

HRM666: INDUSTRIAL TRAINING

INDUSTRIAL TRAINING REPORT – SWOT Analysis of DRB-HICOM University of Automotive Malaysia

PREPARED BY:

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EXECUTIVE SUMMARY

My cherished and insightful 6-month industrial training began here at DRB-HICOM University of Automotive Malaysia (DHUAM). The university is based in Pekan Pahang. 6 months of training experience gave me a lot of input to explore real points of view working as a Human Resource practitioner.

DHUAM is a university that has two faculties which are the Faculty of Engineering and the Faculty of Business. During the internship I was located at the Human Capital Department which enhanced my knowledge about payroll and recruitment. There are so many tasks I have done in that period of time. For example, I have been given a task where I need to check the staff claims, issue a memo of payment, and a payroll avenue summary report. My daily tasks mostly are related to payroll. Even so, I have also done a few recruitment tasks such as finding candidates for interviews, assisting the new staff on report duty, key in the new staff's details on the company system, and also doing filing for their personal files. It was such a great experience that I got to learn the process from the beginning.

For this report, I have done SWOT analysis with regards to DHUAM. Each SWOT component I provided two points for Strengths (university facilities and strategic area), Weaknesses (number of students and high course fee), Opportunity (scholarships and international border opened) and Threat (competitor has many other courses and competitor has lower course fee). I also recommended four (4) strategies that came out from the SWOT analysis.

ACTKNOWLEDGEMENT

First and foremost, I would like to thank Allah for giving me good health and the opportunity to complete the industrial training for 6 months of 2023.

Next, I would like to thank En. Khairi, the head of the Human Capital department, and En Vishnuganth, my supervisor during the industrial training. Other than that, I also would like to thank all the staff who always give guidance and teach me a lot of new knowledge regarding Human Resources.

Furthermore, my advisor, Madam Hidayah, gave me a lot of advice, ideas, and opinions along my way to completing this training report. Also, Madam Shiba and Madam Hazwani, the one that supervises all the students throughout the industrial training process.

Not to forget my family members who keep supporting me and being my strongest support system. My group mates who always kept up with each other. Lastly, thank you to each one who involves directly or indirectly in my industrial training journey.

RESUME



PROFILE

An independent and competent final year student in human resource management aiming to use my knowledge in human resource development, compensation, performance management and skills to meet the requirements of a job position at the institution.

CONTACT

PHONE:

ADDRESS:

EMAIL:

SKILLS SUMMARY

- Speaking and writing proficiency -Bahasa (Excellent), English (Excellent)
- Microsoft Office (Word, Excel, PowerPoint) - Intermediate Level
- Proficient in WordPress, Google Sites

REFERENCE

Vishnuganth A/L Uothambalan +6010-827-7919

NADHIRAH AQILAH BINTI MUHAMMAD AMIN FAUDZI

CAREER OBJECTIVE

To utilize my knowledge and skills in the fields of human resource management with the institution that can help to strengthen my experience to work with diverse talents and multicultural workforce.

EDUCATION

Universiti Teknologi Mara, (UiTM) Kampus Bandaraya Melaka 2020 - 2023

Bachelor of Business Administration with Honors (Human Resource Management)

CGPA: 3.50

Kolei Matrikulasi Pahang

2019 - 2020

Completed One Year Matriculation Program in Science Modul 1 CGPA: 3.29

EXTRACURRICULAR ACTIVITIES

Program Service-Learning Malaysia-University for Society (SULAM) 2021

- Treasurer
- Ensure the program fulfilled according to the set budget
- Ensure to get a receipt from each spending and resolve the claim from the bureau involved in the program

Virtual Up Skilling Program (Level Up Your Business with Shopee) 2021

- Participated as a Shopee trainer for entrepreneurship
- Attended as trainer in How to Boost Sale session

Virtual-Melaka International Intellectual Exposition (VMIIEX) 2022

 Participation in Track Innovation (Automated Performance Appraisal Form – Excel)

WORKING EXPERIENCE

HR trainee

 Internship in HR department for 6 months at DRB-HICOM University of Automotive Malaysia (2023)

Tearista

- Tealive, Pekan
- One year experience (2021-2022)

COMPANY'S PROFILE

Name: DRB-HICOM University of Automotive Malaysia

Location: Pekan, Pahang

Address: DRB-HICOM UNIVERSITY OF AUTOMOTIVE MALAYSIA, Kompleks Automotive DRB-HICOM, Lot 1449, PT2204, Kawasan

Perindustrian Peramu Jaya, 26607 Pekan, Pahang

Background:

In 2010, this company started as International College of Automotive (ICAM). After few years, DRB-HICOM University of Automotive Malaysia (DHU) became a full-fledged university in October 2015. Operating from a well facilitated 42-acre campus strategically located in the DRB-HICOM Automotive Complex in Pekan, the university now houses two faculties namely the Faculty of Engineering & Technology and Faculty of Business & Management. Currently DHU offers 25 programmes including for foundation until postgraduate studies with a particular focus on the automotive eco-system.

