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MARA

Cawangan Melaka
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Your Bank of Choice



BANK KERJASAMA RAKYAT MALAYSIA BERHAD

REPORT: INDUSTRIAL TRAINING (HRM666)

ALISA SYAFAWATI BINTI MOHD AZRI
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2021102289

EXECUTIVE SUMMARY

An industrial training plays a vital role as it helps students to get a clearer picture of the career world. It is the initial move for students to gain the realistic knowledge, skills, and experience in the real world of work. Internships are designed to provide opportunities for students to equip themselves with valuable experience at the workplace.

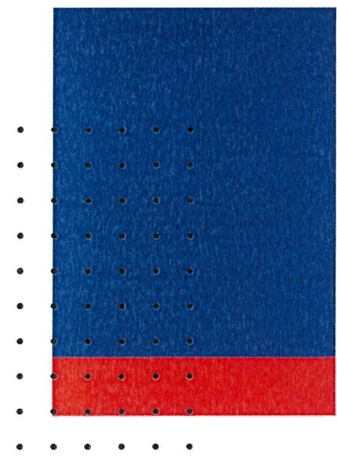
The second part of the report shows an updated resume of the intern according to the latest working experience that she has gained during her internship, while the third part of the report provides an overview of the company's profile. Furthermore, the fourth part covers the training's reflection where the student shares regarding the department she has been placed and the tasks that have been assigned to her.

In addition, the fifth part of the report is crucial as it illustrates the SWOT analysis that has been analysed by the intern herself. This part describes two strengths, two weaknesses, two potential opportunities and two prospective threats of Bank Kerjasama Rakyat Malaysia Berhad.

The next part discusses two recommendations that have been suggested by the intern which she thinks and believes that they would be beneficial for Bank Kerjasama Rakyat Malaysia Berhad to improve which might help to maximize profitability and minimize loss. At the end of the report, the intern shared her final thoughts regarding her 24 weeks of internship at Bank Kerjasama Rakyat Malaysia Berhad.

Overall, the intern obtained valuable knowledge, skills and experience in the workplace throughout her internship with Bank Kerjasama Rakyat Malaysia Berhad, which allows her to put her studies in Human Resource Management at UiTM into practice.

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ACKNOWLEDGEMENT

Bismillahirrahmanirrahim. In the name of Allah, most gracious, most merciful. First and foremost, all praises and special thanks to Allah SWT for showering with His blessings and guidance throughout my journey on completing this report as my individual assignment in HRM666.

I am so thankful and appreciate every single help from Miss Fariha Aiza Binti Ramly. I would like to thank Miss Fariha Aiza Binti Ramly for entrusting me and guiding me to accomplish this task. This task has brought me more exposure to the real jobs in company. I got the opportunity to explore and study more regarding training and development.

Special thanks to my manager, Ratnasari Mohd Damanhuri (Manager, Training Admin), and my supervisor, Mohammad Shazwan Sheridan (Executive, Training Admin) for the valuable assistance throughout my internship at Bank Kerjasama Rakyat Malaysia Berhad. Both of them have extensively helped me to do better in delivering my tasks as both of them regularly give feedback about me for improvements in the future.

In addition, major thanks to my colleagues, the HR clerks, the HR executives, and the HR managers for providing me appropriate guidance as I am still new in this career world. Without their help, I would not be able to deliver the tasks accurately and efficiently. Significantly, they have contributed towards shaping me as a worker who has a better level of confidence.

Not to be forgotten, I would like to thank my course mates and my intern friends for supporting each other. Deepest gratitude to my family for giving constant moral support during completing this internship. Thank you.

UPDATED RESUME



ALISA SYAFAWATI BINTI MOHD AZRI

ABOUT ME

A committed Human Resource student that is looking for a job opportunity in the Human Resource field. Motivated to utilize my knowledge, skills and experience I've gained during my studies and internship to contribute to the success of your company and enhance my self-development growth.

EDUCATION

Univerisiti Teknologi Mara (UiTM) Bandaraya Melaka, Melaka (2021-Present)

Bachelor of Business Administration (Hons) Human Resource Management

CGPA: 3.63

Related coursework: Recruitment and Selection, Human Resource Development, Compensation and Benefits, Performance Development, Business Analytics, Industrial Relations

Univerisiti Teknologi Mara (UiTM) Alor Gajah, Melaka (2018-2021)

Diploma in Business Studies

CGPA: 3.66

WORKING EXPERIENCE

Bank Rakyat, Menara Kembar Bank Rakyat Kuala Lumpur (March 2023-August 2023)

People Sector Intern (Training Admin)

- Related tasks to commitment approvals
- Related tasks to training execution
- Related tasks to payment processing
- Assist in conducting events for Bank Rakyat and representing the People Sector.

