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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

**UNIVERSITI TEKNOLOGI MARA (UTM)
CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA**

**BA246: BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS**

MGT666

**SWOT ANALYSIS
NETHERLANDS MARITIME UNIVERSITY COLLEGE**

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Executive Summary

The purpose of this internship report is to provide a comprehensive overview of the SWOT (strengths, weaknesses, opportunities, and threats) analysis conducted on the Netherlands Maritime University College (NMUC). NMUC is a leading maritime education institution located in Malaysia, offering various programmes in maritime studies and related fields. The SWOT analysis was conducted during my internship at NMUC, where I had the opportunity to work closely with the faculty and staff. The analysis was based on the information gathered from various sources, including interviews with key personnel, observation of daily operations, and a review of relevant documents.

The findings of the SWOT analysis reveal several key strengths of the NMUC, including its reputation as a prestigious maritime institution with a long history of excellence in education and research. NMUC also boasts a highly qualified and experienced faculty, state-of-the-art facilities, and strong partnerships with industry stakeholders. Additionally, NMUC has a diverse student population with students from different countries and cultural backgrounds, which enhances the learning experience and promotes cultural exchange.

In conclusion, the SWOT analysis of the NMUC reveals that while it has several strengths and opportunities for growth, it also faces weaknesses and threats that need to be addressed. Based on the findings of the analysis, recommendations are made to improve NMUC's weaknesses, capitalise on its strengths, and seize opportunities for growth. These recommendations include enhancing research and development funding, updating the curriculum to align with industry trends, improving faculty and staff retention strategies, and exploring new partnerships and collaborations. Overall, this internship report provides valuable insights into the SWOT analysis of NMUC and highlights the areas that require attention for NMUC to sustain its reputation as a leading maritime education institution and continue to excel in the maritime industry.

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I would also like to extend my thanks to my advisor, Norraeffa Md. Taib, for her guidance, constructive feedback, and motivation that have helped me complete this report successfully. Her valuable insights and knowledge have been instrumental in producing a comprehensive and informative report. My supervisor, En. Khairul Ikhwan, has also been a great support system for us throughout the internships. I am grateful for his guidance, mentorship, and encouragement, which have helped me grow professionally and academically.

Furthermore, I would like to acknowledge my gratitude to the staff at the Netherlands Maritime University College for providing me with the opportunity to complete my internships there. They have been accommodating, supportive, and welcoming throughout my time at the company. I would also like to thank the individuals who have contributed their time, expertise, and knowledge to help me in my research and data collection.

Lastly, I wish to acknowledge everyone who has indirectly or directly contributed to this project. Your effort and initiative have not gone unnoticed, and I am grateful for your involvement in this report. I hope that my report can be of benefit to the university and the maritime industry as a whole. Thank you all for your support and assistance. May Allah SWT bless you all abundantly.

1.0 Student's Profile



Mohd Fihkran Mizani Yaakob Bin Mohd Marwazi

INTERNSHIP

A motivated business major with a passion for providing administrative support and maintaining efficient office operations is seeking an internship or entry-level role where I can apply my critical thinking and decision-making skills to meet client needs. I would also like to build on my experience with monitoring and evaluating portfolios in a challenging and goal-oriented work environment.

WORK EXPERIENCES 01

2017 - 2018

CUSTOMER SERVICE Sawanah Sdn Bhd

- Communicating with customers through various channels.
- Acknowledging and resolving customer complaints.

2019 - 2019

SALES ASSISTANT Good2U Outlet Store

- Greeting customers and offering assistance.
- Recommending products or merchandise to help customers.
- Answering questions and addressing concerns.

2022 - 2022

RETAIL ASSISTANT MUJI (MALAYSIA) SDN BHD

- Stocking merchandise and creating displays.
- Taking inventory and monitoring the sales floor.

SKILLS & EXPERTISE 02

- Advanced MS Office
- Communications Skills
- Adaptability

Excel

Premier Pro

MS Office

EDUCATION 03

Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka

2021 - 2023

Bachelor of Business Administration
(Hons) International Business

Universiti Teknologi Mara (UiTM) Kampus Machang

2018 - 2021

Diploma in Business Studied

PROJECT EXPERIENCE 04

Lets Communicate & Connect

EXCO Publicity | November, 2022

Sawadeeka Land of Smile: Wonder of Hatyai

EXCO Logistics | January, 2023

REFERENCES 05

DR. MOHD HALIM MAHPOTH

Assistant Rector | Universiti Teknologi Mara
(UiTM) Kampus Bandaraya Melaka



Email

Phone

2.0 Company's Profile



Figure 1: Logo of Netherlands Maritime University College

Name	Netherland Maritime University College
Location	Level 11-14, Kotaraya Office Tower, Galleria@Kotaraya, Jalan Abdullah Ibrahim, 80000 Johor Bahru, Johor Darul Takzim, Malaysia
Vision	To become a leading institution producing world-class graduates who shall contribute to society and build a better community.
Mission	<p>To provide high-quality education, training, research, commercialization expertise, and leadership that benefits the industry.</p> <p>To inspire the students by pursuing excellence through the creation, conservation, transfer, and application of knowledge and skills.</p>
Objective	<p>To foster the holistic development of students through multifaceted education and sustained engagement with local, national, and global communities, and inspire lifelong learners from across the globe.</p> <p>To provide the highest quality teaching and learning environment for the greater well-being of our students and society.</p>
Goal	To develop capable students through world-class education and technological solutions, and in so doing, we will enhance the quality of life for the betterment of mankind.

Table 1 : Company's Profile

2.1 Company Background

Netherlands Maritime University College (NMUC) is a highly reputable Dutch-Malaysian private higher education institution that has gained significant recognition for its excellence in maritime education, training, and consulting services. Established in 2011, NMUC was founded in response to the growing demand for highly skilled professionals in the maritime, logistics, and oil and gas industries. Strategically located in Johor, Malaysia, at the heart of a bustling maritime region, NMUC benefits from its prime position to support national and regional competitiveness through its diverse range of accredited academic and training programmes. The institution serves as a vital educational hub at the junction of regional maritime industries, facilitating the exchange of industry knowledge and expertise. *(NMUC • Netherlands Maritime University College, 2023)*

NMUC is driven by its motto, "Excellence with a Purpose," and is dedicated to equipping students and industry professionals with the necessary skills, knowledge, and experience for a successful maritime career *(About NMUC • Netherlands Maritime University College, 2022)*. The institution offers a comprehensive array of academic and training programmes designed to meet the unique needs of the maritime industry. In addition to its academic and training offerings, NMUC provides top-notch consulting services to assist organisations in achieving their maritime goals. With a team of highly experienced consultants, NMUC is committed to delivering customised solutions tailored to meet the specific requirements of each organisation. This consulting service further solidifies NMUC's position as a comprehensive maritime institution capable of providing end-to-end support for individuals and businesses in the maritime sector.

NMUC's reputation and success stem from its unwavering commitment to excellence, ensuring that students and industry professionals receive the highest quality education, training, and consulting services. The institution's holistic approach, combining academic excellence, practical training, and industry collaboration, prepares individuals for the dynamic challenges and opportunities within the maritime industry. Overall, NMUC stands as a beacon of excellence in maritime education, training, and consultancy. Its dedication to providing students and industry professionals with the necessary skills and knowledge, combined with its strategic location and commitment to industry partnerships, positions it as an ideal choice for those seeking to pursue a rewarding career in the maritime sector.

