of tasks during my stint at UKKo, to balancing those duties with a full schedule is no easy feat. His patient explanations of each step demystified the department's inner workings and turned theory into hands-on practice. Muhammad Afif Mohd Zubir and the rest of the crew deserve equal mention; their steady guidance, pointed advice, and small, everyday acts of assistance never went unnoticed. A workplace culture that encourages questions and shares shortcuts, however trivial, lifts everyone involved, and in this case it certainly lifted me. The team atmosphere, more than any single lecture or manual, pushed me forward and left a mark that will outlast the placement.

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