AWARDS

Dean's List Awards (2021-Present)

- Received dean's list for three consecutive semesters in Bachelor of Business Administration (Hons) Human Resource Management.

Virtual-Melaka International Intellectual Exposition (V-MIEX) (2022)

- Awarded with Silver.

Virtual Talent Talk Battle 2022 (VATTLE 2022) Series-2 (2022)

- Awarded with Silver.

Dean's List Awards (2018-2021)

- Received dean's list for four consecutive semesters in Diploma in Business Studies.

LEADERSHIPS AND INVOLVEMENTS

Multimedia Exco of Human Resources Society (2021-Present)

- Prepare all the multimedia materials required by all events conducted by HURES.

UPDATED RESUME

- Manage the online platform for virtual events and handle the PA system for physical events.
- Utilize online and physical platforms to advertise the events.

Secretary of 'Changing the Culture: Modern & Hybrid Workplace' (2023)

- Organize documents and paperwork.
- Do a report for the event.

Protocol & External Relations Bureau of 'Program Pembangunan Insan Pelajar' (2023)

- Help to ensure that the event runs smoothly according to the tentative provided by secretary.
- Communicate with the third party, which is the school named SK (P) Durian Daun.
- Distribute messages between the organizer, lecturer, and school.

Head of Multimedia Bureau of 'Malaysia Labour Law Reform: The Good & Bad from Industrial Relations Perspective' (2023)

- Prepare all the multimedia materials required by the event such as poster, backdrop, background music, digital invitation card, and video montage.
- Delegate tasks among members to ensure each of the members contributes.

LANGUAGES

Malay

- Native speaker

English

- Highly proficient

Mandarin

- Basic

SKILLS

Communication

MS Words

Skillful

MS PowerPoint

Skillful

Adobe Photoshop

Beginner

Teamwork

MS Excel

Skillful

Canva

Skillful

Adobe Animate

Beginner

REFERENCE

Mrs. Afzan Nor Binti Talib

Academic Advisor
Faculty of Business and Management
UiTM Bandaraya Melaka
75350, Melaka

NAME:

Bank Kerjasama Rakyat
Malaysia Berhad

Well-known as Bank Rakyat



LOCATION

The HQ of BKRM, which known as MKBR is strategically located at KL Sentral.



BACKGROUND

28 September 1954 is the date of establishment of Bank Rakyat Today, Bank Rakyat is the largest Islamic cooperative bank in Malaysia. It obtains assets totaling RM117.33 billion as at December 2022.

COMPANY'S PROFILE



VISION

Malaysia's No. 1
Progressive Islamic
Cooperative Bank.



MISSION

Enhancing economic
well-being of our
members, customers
and nation.