2.2 Organizational Structure



Figure 2: Organizational Structure of Sales & Marketing Department

2.3 Products or Services

2.3.1 Diploma

- Diploma in Maritime Transportation management
- Diploma in Shipping Management
- Diploma in Port Management
- Diploma in Maritime Law
- Diploma in Maritime Occupational Safety & Health

2.3.2 Degree

- Bachelor in Maritime & Logistics (Honours)
- Bachelor in Occupational Safety & Health (Maritime)

2.3.3 Foundation

- Foundation in Business

Our Programmes



DIPLOMA IN
MARITIME LAW



DIPLOMA IN
MARITIME
OCCUPATIONAL
SAFETY &
HEALTH



DIPLOMA IN
PORT
MANAGEMENT



DIPLOMA IN
SHIPPING
MANAGEMENT



DIPLOMA IN
MARITIME
TRANSPORTATION
MANAGEMENT



FOUNDATION OF
BUSINESS



BACHELOR IN
OCCUPATIONAL
SAFETY AND
HEALTH
(MARITIME)



BACHELOR IN
MARITIME &
LOGISTICS
(HONOURS)

Figure 3: List of NMUC Programmes' Offer

3.0 Training's Reflection

3.1 Internship Duration

- Duration: 1st March 2023 – 15 August 2023
- Working Day: Monday – Friday
- Working Time: 9.00 a.m. – 5.00 p.m.
- Department: Sales and Marketing

3.2 Roles and Responsibilities

- Developing marketing strategies to reach out to potential students and encourage them to attend the event
- Creating engaging content such as posters, copywriting, and social media posts to promote the event
- Collaborating with other teams to plan and execute the marketing campaign
- Analysing the success of the campaign and making necessary adjustments to improve its effectiveness
- Developing a content strategy to engage with potential customers on Facebook
- Creating compelling social media posts that are visually appealing and informative
- Developing a message strategy to target potential customers through WhatsApp
- Crafting personalised messages that are relevant to the recipient
- Sending out mass invitations to potential customers through WhatsApp broadcast lists
- Developing a content strategy to engage with potential customers on TikTok
- Creating engaging and entertaining video content that is visually appealing and relevant to the target audience
- Analysing engagement metrics and adjusting content strategy accordingly
- Collaborating with other teams to plan and execute the TikTok campaign
- Developing a call script to engage with students, parents, and the school and encourage them to attend the event
- Making phone calls to potential customers to invite them to the event
- Handling objections and concerns raised by parents during the call
- Providing information and answering questions about the event
- Following up with parents and students after the call to confirm their attendance
- Developing and maintaining relationships with students and parents

3.2 Gains: Intrinsic & Extrinsic Benefits

3.2.1 Intrinsic Benefits

- Get the opportunity to help students achieve their academic and career goals, which can provide a sense of purpose and fulfilment.
- Gain knowledge and skills related to marketing and sales, as well as education, which can help me grow both personally and professionally.
- Be able to exercise my creativity by developing new marketing strategies and approaches that will help the department meet its goals.
- Get the opportunity to work closely with other members of the marketing and sales teams, which can foster a sense of camaraderie and teamwork.
- Getting access to learning opportunities such as professional development programmes, workshops, and training sessions that can help me continue to grow and develop in my role
- Receive the opportunity to continuously improve my knowledge and skills in both education and marketing, which can lead to a greater sense of mastery and personal growth.
- Getting the opportunity to mentor and guide other members of the team can be fulfilling and help me develop leadership skills.
- Working in the marketing and sales department can provide opportunities for professional growth, including the development of new skills and the opportunity to take on new challenges.
- As an educational advisor in the marketing and sales department, I have the opportunity to build relationships with other professionals in the industry, which can be valuable for future career opportunities.
- By helping students achieve their educational goals, it can make a positive impact on the community and contribute to the growth and development of future generations.

3.2.2 Extrinsic Benefits

- Performance-based bonuses or incentives
- Training and development opportunities to improve skills and knowledge
- Access to company events or activities
- Reimbursement of expenses for events such as accommodation, transportation, and meals
- Opportunities for career advancement or job offers after graduation
- Exposure to a professional work environment and networking opportunities
- Access to industry-specific resources and technologies
- Recognition for contributions to the company through awards or certificates
- Professional recommendations or endorsements from supervisor or mentor



Figure 4: Internship activities photo

4.0 SWOT Analysis



Figure 5: SWOT Analysis for Netherlands Maritime University College.

5.0 Discussion and Recommendations

5.1 Strengths

5.1.1 World-class maritime programmes

- **Elaboration on the strength.**

Netherland Maritime University College (NMUC) lies in its world-class maritime programmes. These programmes are designed to provide students with a comprehensive education that focuses on the maritime industry. The curriculum and syllabus of these programmes are derived from the Netherlands, which is widely recognised as the leading country in terms of maritime industry and technology (*Maritime Technology*, 2020). The Netherlands has a long-standing history and expertise in maritime affairs, dating back to its rich seafaring traditions. As a nation located on the coast, the Netherlands has been involved in maritime trade, shipping, and shipbuilding for centuries. Over time, the country has developed extensive knowledge and advanced technologies in various sectors of the maritime industry, including shipping, offshore energy, maritime logistics, and naval architecture. Prospective students seeking maritime education often look for institutions with strong ties to leading maritime nations. By aligning its programmes with the expertise of the Netherlands, NMUC attracts students who value quality education and industry relevance.

- **Observation and impact of the strength.**

Netherland Maritime University College (NMUC) is dedicated to offering students world-class maritime programmes. I have observed that NMUC consistently incorporates a curriculum from the Netherlands into all its programmes, ensuring a comprehensive and industry-focused education. The experienced faculty members, who possess deep expertise and connections in the maritime industry, further exemplify NMUC's commitment to delivering world-class maritime programmes. Through their practical insights and real-world experiences from the Dutch maritime industry, the faculty enriches the education at NMUC, equipping students with the skills they need to excel in their maritime careers.

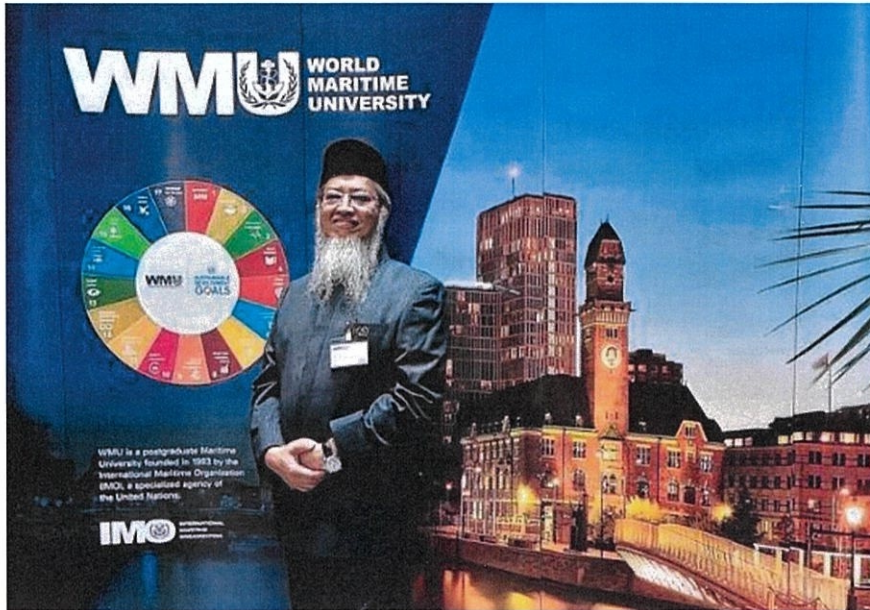


Figure 6: Hosting International Conference among World Maritime University

The impact of this strength on NMUC's business is significant. By offering world-class maritime programmes aligned with the expertise of the Netherlands, NMUC attracts students who are interested in pursuing careers in the maritime industry. The reputation of the programmes and the knowledge and skills gained by the students contribute to the credibility and competitiveness of the graduates in the job market. This, in turn, enhances the employability of NMUC graduates and establishes the institution as a preferred choice for maritime education.

- **Recommendation on how to sustain or expand this strength.**

I strongly recommend NMUC focus on curriculum development. NMUC should regularly review and update its curriculum to ensure it remains relevant and aligned with industry trends and technological advancements (*Bens, Klodiana Kolomitro, & Han, 2020*). This will ensure that graduates are equipped with the most current knowledge and skills required in the maritime industry. By implementing these recommendations, NMUC can sustain and expand its strength in providing world-class maritime programmes. This will solidify its position as a premier institution in maritime education, attract top talent, and contribute to the growth and development of the maritime industry.

5.1.2 Scholarships are provided for all students

- **Elaboration on the strength.**

Netherland Maritime University College (NMUC) stands out as an institution with remarkable strength in providing scholarships to its students. Recognising the financial challenges many students face, NMUC has taken proactive measures to support them by offering scholarships that cover around 60% of the total tuition fees. What sets NMUC apart is its strategic partnerships with industry leaders, which play a pivotal role in making these scholarships available. Through these partnerships, NMUC secures funds specifically designated for supporting deserving students pursuing a maritime education. By reducing the financial burden on students, NMUC's scholarships make maritime education more accessible and affordable, empowering aspiring professionals to embark on their academic journeys with confidence and focus (*McKiernan, 2017*). This commitment to providing scholarships not only reflects NMUC's dedication to nurturing talent but also strengthens its reputation as an institution that prioritises inclusivity and facilitates opportunities for students from diverse backgrounds.