Established as part of the DRB-HICOM group of companies, this university has specialised curriculum that provides a well-balanced mix of theoretical and application applying the concept of "University by the industry, for the industry". The combination of technical knowledge and hands-on skill provided an essential stepping stone for graduates who have just started to their career.

Vision:

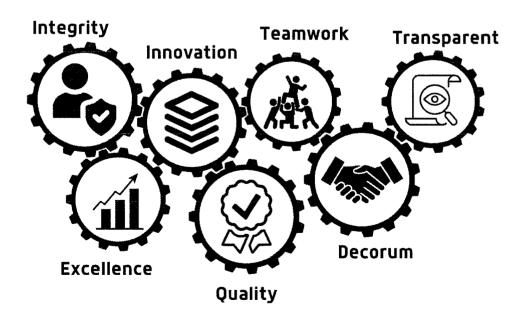
To be ASEAN's premier innovation, research and education institution for the automotive ecosystem and sustainable development

Mission:

Committed to nurturing global entrepreneurial leaders and producing innovative sustainable services and products for ASEAN's automotive ecosystem & services industries. This will be achieved by our research & teaching being recognized for its;

- Excellence and Quality
- Innovation & Creativity
- Global Competitiveness & Partnership
- Contribution to Sustainable Development

DHU's values:



TRAINING REFLECTION

For my internship, I got offer to do the internship at DRB-Hicom University of Automotive, Pekan Pahang with the duration of 6 months. I am assigned at Human Capital department.

The Human Capital department that I have been assigned is more towards compensation and benefits related. My daily task is to assist checking staff overtime claims, traveling claims, part time lecturer's claim and do the memo of payments. Furthermore, once in a month, I also have to issue memo regarding staff medical insurance for medical coverage. In April until June, there are few new staff reporting their duty. During that period of time, I need to create the new staff profile in the company HR system called HRMIS which I have to key in the details in the system and create the physical personal file where I have to do tagging and sorting all the documents to put in the file. Other than that, I have few times finding candidates for interviews which I have to contact them and set the interview schedule on calendar using Microsoft Outlook for the candidates and all panels. Human Capital department (HCD) also handle stationary for staff thus I have to assist the stationary requisition on every Wednesday.

On March, DHU has 2 events which are Townhall Meeting and Hi-Tea event. During the townhall meeting HCD is the gift committee. Few days before the event held, along with the other 2 HCD staff, I have to sorting the gift and during the event we have to hand the gift to all staff. Meanwhile, for Hi-Tea event, all internship students are appointed to be the decoration and food committee. So, I got to assist on photo booth decoration where I have to do edit the picture that need to be paste on the board. Other than that, HCD also conducted an Iftar event for all staff including internship students. Me and the other two internship students at HCD help in organizing the event. We did help in terms of setting up the tables for foods, preparing menu lists and food tagging.

For the whole 6 months of internship, I received RM300 allowance each month. The benefits I get is that I am more familiar with overtime calculation, expose more towards knowledge about medical insurance coverage, and recruitment process. Other than that, I am now more punctual as every day I need to arrive at the office before 8:30a.m. My communication skill is getting better as I have to communicate with the staff every day. I also learn to negotiate with others due to some claim issues. Being multi-task already become a routine because every day I have to do few jobs at one time. Lastly, as I got to join the committee for few events, it also enhances my skills to work in team.

SWOT ANALYSIS DRB-HICOM UNIVERSITY

Strengths
Facilities
Strategic Area



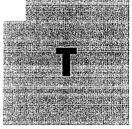


Weaknesses

- Number of students
- High course fee

OpportunitiesThe opening of the international border
Scholarships





Threats

- The competitor has many other courses
- The competitor has a lower course fee

DISCUSSION

First and foremost, the strength of this university is its **facilities**. The facilities here are all complete and ready to be used by the students or staff. Almost everything needed is there in the area. Easy to say that they do not have to go outside and rent others' facilities. For example, they have all the labs and spacious workshops provided for the students. Their Faculty of Engineering has a lab named Explore Lab, that allows students to have hands-on experience for automobile assembly and also manufacturing the automobile components. Other than that, they also have Excel Lab, Casting and Moulding Lab, Fabrication Lab, and Advanced Machine and Metrology Lab. Likewise, the Faculty of Business also has adequate facilities, the university provided more than one computer lab and language lab. Other than that, this university has five lecture halls, one Chancellery Hall for events like convocation, and nine courts including futsal, badminton and netball court.

Additionally, they also have a huge library, and a cafeteria called 'Mensa'. Mensa does serve food in the morning for breakfast and afternoon for lunch. The students who have early class in the morning can come earlier to eat. Usually, the staff also take their breakfast there. DRB-Hicom University also provides convenient accommodation named University Village (UV) for students. It is located 1.6km from the campus where the students could walk to go to the DHU for classes. At the University Village, they have six types of rooms with the lowest monthly rate at RM191 up to RM400 so the students can choose according to their budget per month.