VALUES

R.A.K.Y.A.T values

ORGANIZATIONAL STRUCTURE

MANAGEMENT COMMITTEE



Dr. Mohammad Hanis Osman
Chief Executive Officer

- Board of Directors
- Management Committee
- Syariah Committee



Ahmad Shahril Mohd Shariff
Deputy Chief Executive Officer, Business



Nor Halmee Zakaria
Deputy Chief Executive Officer, Operations

DIRECT REPORT



Anver Faisal Fadli
Chief Finance Officer



Jufree Seaidin
Chief People Officer



Firdaus Ahmad Faudzi
Chief Strategy and Transformation Officer

BUSINESS



Mohamad Sibtillat Abg. Sepuan
Chief Business Banking Officer



Zulkarnain Toman
Chief Retail Banking Officer



Zakaria Raseeh Abu Bakar Seddek
Chief Treasury Officer

SUPPORT



Abdul Razak Abu Bakar
Chief Credit Administration and Banking Operations Officer



Muzamir Omar CB, CPE
Chief Corporate Services Officer



Adi Azmir Abdul Ghani
Chief Information Technology Officer



Nizam Sani
Chief Marketing and Communications Officer



Rosly Mahamed
Chief Collection & Recovery Officer

CONTROL



Ahmad Shukri Abd Rahman
Chief Risk Officer



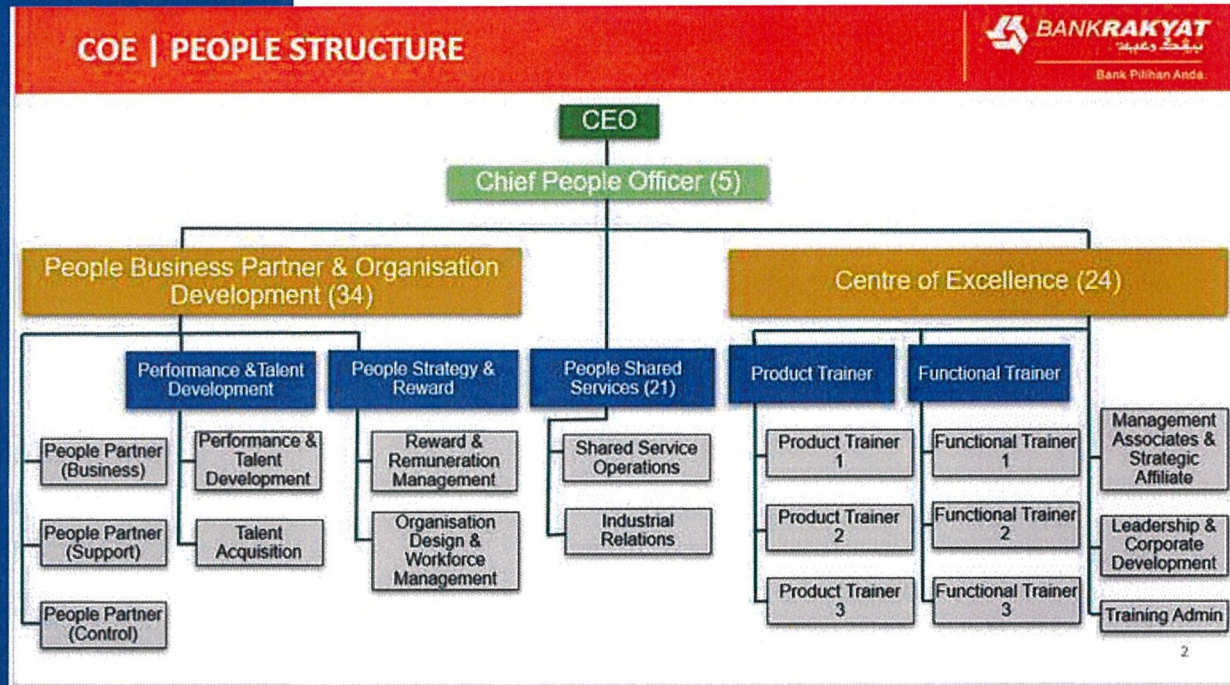
Utaz Mohd Zamreey Abdul Razak
Chief Syariah Officer



Abdul Aziz Md Zin
Chief Compliance Officer

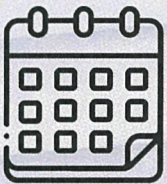
ORGANIZATIONAL STRUCTURE

PEOPLE SECTOR



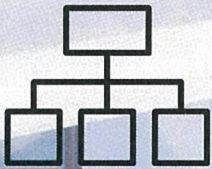
TRAINING'S REFLECTION

The industrial training helped me to gain new knowledge and valuable experience in HR field, especially in training.



Duration

1st March 2023 - 15th August 2023 = 24 weeks
Working Days : Monday - Friday
Time : 8:30am - 5:30am



Department

Training Admin, People Sector.



Responsibilities and Tasks

Common Tasks

- ~ Concept Paper (Overseas Training)
- ~ Commitment Paper (Local Training)
- ~ Training Execution
- ~ Payment processing

Special Tasks

- ~ Internships
- ~ Paperwork (Hotel Panelship)
- ~ Career Ambassador in Career Fair)
- ~ People Structured Program



Gains

Allowance: RM1,000 (per month for full attendance)

Knowledge: Gained knowledge on utilizing myHR system for the training courses that have been conducted and will be conducted.