- **Observation and impact of the strength.**

Netherland Maritime University College (NMUC) has a commendable strength in offering scholarships to its students. As an advisor at NMUC, I have first-hand experience and observation of the scholarship provision within the institution. NMUC has put considerable effort into establishing a well-structured and comprehensive system for providing scholarships to its students. One notable aspect is that every student who enrolls at NMUC is eligible to apply for scholarships, demonstrating the university's commitment to supporting its student body. The scholarship application process is transparent and straightforward, providing clear guidelines on eligibility criteria, deadlines, and required documentation. This transparency enables students to have a comprehensive understanding of the application procedure, which promotes fairness and equal opportunities for all.

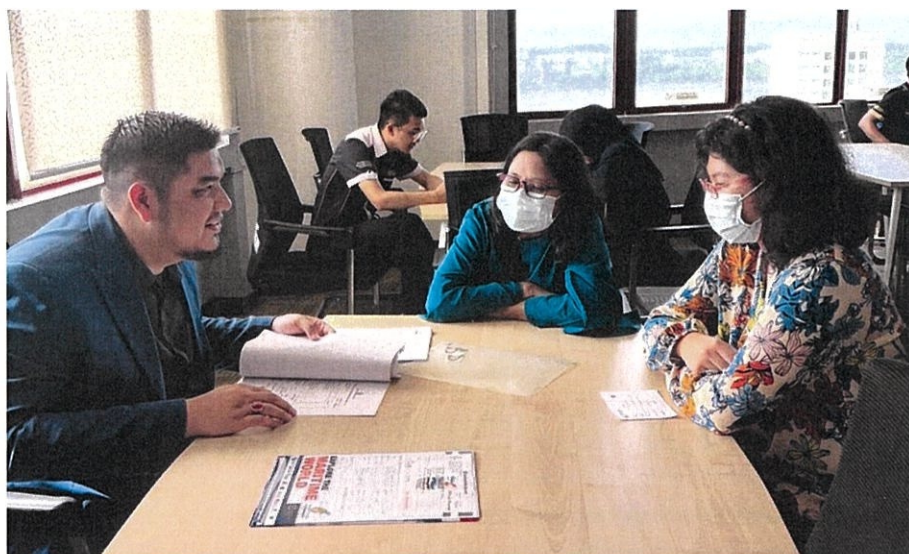


Figure 7: Photo of scholarship application process

The impact of providing scholarships on the institute of NMUC is multi-fold. Firstly, it enhances the institution's reputation and attractiveness among prospective students. By offering financial support, NMUC becomes an appealing option for students who may have financial constraints but possess the required academic qualifications and aspirations to pursue a maritime education. This can result in increased enrollment and a diverse student population. Furthermore, scholarships positively impact student retention and academic performance (Carter, Anderson, Rodriguez, & Fine, 2019). Students who receive financial assistance are more likely to stay committed to their studies and graduate on time. It reduces their financial stress and allows them to fully engage in their coursework, leading to improved academic outcomes. The success and achievements of these scholarship recipients contribute to NMUC's reputation and may serve as testimonials for future prospective students.

- **Recommendation on how to sustain or expand this strength.**

I highly recommend that NMUC make regular assessments and improvements. NMUC should regularly evaluate the effectiveness and impact of its scholarship programme. This includes monitoring the outcomes of scholarship recipients, collecting feedback from students, and making necessary adjustments to ensure the scholarship programme remains relevant and impactful. Moreover, I also recommend that NMUC strengthen its industry partnerships and alumni engagement. NMUC should continue to

foster strong ties with industry partners and alumni to ensure a consistent flow of scholarship funds (*Campbell, 2016*). This can be achieved by establishing long-term collaborations, exploring sponsorships from maritime companies, and engaging with alumni who may be interested in supporting scholarships. By implementing these recommendations, NMUC can sustain and expand its scholarship programme, benefiting a larger number of students and further enhancing its reputation as an institution that values accessibility and supports students in their pursuit of maritime education.

5.1.3 High employability after graduation

- **Elaboration on the strength.**

Netherland Maritime University College (NMUC) possesses a notable strength in ensuring high employability for its graduates. This strength stems from NMUC's focus on delivering courses that are aligned with the expanding and high-demand maritime industry. This approach is a direct response to the evolving needs of the industry and ensures that NMUC students are equipped with the necessary skills and knowledge sought by employers. The focus on high-demand areas within the maritime industry plays a crucial role in ensuring high employability for NMUC graduates. As the maritime industry continues to grow and evolve, there is an increasing demand for skilled professionals in areas such as maritime logistics, port management, maritime technology, and sustainability (*Aylin Caliskan & Yucel Ozturkoglu, 2016*). By offering programmes that cater to these high-demand areas, NMUC positions its graduates for successful career opportunities in sectors that are actively seeking qualified professionals.

- **Observation and impact of the strength.**

Netherland Maritime University College (NMUC) distinguishes itself through the exceptional employability of its graduates. Through my role as an intern and educational advisor, I have closely observed NMUC's commitment to providing practical training, hands-on experiences, and industry-relevant projects as fundamental components of its programmes. The institution places a strong emphasis on ensuring that students have ample opportunities to engage in internships, cooperative education placements, and industry-sponsored projects. During my time at NMUC, I have witnessed the remarkable success of graduates in securing job placements after completing their studies. This observation is substantiated by the consistent feedback received from alumni and the

impressive professional profiles displayed on LinkedIn. These testimonials underscore the strong demand for NMUC graduates in the job market, further reinforcing the institution's commitment to producing highly employable professionals.

The high employability rate of NMUC graduates has a profound impact on both the institution and the maritime industry. It elevates NMUC's reputation as a premier maritime educational institution, leading to increased student enrollment and heightened industry recognition. The strong employability of NMUC graduates also fosters robust partnerships and collaborations with industry stakeholders, facilitating internships, job placements, and research opportunities. This symbiotic relationship not only fuels the growth and advancement of the maritime industry but also benefits NMUC through enhanced industry engagement and support (*Bills, 2018*). Ultimately, NMUC's high employability rate serves as a testament to the institution's commitment to producing highly skilled professionals who meet the demands of the maritime industry.

- **Recommendation on how to sustain or expand this strength.**

I highly recommend that NMUC enhance its career services and job placement support. This can be achieved by establishing the career services department to provide comprehensive assistance in job search strategies, resume development, interview preparation, and professional development. Collaborating with industry partners will also enable NMUC to offer exclusive job placement opportunities and internships, ensuring students have access to relevant industry experiences (*Gokop Goteng, M. Mahruf C. Shohel, & Tariq, 2022*). Additionally, I also recommend that NMUC actively engage with its alumni community. By establishing a strong alumni network and implementing mentorship programmes, NMUC can leverage the knowledge and experiences of successful alumni to guide and support current students. This includes providing valuable career advice, facilitating networking opportunities, and establishing connections within the industry. By implementing these recommendations, NMUC can sustain and expand its high employability after graduation. These strategies will ensure that NMUC remains at the forefront of maritime education, producing graduates who are well-equipped to meet the evolving needs of the industry and securing rewarding career opportunities for them.

5.2 Weaknesses

5.2.1 Low brand recognition

- **Elaboration on the weakness.**

The weakness of low brand recognition for Netherland Maritime University College (NMUC) can be attributed to its relatively recent establishment in 2011. As a young institution, NMUC has not had as much time as more established universities to build a recognisable brand and reputation. The lack of widespread awareness and familiarity with NMUC among potential students, industry professionals, and the general public hinders its ability to compete with universities that have been in operation for many decades. With low brand recognition, the university may struggle to differentiate itself and effectively communicate the unique value and advantages it offers compared to other well-known institutions (*Tai Ming Wut, Xu, & Lee, 2022*). Many people, including potential students, industry professionals, and the general public, may not be aware of NMUC's existence or have limited knowledge about its programmes, faculty, and achievements.

- **Observation and impact of the weakness.**

Low brand recognition poses a significant challenge for NMUC. During my tenure as an intern and education advisor, I have closely observed the impact of NMUC's low brand recognition. Throughout school visits and events conducted in various states in Malaysia, it became evident that a significant number of students and individuals had limited awareness or knowledge about NMUC. Most students expressed surprise upon learning about the university's existence and were unfamiliar with its programmes, faculty, and achievements. This lack of awareness indicates that NMUC's brand recognition is relatively low and that its presence is not widely known or recognised within the target audience. This observation highlights the challenge faced by NMUC in terms of establishing its brand identity and increasing visibility among potential students and key stakeholders in the education sector.