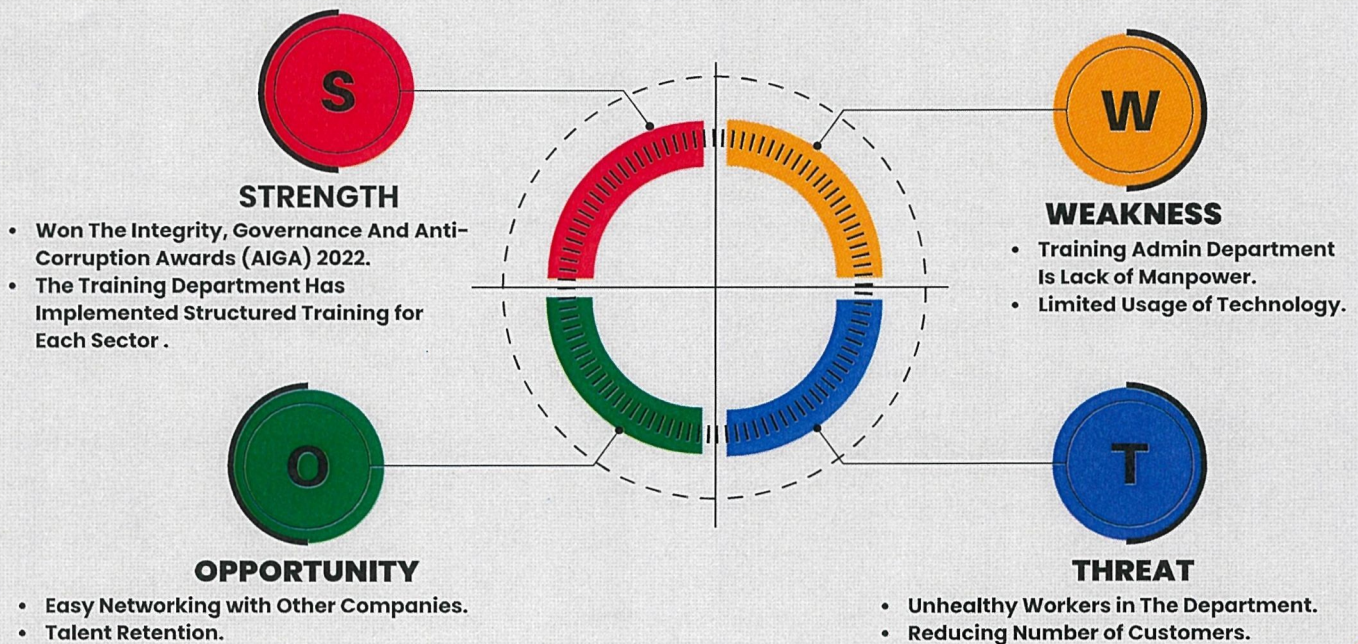
Experience & Skills: The industrial training improve my communication skills, boost my writing skills & helped to level up my confidence level.

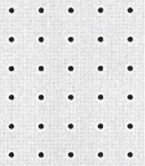
SWOT ANALYSIS

According to Will Kenton (June, 2023) SWOT analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. Based on my understanding, SWOT analysis is tool that can be used by individuals or organizations to analyze four core elements which are strengths, weaknesses, opportunities, and threats. This methodology works for strategic planning as it helps to intensify the strengths, improve the weaknesses, identify the beneficial opportunities, and detect the alarming threats.



SWOT ANALYSIS



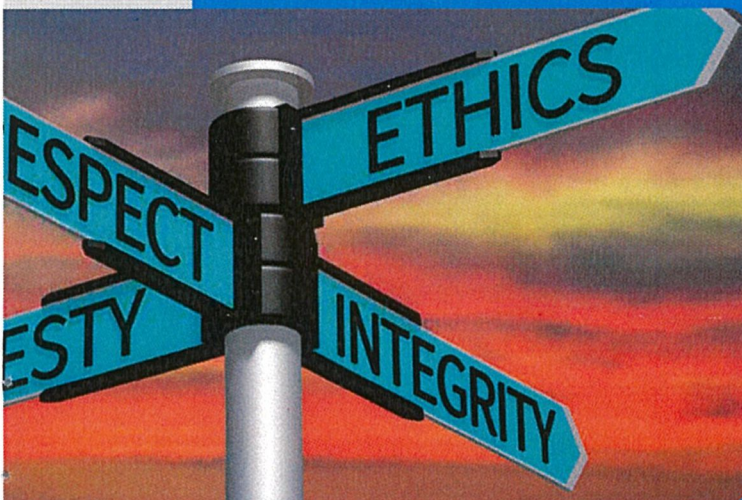


SWOT: STRENGTH 1

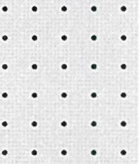
WON THE INTEGRITY, GOVERNANCE AND ANTI-CORRUPTION AWARDS (AIGA) 2022.

Establishing and growing a company that is firm to combat crimes from occurring is not easy. However, BKRM managed to handle it professionally. As BKRM has received recognition of Integrity, Governance and Anti-Corruption Awards (AIGA) in 2022, it significantly helps the organization to gain trust from vital parties such as their employees, and customers as well. In addition, another initiative that has been carried out by BKRM is implementing Whistleblowing Policy to prevent unnecessary risky actions because prevention is better than cure.

Furthermore, BKRM has many compliance departments to ensure that misconduct may be avoided. For instance, Compliance department, AMLA Department, Integrity department, Fraud department and Legal department. as for branches, they have Task Force Officer. Special tasks to prevent fraud at the branches will be performed by the Task Force Officer. It shows that BKRM is dedicated to maintaining the highest standards of integrity and ethical culture in its day-to-day business operations, in which turn inspires trust and confidence In an overview, it provides assurance to the market.



Integrity, Governance and Anti-Corruption Awards (AIGA) 2022



SWOT: STRENGTH 2

THE TRAINING DEPARTMENT HAS IMPLEMENTED STRUCTURED TRAINING FOR EACH SECTOR.