Figure 8: Photo during school visit events

The limited brand recognition of NMUC has an impact on its operations. Firstly, in terms of student recruitment, NMUC may face difficulties attracting a sufficient number of prospective students. When students are researching universities, they often rely on brand reputation and recognition as indicators of quality and credibility (*Raimonda Alonderiene & Asta Klimaviciene, 2013*). If NMUC is not widely known or recognised, it may struggle to attract a sufficient number of qualified applicants. This can result in lower enrollment rates and potentially affect the financial stability and growth of the institution. Secondly, low brand recognition can affect NMUC's ability to attract and retain high-quality faculty and researchers. Distinguished academics and experts in the maritime field often prefer to work at institutions with strong brand recognition and reputations. If NMUC is not widely recognised, it may struggle to attract top-tier faculty members who can contribute to research, teaching, and the overall academic standing of the university.

- **Recommendation on how to overcome this weakness or lessen its impacts.**

Addressing the impact of low brand recognition is crucial for NMUC's growth and success. To overcome this weakness, I strongly recommend that NMUC focus on implementing strategic marketing and branding initiatives. This includes enhancing its online presence through a user-friendly and informative website that highlights the institution's strengths, programmes, faculty, and student achievements. Leveraging social media platforms to share engaging and informative content, including success stories, industry insights, and student experiences, on platforms that are popular among the target demographic, such as TikTok, can help reach a wider audience and generate interest

(Weber & Müge Haseki, 2021). NMUC should also leverage its existing partnerships and alumni network to generate positive word-of-mouth and increase visibility within the maritime industry.

Additionally, I also recommend NMUC focus on public relations and media outreach. Actively engage with media outlets, both local and international, to generate positive publicity and media coverage for NMUC. This can include press releases, interviews, expert opinions, and participation in relevant news articles or features. Positive media exposure can significantly enhance brand recognition and credibility. By investing in brand building and consistently delivering high-quality education, NMUC can gradually improve its recognition, attract a larger pool of qualified students, foster strong industry collaborations, and enhance its reputation as a leading maritime university.

5.2.2 Geographical limitation

- **Elaboration on the weakness.**

The weakness of geographical limitation is apparent in NMUC's current situation, where the university is exclusively located in Johor Bahru. This limitation presents challenges for prospective students, particularly those who prefer to pursue higher education in close proximity to their home locations. Many students tend to prioritize convenience and accessibility when choosing a university, and the geographical constraint may discourage them from considering NMUC as an option. For instance, students from Sabah and Sarawak, who reside in East Malaysia, would need to carefully evaluate the logistical aspects and financial implications of studying at NMUC, such as the additional costs of flights and accommodation (Mohd Farid Shamsudin, N. Nurana, A. Aesya, & Affendy A.H, 2018). This could lead to hesitation and a potential decrease in the number of applicants from these regions.

- **Observation and impact of the weakness.**

Based on my observation within the institution, the geographical limitation of NMUC to one location in Johor Bahru is evident. I have frequently encountered students who inquire about the availability of other branches or campuses of NMUC. This indicates that students are seeking alternative options and would prefer a wider choice of locations for their education. Currently, NMUC offers no other choice apart from the Johor Bahru

location, which limits the options available to prospective students. Moreover, the impact of this geographical limitation is particularly felt by students residing in the northern parts of the country. Johor Bahru, located in the southern region of Malaysia, poses logistical challenges for students from the north, who have to travel significant distances to reach the university. The distance and associated costs, such as transportation and accommodation, can act as deterrents for students considering NMUC as their educational institution.

The weakness of geographical limitation, specifically in the case of NMUC being based solely in Johor Bahru, can have several impacts on the business. Firstly, it can limit the university's ability to attract a diverse pool of students from different regions of Malaysia. Prospective students who reside far from Johor Bahru may be deterred from enrolling due to the distance and associated logistical challenges (*Kumar & Jain, 2020*). This can result in a smaller student population and potentially affect the financial stability and growth of the institution. Additionally, the geographical limitation may limit the university's visibility and recognition on a national scale. Other universities with multiple campuses or a wider presence across the country may have greater brand recognition and attract more attention from prospective students and industry partners. This can impact NMUC's competitiveness in the education market and limit its ability to position itself as a leading maritime university.

- **Recommendation on how to overcome this weakness or lessen its impacts.**

NMUC needs to take proactive steps to address the weakness of geographical limitation to one location. I highly recommend that NMUC expand the university's physical presence to other strategic locations as a key strategy to overcome this limitation and mitigate its impact. NMUC should consider expanding its presence to other strategic locations. Establishing satellite campuses or partnering with other institutions in different regions can provide more accessible options for students across the country (*Andriani Kusumawati, 2010*). By diversifying its locations, NMUC can tap into a larger student market, attract a more diverse student body, and mitigate the challenges associated with geographical limitations.

Additionally, I also recommend NMUC leverage technology through online and distance learning programmes to help overcome geographical barriers. Implementing

virtual classrooms, interactive online platforms, and remote access to resources can provide flexibility and convenience for students who are unable to physically attend the main campus (*Md Jais Ismail, Azu Farhana, & Loo Fung Chiat, 2022*). This approach allows NMUC to extend its educational offerings beyond the confines of a single location, making education more accessible and accommodating to a wider range of students. By expanding its locations and embracing technology-enabled learning, NMUC can overcome the weakness of geographical limitation and create more opportunities for students to access and benefit from its educational offerings.

5.2.3 Limited programme options

- **Elaboration on the weakness.**

The weakness of limited programme options at NMUC refers to the relatively small number of programmes available to students. Currently, NMUC offers only eight programmes, including diploma, degree, and foundation courses. This limited range of options can be a disadvantage for students who are seeking a broader selection of academic disciplines or specialisation areas. Having a limited number of programmes can restrict students' choices and limit their ability to pursue their specific academic interests or career aspirations. Students may have diverse passions, talents, and career goals that require a more extensive range of programmes to cater to their individual needs (*Karlijn F.B. Soppe, Wubbels, Lepkaa, Klugkist, & Leoniek D. N. V. Wijngaards-de Meij, 2019*). The lack of options can be especially challenging for those who have specific academic or professional goals that are not covered by the existing programmes offered at NMUC. This weakness can also be perceived as a drawback when compared to other universities or colleges that offer a greater variety of academic programmes. Institutions with a wider range of options may have a competitive advantage in attracting prospective students and may be more successful in meeting the evolving demands of the job market and industry needs.

- **Observation and impact of the weakness.**

This limited range of programmes can be a significant challenge for students. As an intern and education advisor at NMUC, I have observed that many students have their own academic and career goals for the future. However, most of them possess limited knowledge about the maritime industry and are more inclined towards sectors such as medicine, government services, and education. Unfortunately, NMUC does not provide

programmes directly related to these sectors, thereby limiting the opportunities for students who wish to pursue their interests and goals in these areas. The observation of students expressing their preferences for non-maritime-related sectors indicates a potential mismatch between the existing programme offerings at NMUC and the diverse interests and career aspirations of the student population. This limitation may result in students seeking alternative institutions that provide programmes more closely aligned with their desired academic paths.



Figure 9: Physical event consultation

The limited programme options at NMUC can have several impacts. Firstly, it may result in a reduced pool of prospective students. Students have diverse academic interests and career goals, and if NMUC does not offer programmes that align with their preferences, they may choose to enrol in other institutions that provide a wider range of options (Norbahiah Misran, Syed, Ir Dr Norhana Arsad, & Norazreen Abd Aziz, 2012). This can lead to a decline in student enrollment and revenue for NMUC. Furthermore, the impact extends to the overall reputation and competitiveness of NMUC. Institutions with a comprehensive range of programmes are often perceived as more dynamic, versatile, and adaptable to the evolving needs of students and industries. By offering a limited number of programmes, NMUC may face challenges in positioning itself as a leading institution in the education sector. This can affect its ability to attract collaborations, industry partnerships, and research funding opportunities.

- **Recommendation on how to overcome this weakness or lessen its impacts.**

To effectively address the weakness of limited programme options, it is highly recommended that NMUC undertake the strategic initiative of expanding its programme offerings. This can be achieved through conducting thorough market research and seeking valuable industry input. By leveraging these insights, NMUC can identify fields that are currently experiencing high demand or are aligned with emerging industries. By introducing new programmes in these identified fields, NMUC can significantly diversify the options available to prospective students. This expansion will not only attract a broader range of students but also position NMUC as a forward-thinking institution that stays responsive to the evolving needs of the job market (*Atikah, 2013*). It is crucial for NMUC to consider fields such as technology, sustainability, data analytics, healthcare, or any other relevant disciplines that exhibit promising growth. By embracing this recommendation and actively expanding its programme offerings, NMUC can position itself as a leading educational institution that attracts a diverse pool of talented students. This strategic move will enable NMUC to effectively address the weakness of limited programme options and solidify its position as an institution of choice for students seeking education that aligns with the demands of the contemporary job market.