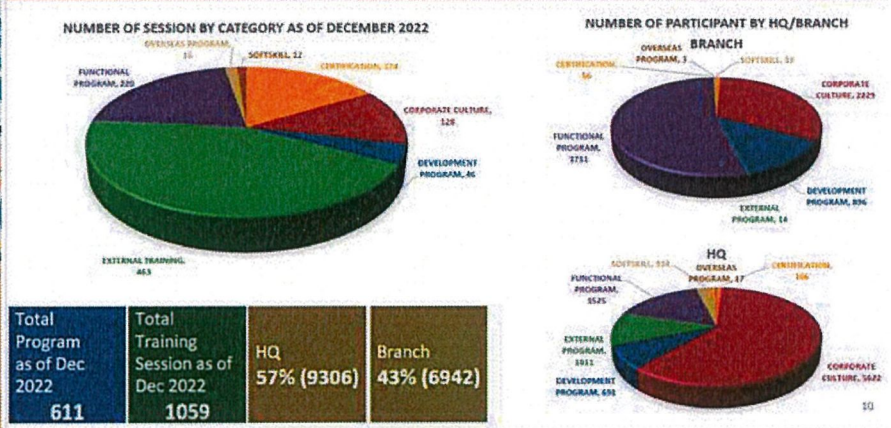
A structured training program is enforced in BKRM for their employees, both at the headquarter and the branches. A sufficient number of training courses have been executed. According to the monthly report of BKRM, it showed that the total programs as of December 2022 is 611 while the total training sessions as of December 2022 is 1059.

The training courses were conducted for every category of employees in the organization including both the non-management positions and management positions. For instance, clerk, executive, manager, vice president and chief.

In addition, the training courses were provided for employees in the headquarter and the branches. As evidence, 57% of the participants were from headquarter while the other 43% were from branches. BKRM is firm with training courses as the organization is aware that training gives crucial impacts towards the organization.



COE | TRAINING PROGRAM 2022



SWOT: WEAKNESS 1

LACK OF MANPOWER.

The placement of my internship is under the Training Admin department. The department currently has 1 manager, 6 executives and 2 clerks. Based on the Training Admin structure, each of them bears a heavy workload.

The department needs an assistant manager to do the neglected tasks that should be done by an assistant manager. Furthermore, the department would fail to operate smoothly without the two temporary staffs. One of them is a clerk and the other one is an executive.



In addition, the temporary staffs have a limitation of access that leads to a slower process of work without any assistance from the permanent staffs.

As for myHR, they are not able to access as an admin which restricts them to create program, add and update participants list, view evaluation of the participants, do cancellation of participants, view participants with pending approval and update cost breakdown based on invoice.

As for HRD Corp, they require assistance for the permanent staffs to do grant application for the training, they require assistance to apply and submit modification, and they require assistance in submitting query of training such as submitting quotation or evidence of training.



SWOT: WEAKNESS 2



LIMITED USAGE OF TECHNOLOGY.

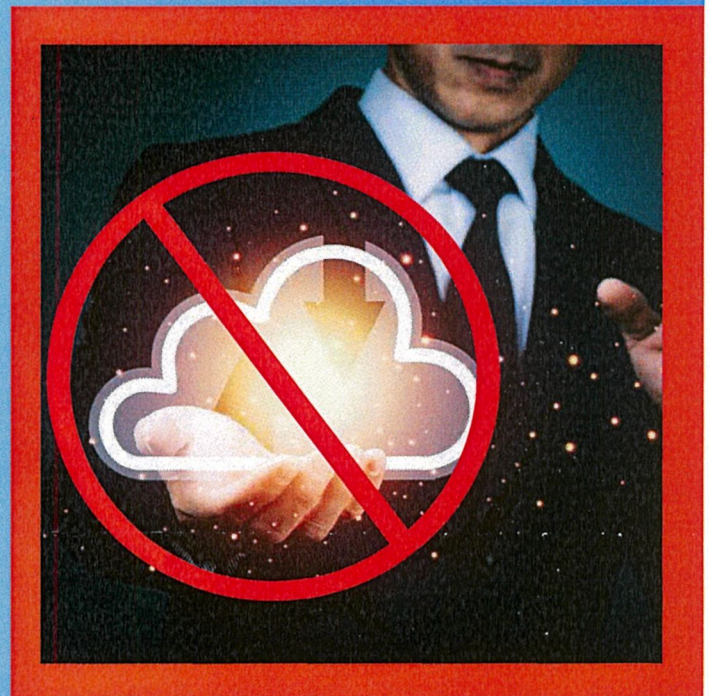
Firstly, customers that intend to register an account still needs to go to the branch. It requires energy and effort from the customers to do so.