5.3 Opportunities

5.3.1 Increased demand for maritime professionals

- **Elaboration on the opportunity.**

The opportunity for increased demand for maritime professionals stems from the growing importance of the maritime industry in global trade and the expansion of maritime activities worldwide. As international trade continues to thrive, there is an increasing need for skilled individuals who can contribute to the efficient and safe operation of maritime operations (*Duci, Galante, & Musso, 2019*). In recent years, the maritime industry has witnessed advancements in technology, globalisation, and sustainability practices, driving the demand for professionals with specialised knowledge and expertise. This includes professionals who can navigate complex regulatory frameworks, manage logistics and supply chains, optimise port operations, ensure maritime security, and develop sustainable shipping practices. Moreover, the demand for maritime professionals extends beyond traditional roles and encompasses emerging sectors such as maritime digitalization, data analytics, autonomous shipping, and green technologies. These new areas require

individuals with a combination of maritime knowledge and skills in areas such as technology, data analysis, and environmental management.

- **Observation and impact of the opportunity.**

The increased demand for maritime professionals presents a significant opportunity for NMUC. Through my role as an education advisor and engagements with industry professionals, I have observed a clear indication of the increased demand for maritime professionals within NMUC's ecosystem. Discussions with industry experts have highlighted the growing need for skilled individuals with specialised knowledge in various sectors of the maritime industry, such as shipping, ports, logistics, offshore operations, and marine engineering. These conversations have shed light on the expanding job opportunities and career prospects available to individuals with relevant qualifications in the maritime field.



Figure 10: Receives work visit from Sinotrans Logistics delegates

Furthermore, my observations extend to the sentiments expressed by parents who work in the maritime industry. Many of them are aware of the potential and promising future prospects within the industry. They actively encourage and support their children's pursuit of higher education that focuses on maritime-related disciplines. This parental recognition of the industry's potential reinforces the notion of increased demand for maritime professionals and highlights the relevance of NMUC's role in meeting this demand. By acknowledging and capitalising on this opportunity, NMUC can position itself as a preferred institution for students aspiring to embark on a career in the maritime industry.

The increased demand for maritime professionals has had a positive impact on the business of NMUC. As more companies and organisations in the maritime industry require skilled and qualified professionals, NMUC can capitalise on this demand by offering relevant and high-quality education and training programmes. The impact can be seen in several ways. The demand for maritime professionals fosters stronger partnerships between NMUC and industry stakeholders. Companies and organisations are more likely to collaborate with educational institutions that can provide a skilled workforce (*Johan Bolmsten, Michael Ekow Manuel, Kaizer, & Ziemka, 2021*). This can lead to opportunities for internships, research projects, and job placements, enhancing the reputation and visibility of NMUC. Furthermore, the increased demand for maritime professionals can contribute to the financial sustainability of NMUC. Strong industry partnerships can generate additional revenue streams through tuition fees, research grants, and industry-sponsored projects, supporting the growth and development of the university. Overall, the impact of the increased demand for maritime professionals on NMUC's business is positive, offering opportunities for growth, reputation enhancement, and financial stability.

- **Recommendation to take advantage of the opportunity and potential outcomes.**

To capitalise on this opportunity, I strongly recommend NMUC invest in state-of-the-art facilities and resources. To meet the demands of modern maritime education, NMUC should invest in advanced facilities, laboratories, simulation equipment, and technology. This ensures that students receive hands-on training and practical experience, preparing them for real-world challenges in the maritime industry (*V. Cherniavskiy, Popova, Sherman, S. Voloshynov, & A. Yurzhenko, 2020*). Up-to-date resources also attract quality faculty members and enhance the university's reputation as a leading institution in maritime education. Moreover, I also recommend that NMUC promote the achievements of alumni. NMUC should highlight the success stories of its alumni who have made significant contributions to the maritime industry. By showcasing the accomplishments and career advancements of former students, NMUC can enhance its reputation and demonstrate the value of its education and training programmes. This can attract prospective students and strengthen relationships with industry partners.

The potential outcomes that NMUC can gain from taking advantage of this opportunity are that as NMUC effectively nurtures well-trained and qualified maritime professionals, its reputation within the industry will naturally grow, opening doors to enhanced recognition and respect. This newfound recognition will lead to increased chances of collaboration with industry stakeholders, greater research funding opportunities, and invitations to participate in esteemed industry conferences and events. Ultimately, these outcomes will further solidify NMUC's position as a prominent and reputable institution in maritime education.

5.3.2 Rising interest in the maritime industry among students

- **Elaboration on the opportunity.**

The opportunity at hand is the rising interest among students in the maritime industry, which presents a promising trend for NMUC. In recent years, there has been a notable surge in student interest in the maritime sector due to the industry's recognised potential for lucrative career prospects and competitive salaries. Students are becoming increasingly aware of the maritime industry's vital role in global trade, logistics, and transportation, as well as its contribution to economic growth and sustainability. This rising interest can be attributed to various factors. Firstly, students are placing greater emphasis on career prospects and financial stability, and the maritime industry offers appealing remuneration packages and job security. Secondly, the industry's global nature and the opportunity to work in diverse international environments are highly attractive to ambitious and adventurous students. Additionally, the growing focus on sustainability and environmentally friendly practises in the maritime sector aligns with students' heightened awareness and concern for environmental issues, making it an appealing field of study and career choice (*Lau & Adolf K.Y. Ng, 2015*).

- **Observation and impact of the opportunity.**

The rising interest among students in the maritime industry presents a favourable opportunity for NMUC. Through my extensive experience as an intern and education advisor at NMUC, I have noticed a significant rise in student interest in pursuing careers within the maritime industry. Students are increasingly attracted to work in sectors such as oil and gas, offshore operations, import and export, cargo shipping, and safety and health. They are well aware of the potential for substantial salaries attainable in these

fields, which plays a pivotal role in influencing their course of study decisions. Notably, students from regions like Terengganu, Sabah, and Sarawak display heightened awareness due to their proximity to maritime activities and the presence of family members, neighbours, and friends employed in these industries. Through this direct exposure, they gain first-hand knowledge of the lucrative remuneration their parents receive, further motivating them to pursue maritime-related careers. This rising interest among students underscores the strong influence of salary considerations and the significant impact of personal connections and regional circumstances in shaping their career aspirations.

The rising interest in the maritime industry among students can have a positive impact on NMUC's business in several ways. Firstly, the increased interest in maritime-related courses can lead to a higher demand for NMUC's programmes. As more students express a desire to pursue careers in the maritime sector, they are likely to seek educational institutions that offer specialised and high-quality maritime education, making NMUC an attractive choice. Secondly, the growing interest in the maritime industry can enhance NMUC's reputation and visibility within the education sector. As students show enthusiasm for maritime-related programmes, NMUC can gain recognition as a leading institution in this field, attracting not only domestic but also international students seeking top-notch maritime education. Furthermore, the rising interest in the maritime industry can foster stronger partnerships with industry stakeholders. As more students enter the maritime workforce, there will be an increased demand for skilled professionals, and industry players may seek collaboration with NMUC to recruit qualified graduates (*Laguador, 2019*). This can result in internships, job placements, and industry-driven research opportunities for NMUC students, further enhancing their practical training and employability.

- **Recommendation to take advantage of the opportunity and potential outcomes.**

I recommend that NMUC capitalise on this opportunity by expanding and diversifying its programme offerings within the maritime industry. By introducing new programmes and specialisations such as maritime law, marine engineering, maritime logistics, or maritime environmental management, NMUC can cater to the specific interests and career aspirations of students, attracting a larger and more diverse student population. Additionally, NMUC should prioritise enhancing industry exposure and

networking opportunities for students. By organising industry events, seminars, conferences, and field trips to ports, shipyards, and maritime organisations, NMUC can provide valuable first-hand experiences and networking platforms (*Lau, Cristina, Yuk Ming Tang, & Adolf K.Y. Ng, 2021*). This will enable students to engage with industry professionals, gain insights into the industry's operations, and make informed career choices.

Taking advantage of this opportunity can yield several potential outcomes for NMUC. It can lead to increased enrollment and student retention rates, stronger industry collaborations, and a solid reputation as a leading provider of maritime education. Furthermore, NMUC's graduates will benefit from improved employability, positioning them as highly sought-after professionals in the maritime industry. Overall, these initiatives will contribute to the growth and advancement of both NMUC and the maritime sector, establishing NMUC as a preferred destination for students aspiring to succeed in maritime careers.