Instead of customers need to do registration physically, they can implement a new method where they can do it digitally.

Second, based on the observation of the intern in the Training Admin department, the department is still using the traditional method in training execution.

The employees of the Training Admin department need to put on the signage manually every time training courses are conducted at Tower 1 and Tower 2 of MKBR, instead of fully utilizing the televisions available in Tower 1 and Tower 2 at MKBR to display the details of the training at the respective locations.

The employees who handle the training need to get ready earlier before the training starts. Plus, they also use printed papers to sign attendance. It slows down the process of detecting the attendance of participants. In a nutshell, the process is time-consuming.





SWOT: OPPORTUNITY 1

EASY NETWORKING WITH OTHER WELL-KNOWN COMPANIES.



As BKRM has received recognition of Integrity, Governance and Anti-Corruption Awards (AIGA) in 2022, it significantly helps the organization to network easily and do collaborations with other well-known companies.

In addition, it also contributes to cut or scale down problems regarding rapport and trust from occurring and prevalent which may be harmful for the organizations. On the bright side, the recognition raise a competitive advantage to BKRM.

Eventually, it contributes to sustainable growth as BKRM brings a positive image and good reputation not only to the industry, but to the public as well.





SWOT: OPPORTUNITY 2

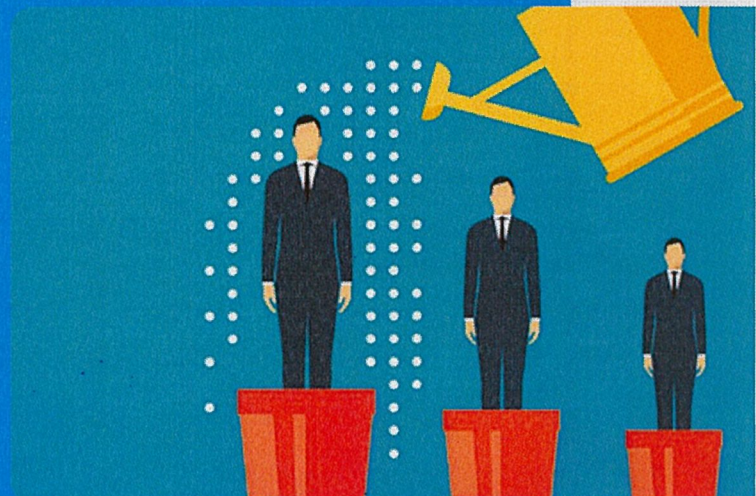
TALENT RETENTION.



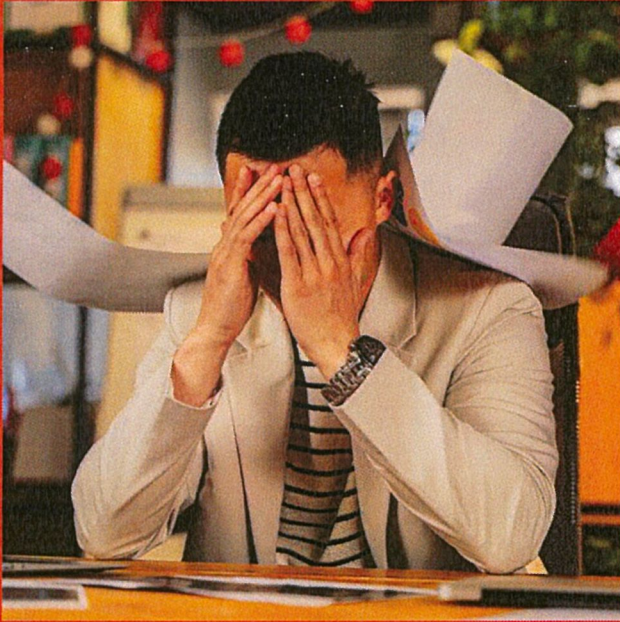
A structured training program is enforced in BKRM for their employees, both at the headquarter and the branches. Consequently, BKRM gets to retain the right talent pool that fits into the right position. This is crucial to prevent mismatch between talent and job position.

The trainings provided play vital role to hone existing hard skills, polish current soft skills, and refine old and new knowledge. Thus, employees are equipped with the requirements needed for the position. Talent retention also encourages promoting from within the organization. BKRM can polish the talent by having reskilling and upskilling training courses.

Furthermore, talent retention helps in building a positive brand image and excellent company reputation. Talent retention also encourages promoting from within the organization.



SWOT: THREAT 1



UNHEALTHY WORKERS IN THE DEPARTMENT.

The employees in the Training Admin department is facing a heavy workload, and it leads to low productivity and unhealthy workers.