5.3.3 Higher enrollment among international students

- **Elaboration on the opportunity.**

The opportunity for higher enrollment among international students refers to the potential increase in the number of students from foreign countries choosing to study in Malaysia. In recent years, Malaysia has emerged as a desirable destination for higher education, attracting students from various countries, including China, Indonesia, Bangladesh, Yemen, Nigeria, Pakistan, India, Japan, Iraq, and Libya (*Supramani, 2022*). These countries, many of which are developing nations, have seen a growing interest among their students in pursuing education abroad. The opportunity arises from several factors. Firstly, Malaysia offers affordable tuition fees and a lower cost of living compared to other popular study destinations. This makes it an attractive option for international students, especially those from developing countries who may face financial constraints. Additionally, Malaysia has a strong reputation for providing quality education, with many universities offering internationally recognised programmes and degrees. This presents an opportunity for NMUC to attract students from diverse countries and cultures, enriching the learning experience and fostering a globalised academic environment.

- **Observation and impact of the opportunity.**

Based on my role as an intern and education advisor, I have witnessed NMUC's success in attracting a significant number of international students. The university has seen an increase in the enrollment of students from abroad, which is evident through the presence of international students on campus and their active participation in various academic activities. Interactions with these students have allowed for engagement with their diverse backgrounds and cultures, further highlighting NMUC's ability to attract students from different parts of the world. Furthermore, NMUC's recent partnership with Maldives Ports Limited (MPL) serves as further evidence of the university's success in attracting international students. The signing of a Memorandum of Understanding (MOU) between NMUC and MPL signifies the collaboration between the two organisations to provide education and training opportunities for MPL employees (*Corporate Maldives, 2023*). This collaboration allows MPL employees to pursue a range of programmes at NMUC, spanning from foundational to master's degrees. This strategic alliance reflects NMUC's proactive approach to expanding its international student population and attracting students from diverse geographic locations.



Figure 11: MOU signing ceremony between NMUC & MPL

The impact of the higher enrollment of international students on NMUC's business is significant. Firstly, it contributes to the university's financial sustainability and growth. International students often pay higher tuition fees, which can help generate

additional revenue for NMUC. This increased financial stability allows the university to invest in enhancing its infrastructure, facilities, and academic resources, thereby further improving the overall educational experience for all students. Secondly, the enrollment of international students enhances NMUC's competitiveness in the higher education landscape. A diverse student body enriches classroom discussions, promotes knowledge exchange, and encourages a broader range of perspectives. This can result in improved academic outcomes and higher student satisfaction, which in turn can boost the university's rankings and reputation.

- **Recommendation to take advantage of the opportunity and potential outcomes.**

I strongly recommend that NMUC seize the opportunity for higher enrollment of international students by implementing strategic initiatives. Firstly, NMUC should enhance its international marketing and recruitment efforts by investing in targeted marketing campaigns to promote its programmes and facilities to prospective international students. This can include attending education fairs, partnering with recruitment agencies, and leveraging digital marketing strategies to reach a wider audience. By increasing the visibility and awareness of NMUC among international students, the university can attract a larger pool of applicants. Secondly, NMUC should prioritise the development of tailored support services for international students, including assistance with visa applications, accommodation arrangements, and language support. Creating a welcoming and supportive environment will enhance the overall student experience and foster a sense of belonging (*García, Garza, & Yeaton-Hromada, 2019*).

Thirdly, NMUC should strengthen its international collaborations and partnerships by actively seeking collaborations with renowned universities and industry organisations. This will facilitate student exchange programmes, joint research initiatives, and internship opportunities, providing international students with valuable global exposure. Lastly, NMUC should introduce targeted scholarships and financial aid packages to attract top talent and alleviate financial barriers for international students. These scholarships can enhance the diversity and academic excellence of the student body, contributing to a vibrant and inclusive learning environment.

The potential outcomes for NMUC from taking advantage of this opportunity include increased revenue from international student tuition fees, improved diversity and

cultural exchange on campus, enhanced global reputation and rankings, expanded international networks and collaborations, and a more enriching educational experience for all students. By strategically leveraging the higher enrollment of international students, NMUC can strengthen its position as a leading maritime education provider and further its mission of producing globally competent graduates.

5.4 Threats

5.4.1 Competition from other established institutions

- **Elaboration on the threats.**

The threat of competition from other established institutions poses a significant challenge for NMUC. This threat arises from the presence of well-established universities and educational institutions that offer similar programmes and attract students interested in the maritime field, such as Universiti Malaysia Terengganu, Ranaco Education, and Universiti Kuala Lumpur (*"Top Marine Engineering Courses in Malaysia," 2023*). These institutions have established reputations, brand recognition, and a long history of providing quality education. They offer a range of programmes, including those related to the maritime industry, which directly compete with NMUC's offerings. These established institutions have the advantage of attracting students who prioritise reputation and prestige in their education choices. They may have larger student populations, well-developed infrastructure, and established networks with industry stakeholders. The competition from these institutions can potentially divert students away from NMUC, impacting the university's enrollment rates and overall business. To elaborate further, the competition from Taylor University, MSU, and UniKL means that NMUC faces the challenge of distinguishing itself and standing out among these well-known institutions. NMUC needs to address the perception of being a relatively new and lesser-known university in comparison.

- **Observation and impact of the threat.**

The threat of competition from other established institutions, is evident through observations made during my tenure at NMUC. As an intern and education advisor, I have observed that students show a greater interest in well-established and renowned institutions compared to NMUC. For instance, during school events such as the announcement of SPM results, I have noticed that students are more inclined to visit

booths of universities like Universiti Teknologi Petronas, Universiti Kuala Lumpur, and Universiti Tenaga Nasional, rather than NMUC's booth. This observation suggests that NMUC faces competition from these established institutions in attracting prospective students. Additionally, I have witnessed parents expressing a keen interest in Universiti Teknologi Petronas and actively seeking information on behalf of their children at their booth. This indicates a preference for institutions with a stronger reputation and brand recognition. These observations underscore the impact of competition from other established institutions on NMUC's ability to attract students and engage with prospective parents.

The competition from other established institutions has a significant impact on NMUC's business. Firstly, it can limit NMUC's market share in the education sector. Students and parents may perceive NMUC as a less desirable option due to its relatively lesser-known reputation compared to the more established institutions. This limitation in market share can hinder NMUC's growth potential and impede its ability to attract a wider range of students. Moreover, the preference for institutions with a stronger reputation and brand recognition suggests that NMUC may face challenges in building and maintaining a positive brand image (*Jelena Brankovic, Ringel, & Werron, 2018*). Students and parents may perceive NMUC as inferior or less prestigious compared to its competitors. Overcoming this perception and establishing a positive brand image require significant efforts to showcase NMUC's strengths, achievements, and the value it offers to students.

- **Recommendation to deal with this threat and lessen the impact.**

To deal with the threat of competition from other established institutions, I strongly recommend NMUC enhance their branding and reputation. NMUC should focus on improving its brand recognition and reputation in the education sector. This can be achieved through effective marketing campaigns, highlighting the unique aspects and strengths of the institution, and showcasing the success stories of its alumni. Building a strong brand image will help attract prospective students and parents (*Fernandes, Shukla, & Fardoun, 2022*). Moreover, I also recommend NMUC focus on differentiating its offerings. NMUC should emphasise its unique selling points and offerings that set it apart from other institutions. This could include specialised programmes, partnerships with industry leaders, innovative teaching methods, state-of-the-art facilities, or a strong focus

on experiential learning. By highlighting these distinctive features, NMUC can attract students who are seeking something different from the more established institutions.

It is essential for NMUC to acknowledge and address the competition it faces, rather than avoid it. By taking proactive steps to improve its offerings, reputation, and engagement with prospective students, NMUC can lessen the impact of the competition and attract a larger share of students. While transferring the threat to a third party may be an option in some cases, it is more beneficial for NMUC to take responsibility and work towards improving its own position in the education market.

5.4.2 Decreased demand for higher education

- **Elaboration on the threats.**

The threat of decreased demand for higher education refers to a decline in the number of individuals choosing to pursue further studies or enrol in universities. The data from the statistics department, indicating that in 2019, approximately 72.1% of SPM graduates were not inclined to continue their studies (*Staff Writers, 2023*), highlights the significance of this threat. This trend can be attributed to various factors. Economic conditions and job market dynamics play a crucial role, as some individuals may opt for immediate employment opportunities instead of investing time and resources in pursuing higher education. The rising costs of education, including tuition fees and living expenses, can also contribute to the decreased demand as they may deter prospective students from pursuing further studies. Additionally, alternative pathways to career success, such as vocational training, apprenticeships, or entrepreneurship, have gained prominence in recent years. These alternatives offer individuals the opportunity to acquire practical skills and enter the job market more quickly, bypassing the traditional route of higher education.

- **Observation and impact of the threat.**

The Threat of decreased demand for higher education within NMUC can be seen through various indicators. As an intern and education advisor, I have noticed a growing trend among students where they prioritise immediate employment opportunities, particularly in the gig economy. Platforms like Food Panda and Grab Food have provided students with flexible work arrangements and the ability to earn higher incomes, which has become an attractive option for them. This observation is supported by reports from

sources like the Malay Daily, which highlights the reasons why individuals aged 17 and 18 are opting not to continue their studies. The three main factors identified include the availability of job opportunities in the gig economy, the desire to become influencers on social media, and the belief that furthering their studies does not guarantee better job prospects (*May Vin Ang, 2022*). These observations collectively indicate a shift in mindset among students, with a greater emphasis on immediate employment and alternative career paths rather than pursuing higher education.

The impact of decreased demand for higher education on NMUC's business is significant and multifaceted. First of all, it can impact NMUC's market share and competitiveness. With fewer students choosing to enrol, NMUC may face challenges in attracting and retaining a diverse student population. This can limit its reach and influence in the education sector and hinder its ability to compete with other institutions. It may also impact NMUC's reputation and brand perception in the market (*Shin & Shin, 2020*). Other than that, it necessitates NMUC to re-evaluate its resource allocation. With lower student enrollment, NMUC may need to adjust its operations, including staffing levels, facility usage, and resource distribution. This may require difficult decisions regarding programme offerings, course availability, and investment in infrastructure. It is important for NMUC to actively respond to the impact of decreased demand rather than avoid it. By identifying and addressing the underlying factors contributing to the decline, NMUC can adapt its strategies, programmes, and resources to remain competitive and attract students. Continuous monitoring, market research, and a student-centric approach are essential in mitigating the impact and ensuring NMUC's long-term success in the evolving higher education landscape.

- **Recommendation to deal with this threat and lessen the impact.**

To effectively tackle the threat of decreased demand for higher education, I highly recommend NMUC undertake several proactive measures to mitigate the impact and adapt to the changing landscape. The first crucial step is conducting comprehensive market research and analysis, which I strongly recommend. This will provide valuable insights into the factors contributing to the decreased demand, enabling NMUC to develop targeted strategies that address the specific needs, preferences, and career aspirations of the target student demographic. Another significant recommendation I make is for NMUC to

enhance its value proposition. Clear and compelling communication of the value and benefits of higher education at NMUC is essential. Emphasise the long-term advantages, such as enhanced career prospects, personal development, and the acquisition of critical skills and knowledge. It is crucial to highlight the practical application of education and the transferable skills that students will gain through NMUC's programmes.

Additionally, I strongly recommend NMUC provide flexible learning options. Adapting to changing student preferences is key, and incorporating online or blended learning formats will cater to the needs for flexibility, convenience, and accessibility (Duan & Wang, 2020). Leveraging technology to enhance the learning experience and offer interactive, engaging educational opportunities is crucial to staying relevant and appealing to students. In dealing with this threat, it is paramount for NMUC to accept full responsibility, as I highly recommend, and take proactive measures. By thoroughly analysing market trends, enhancing the institution's value proposition, and embracing flexible learning options, NMUC can effectively lessen the impact of decreased demand for higher education. This proactive approach, based on my strong recommendations, will position NMUC as a competitive and attractive institution, ensuring its continued success in the face of changing dynamics in the higher education landscape.

5.4.3 Higher educational debt after graduation

- **Elaboration on the threats.**

The threat of higher educational debt after graduation is a significant concern for individuals considering further studies. This threat refers to the potential financial burden that students may face due to the accumulation of student loans or high educational fees. It can have a profound impact on students' decision-making process regarding continuing their studies and pursuing higher education. The data provided highlights several reasons why individuals may choose not to continue their studies. One reason is the need to work to pay for education. Approximately 34% of respondents cited the necessity of working to fund their education as a reason for not wanting to continue their studies. Furthermore, approximately 32% of respondents mentioned that high education fees were a deterrent to continuing their studies. Another concern is the burden of student loans. Around 32% of respondents expressed a reluctance to be burdened with student loan debt (Staff Writers, 2023). This reflects a growing awareness among students about the potential long-term

impact of loans on their financial stability and future prospects. The fear of being burdened with debt can dissuade individuals from pursuing higher education or make them hesitant to take on significant financial obligations.

- **Observation and impact of the threat.**

The threat of higher educational debt after graduation can be a significant challenge for NMUC, based on my experience as an intern and education advisor. Students and parents express significant concerns about the debt burden resulting from the higher educational fees at NMUC. From my interactions and discussions with students, it is evident that many students need to borrow substantial amounts, ranging from RM20,000 to RM80,000, from PTPTN (the National Higher Education Fund Corporation) to finance their studies at NMUC. These observations highlight the challenges that students anticipate in paying off their educational debt after graduation. Specifically, students are particularly concerned about the feasibility of repaying their loans when they enter the job market with starting salaries as low as RM2,000 (Hilmy, 2023). The gap between the loan amount and the starting salary creates a perception of financial hardship, making it difficult for students to envision a clear path to debt repayment.

The impact of higher educational debt after graduation on NMUC's business is significant. Firstly, it can lead to a decrease in student enrollment as potential students are deterred by the burden of debt. Prospective students may seek out alternative institutions with lower tuition fees and better financial aid options, negatively impacting NMUC's student intake and revenue. Secondly, higher educational debt can have negative effects on the well-being and mental health of students. Financial stress and anxiety associated with loan repayments can hinder students' academic performance and overall satisfaction with their educational experience (Rodney & Mincey, 2020). This may affect the learning environment at NMUC and the overall student experience. It is essential for NMUC to prioritise the financial well-being and accessibility of education to ensure its competitiveness and sustainability in the higher education landscape.

- **Recommendation to deal with this threat and lessen the impact.**

First and foremost, I recommend that NMUC establish a comprehensive range of scholarships and financial aid programmes. By offering merit-based scholarships, need-based grants, and tuition waivers, NMUC can alleviate the financial burden on students and enhance accessibility to higher education. Furthermore, I strongly suggest implementing mandatory financial literacy education. By providing students with mandatory financial literacy courses or workshops, NMUC can equip them with essential knowledge and skills in responsible borrowing, budgeting, and debt management (*Batra, Agarwal, Arya, & Fernando, 2019*). This will empower students to make informed decisions about their education financing and develop healthy financial habits.

Additionally, I strongly recommend NMUC continuously assess and optimise its cost structure to minimise the need for excessively high tuition fees. By streamlining operations, exploring cost-saving measures, and maximising resource allocation, NMUC can maintain affordability while upholding the quality of education. To further support students in managing their educational debt, I recommend NMUC enhance its career services department. By providing robust career guidance, job placement assistance, and alumni networking opportunities, NMUC can facilitate students' transition into the workforce, improve their post-graduation income prospects, and help them navigate the financial challenges associated with educational debt.

Lastly, I recommend NMUC actively engage in public awareness campaigns and advocacy efforts. By raising awareness about the impact of educational debt and advocating for policies that promote affordability in higher education, NMUC can contribute to positive changes in the education landscape and ensure that education remains accessible to all. By implementing these strategies, NMUC can effectively address the threat of higher educational debt after graduation. These measures will provide financial support, enhance financial literacy, create practical work opportunities, advocate for favourable loan terms, optimise costs, facilitate career development, and advocate for a more affordable education system.

6.0 Conclusion

The industrial training experience has provided valuable insights into the dynamics of the company and its operations. Through my industrial training experience, I have gained a comprehensive understanding of the company's profile, including its background, organisational structure, and products or services. This training has provided me with valuable insights into my role and responsibilities within the organisation, emphasising the importance of teamwork, effective communication, and adaptability in a professional environment. I have benefited from both intrinsic and extrinsic gains during this internship. Intrinsic benefits include personal growth, skill development, and increased confidence in my abilities. Externally, I have had the opportunity to network with professionals in the industry, gain recognition for my work, and explore potential employment prospects. These gains have contributed to my overall learning experience and equipped me with the necessary tools to excel in my future career endeavours.