This is harmful for the department and in a worse condition, it brings negative impacts towards the organization.

This is because, if the Training Admin department collapses, then the planned training courses will not proceed as no one will do the training execution. In an overview, it may harmfully culminate in a deterioration in productivity, profitability, and reputation.



SWOT: THREAT 2



REDUCING NUMBER OF CUSTOMERS.

Nowadays, customers' preferences trend take a leading role in business. The seller needs to understand the customers.

If otherwise happens, there would be a mismatch between supplier and demand, which can cause wastage and loss to the organization.

Contemporarily, in these modern days, people tend to follow a fast-paced style. BKRM's customers that intend to register an account still needs to go to the branch instead of doing the registration digitally.

Consequently, BKRM might lose their customers due to the low level of satisfaction. BKRM needs to comprehend and prioritize their customers' satisfaction and preferences.

If not, there will be missed golden opportunities to maximize profit which results to organization has difficulty to survive.





RECOMMENDATION 1

INTERNAL HIRING



Internal hiring is encouraged instead of external hiring. Both internal hiring and external hiring offers their respective benefits to the organization. However, based on my observation and SWOT analysis at BKRM, I would suggest BKRM to do internal hiring. There are several reasons why internal hiring is suggested.

According to Mark Samuel (February, 2022) internal hiring helps to reduce costs, both in the perspective of hiring and training. For external hiring, the organization might need to hire recruitment agencies to find the right talent for the right position and pay for costly job postings.

However, it is vice versa with internal hiring as it encourages promoting from within. Plus, the internal candidates might not need the same number of trainings as external candidates do as they already have the knowledge about the organization. This will save money as the organization does not has to spend much on training the internal candidates.

According to Gopakumar Pillai (October, 2021) internal hiring benefits the organizations as it facilitates to diminish the learning curve. As employees that come from the organization, the internal candidates, they require lesser training compared to external candidates. This is because, external candidates are still new and need to grasp knowledge and adapt regarding the organization and workflow. The internal candidates are equipped with a good understanding about the job requirements and comfortable with the organization which enables them to begin their role faster. This significantly helps to shorten and abridge the learning curve.

According to Indeed (June, 2022) hiring internally offers career development opportunities. Hiring from within the organization is one of the factors for career development opportunities to the employees who already served the company with their valuable service.

This often can consequently raise employees' level of satisfaction and augment in employees' retention. This occur due to the professionals may feel happier being at a company which empower them to grow and move forward. Internal hiring is able to encourage the professionals to persist on working with the organization and encourage them to pursue for promotions as well.



RECOMMENDATION 2

IMPLEMENT DIGITALIZATION



Implement digitalization is encouraged as we are in fast paced industry. Based on my observation and SWOT analysis at BKRM, I would suggest BKRM to implement digitalization. There are several reasons why implementation of digitalization is suggested.

According to G. Tomas M. Hult and Forrest V. Morgeson (January, 2023) companies need to create an amazing customer experience. The implementation of digitalization contributes to raise the level of customers' satisfaction.

According to BCS365 (N.D.) 35% of companies that underwent a digital transformation in 2020 stated they have experienced a revenue growth of more than 5%, while 79% created a better overall customer experience as a result of their digital efforts. Here, it is proven that digitalization helps to improve customers satisfaction.

According to Jonas Berge (May, 2019) Digital transformation contributes to reduce human errors. It is irrefutable that digitalization brings a lot of benefits to humans.

Digital processes help to cease blunders. It contributes to prevent time-consuming traditional method of data entry and workflow, and human inefficiencies.

According to Thales Group (N.D.) digital transformation enables high-quality user experience. Excellent organizations which have high value and high quality are aware that they are not just delivering products and services.

However, they are actually delivering valuable experiences to the customers as well. Digital transformation allows and empower attractive and smooth experiences. This is due to joint with automation, AI, and self-service tools.

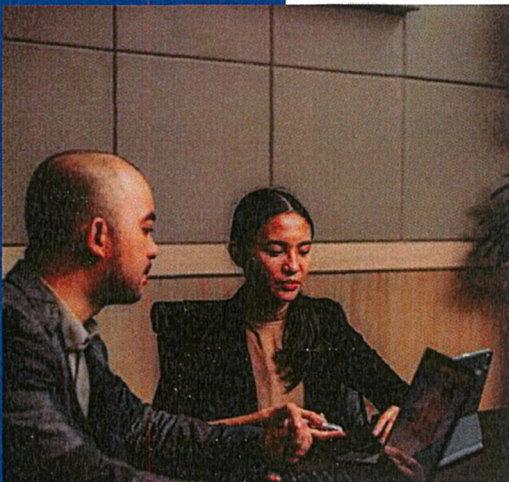
This can be evidence that organizations have mastered the digital era by serving customers with a flawless and frictionless user experience.