The SWOT analysis conducted for the company has highlighted its strengths, weaknesses, opportunities, and threats. While the company boasts world-class maritime programmes, provides scholarships, and offers high employability after graduation, it also faces challenges such as low brand recognition, geographical limitations, and limited programme options. It is crucial for the company to address these weaknesses and capitalise on the opportunities presented by the increased demand for maritime professionals, rising interest in the maritime industry among students, and higher enrollment of international students. Additionally, managing threats such as competition from other established institutions, decreased demand for higher education, and higher educational debt after graduation will be crucial for the company's success.

Looking ahead, in the next five years, I envision leveraging the knowledge, skills, and experiences gained during this internship to advance my career in the maritime industry. I aim to continue expanding my professional network, staying updated with industry trends, and pursuing further education or certifications to enhance my expertise. By actively seeking out diverse opportunities, embracing challenges, and developing strong leadership abilities, I am confident in my ability to make a positive impact in the maritime sector. In conclusion, the industrial training has been a transformative experience for me, providing a solid foundation for my future career growth. The insights I gained, coupled with my determination and drive, will guide me towards a successful and fulfilling professional journey in the maritime industry.

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8.0 Appendices



Figure 12: University Logo's

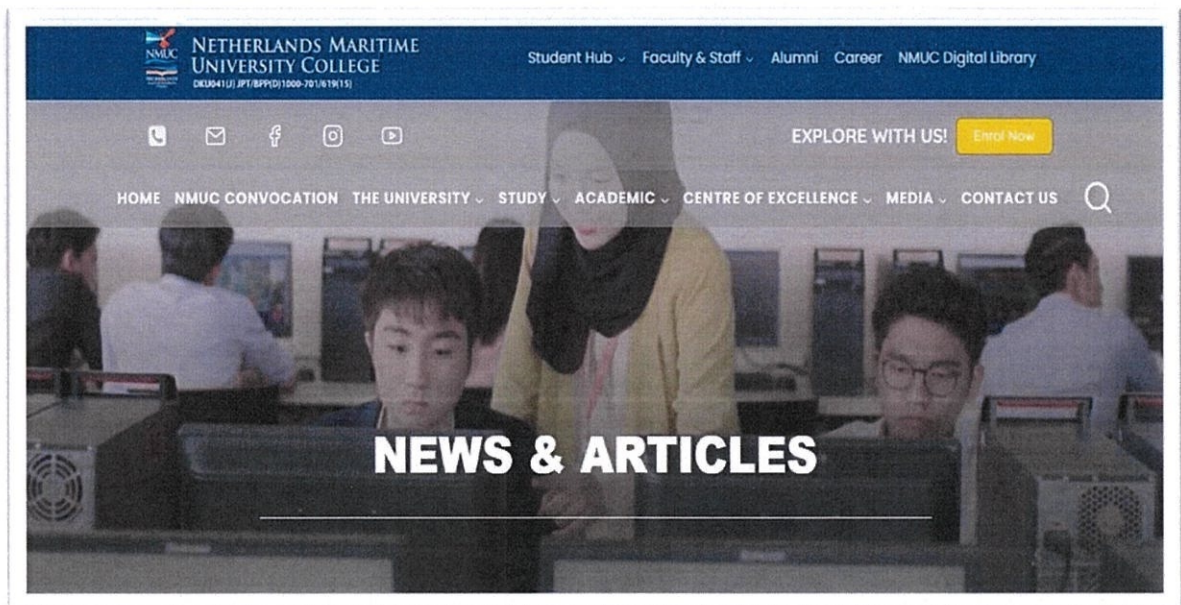


Figure 13: University Official Website

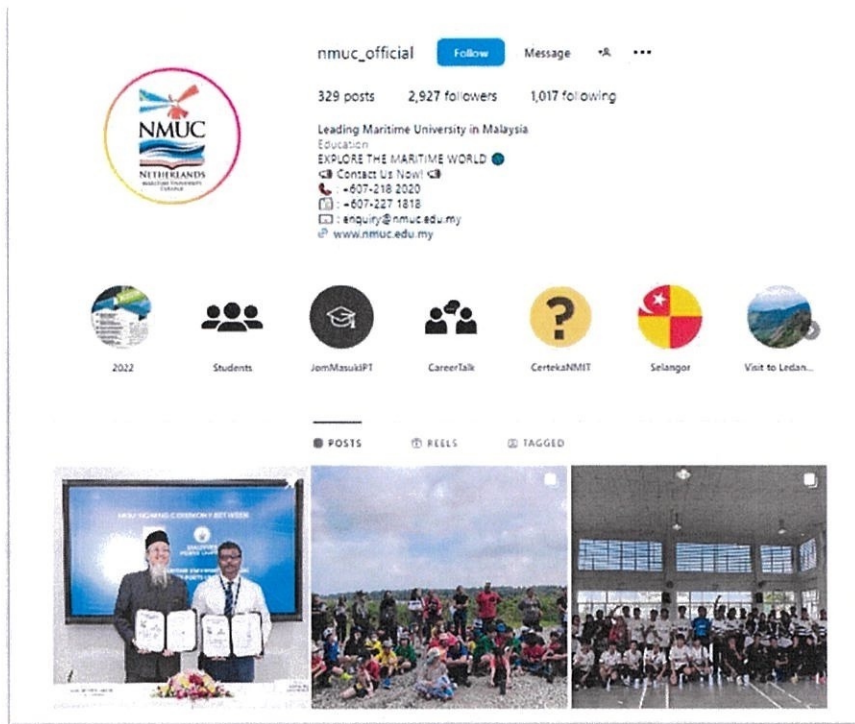


Figure 14: University Official Instagram



Figure 15: University Official Brochure

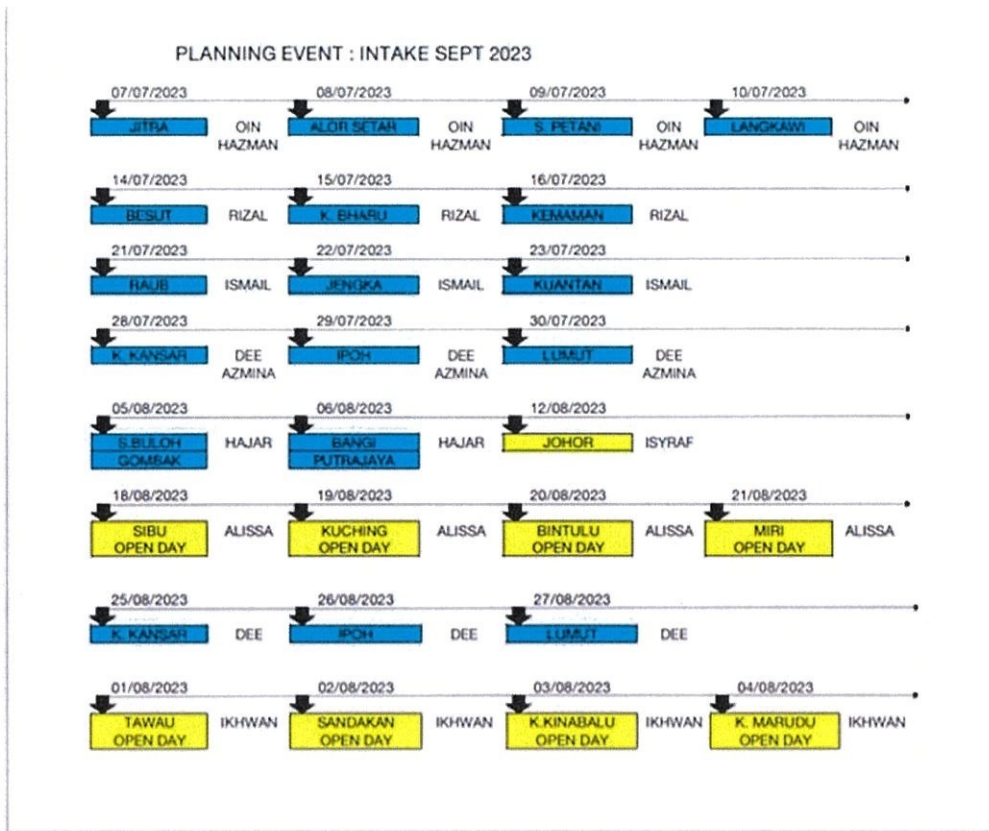


Figure 16: Event Planning for September Intake



Figure 17: Event in Alor Setar, Kedah



Figure 18: Event in Sungai Petani, Kedah



Figure 19: Event in Langkawi, Kedah