CONCLUSION



Gained valuable experience.

The internship at Bank Kerjasama Rakyat Malaysia Berhad has provided me with a great deal of valuable experience for my future profession in the HR field.



Learned to overcome my weakness.

I have learned to overcome my weakness through out this internship journey, as the tasks given to me requires me to talk with strangers, both face-to-face and through calls.



Gratitude for my colleagues.

I am so thankful for my kind colleagues. They help me in situations where I need their assistance.

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[gb/software-monetization/benefits-of-digital-transformation](https://opl.thalesgroup.com/en-gb/software-monetization/benefits-of-digital-transformation)

APPENDICES

RFQ Reference No: 4/GNPP/RFQ/2023/0109

Item	Vendor Name	Quotation Price (RM)
1	PAKTAM KATERING SDN BHD	2,713.60
		36,202.40
		No Submission

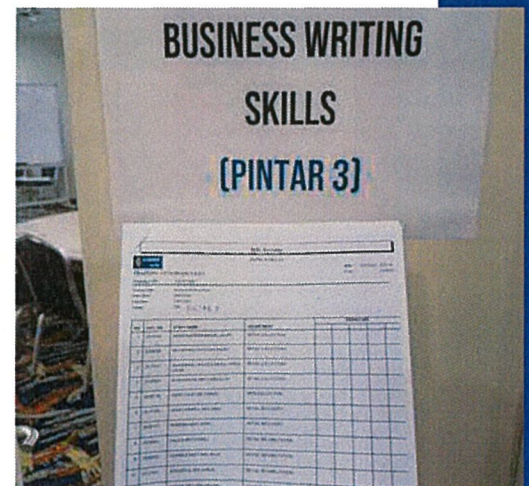
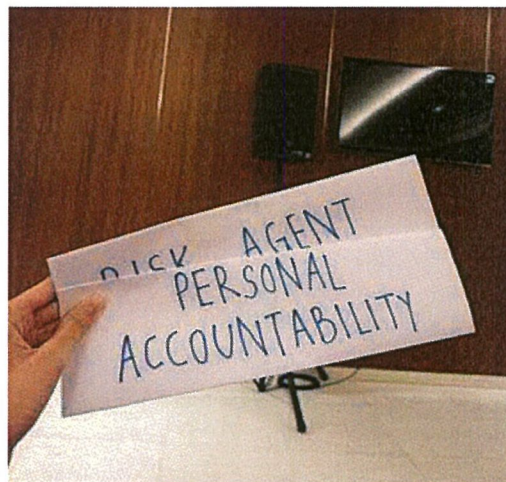
Formula: $=E2+E3*0.05$

Number format: #,##0.00

Paste function: Paste bookmark

is the catering provider because they Pak Tam Katering Sdn Bhd package is best.

	Pax/Day (RM)	Days	Total Session	Cost (RM)
Participant	40.00	30	2	2,400.00
Trainer	40.00	2	2	160.00
SST (5%)				172.80
TOTAL				3,052.80



APPENDICES



TOTAL	NO. AKHIR BAKI	PENERIMA / NO. K	VENDOK TYP	KOD PROGRAM
2156	Sort A to Z			MEMBERSHIP ANNUAL SUBSCRIP
2157	Sort Z to A			MEMBERSHIP ANNUAL SUBSCRIP
2158	Sort by Color			MEMBERSHIP ANNUAL SUBSCRIP
2159	Clear filter			MEMBERSHIP ANNUAL SUBSCRIP
2160	Filter by Color			MEMBERSHIP ANNUAL SUBSCRIP
2161	Text Filters			MEMBERSHIP ANNUAL SUBSCRIP
2162	Search			MEMBERSHIP ANNUAL SUBSCRIP
2163	<input checked="" type="checkbox"/> Select All			MEMBERSHIP ANNUAL SUBSCRIP
2164	<input checked="" type="checkbox"/> Catering			MEMBERSHIP ANNUAL SUBSCRIP
2165	<input checked="" type="checkbox"/> Consultant			MEMBERSHIP ANNUAL SUBSCRIP
2166	<input checked="" type="checkbox"/> Hotel			MEMBERSHIP ANNUAL SUBSCRIP
2167	<input checked="" type="checkbox"/> Others			MEMBERSHIP ANNUAL SUBSCRIP
2168	<input checked="" type="checkbox"/> Transportation			MEMBERSHIP ANNUAL SUBSCRIP
2169	<input checked="" type="checkbox"/> (Blank)			MEMBERSHIP ANNUAL SUBSCRIP
2170	OK		Cancel	MEMBERSHIP ANNUAL SUBSCRIP

APPENDICES