Furthermore, the area of the university is strategic enough where it is located at Peramu, one of the developed areas in Pekan Pahang. To be located at the main road is such a great idea where anyone who comes across that road can see the spacious buildings behind the gate. Moreover, the university area is surrounded by many foods' stall and courts, clinics and supermarkets. Everything is around them so they do not have to go far to buy or find things for their daily life. Students who stay at the University Village should worry less about transportation because the coverage of Grab Car there is so much better compared to any other area in Pekan. Not to mention Grab food, it covers so many restaurants so students can order chosen food to enjoy. Meanwhile, for emergency cases, there is a nearest hospital which is only 5.6km from the university.

University area and facilities are important for all students as it would affect their studies. According to Chloe Lane, the factors that students should consider when choosing a university are location, course content, accommodation, and student support (Lane, 2022). The facilities would have an impact on students 'daily life. For example, an appropriate accommodation is advantageous for students to live their campus life comfortably. As DHU provides University Village, students do not need to hustle to find a rental house to stay throughout the whole semester. Other than that, libraries can give students access to plenty of information that students need or require (Zain & Ramli, 2019). Also, the spacious library aids the student to sit there with ease to study or to do their assignment. When the student feels comfortable, they would be keen to achieve their own target either to finish the assignment on time or to go to the library every time they finish class to do revision.

Besides the strengths that stated above, there must be weaknesses. Previously, DHU had **fewer students** than the numbers they currently have. This matter is one of the Covid-19 impacts as the team cannot go for promotion in 2019 until 2021. As we are all aware during that year, we did have continuous lockdowns and it was compulsory to stay at home and same goes to the staff at DHU. They also practiced remote working during that range of time.

Previous year, the number of students not reaching 500 was one of the worries for University Marketing and Recruitment Centre (UMRC) as they are not achieving the target set by the upper management. As the team needs to bring students into the university, they have to brainstorm ideas and ways to improve their marketing strategy. Obviously if the university has less students, they will have less income as there will be no student registering, pay the fees for the course and also less students to stay at University Village which also affects their income. This kind of business needs students to sustain in the industry. It is such a waste if they have many good lecturers but lack students. Some cases in DHU where for one class there was just one student. One of the lecturers there has two classes with only one student each class. It would be so much better to have a big number of students in class as the students themselves can do group work, and give and take ideas. For the year 2023, the management targeted 700 students to be DHU students and as of July, they have yet to achieve the target.

DHU PROGRAM	FEE
Foundation	RM12k to RM14k
Diploma	RM30k to RM43k
Bachelor Degree	RM51k to RM68k
Post Graduate	RM51k to RM48k

Other than that, DHU has a **high course fee**. According to the DHU website, their foundation courses for both faculties would cost at RM12k to RM14k. Meanwhile, the Diploma rate is RM30k to 43k and Bachelor's is RM51k to 68k. If a student wants to pursue postgraduate, the Master course fee is RM38k to 48k and PhD RM37k to 41k. For example, if one student wants to pursue a diploma and degree both at this university, they have to pay RM81k in total to be a bachelor degree holder. It is such a huge amount of money to spend.

Usually, students would apply for PTPTN as a loan for their studies. This is one of the concerning issues in Malaysia where students are more likely to be burdened by debt at their early career (ldris, 2021). For some cases it is quite hard for fresh graduates to get employed as most of the companies in Malaysia would prefer a well experienced employee. If the fresh graduates do not meet the company's expectation, then they will not be selected for the job. Therefore, the unemployment rate would increase as well.

The next SWOT component is Opportunity. DHU provides scholarships for students who fit the requirements to apply for the scholarships programme. The students can simply apply on their website. The scholarship provided for the foundation program where DHU will cover the whole course fee and students only need to pay for other fees that cost only RM2.9k. There is one condition in which it is compulsory for the student to pursue their bachelor degree at DHU after they finish their foundation program. For bachelor degrees, they call it 'Dermasiswa DRB', this would follow the student's household income classification (B40, M40 and T20) to decide how much money will be given to the student.

The recruitment team will help students regarding the applying process. Scholarship is important as it would help students to achieve their academic goals and dreams (Editors, 2023). As it would settle up the university fees, the student shall worry less about their money. Perhaps they can focus more on their studies. Furthermore, financial support can also be a booster for students to strive for their studies and get the best result to prepare themselves to get into the industry. With scholarship, students are more likely to be debt-free after they finish their studies which would lessen the current issue regarding fresh grads.

The next Opportunity would be **the opening of the international border**. DHU also welcomes international students to be part of the university. As the Malaysia government announced the international border would be fully opened on 1st April 2022 (Kaos, 2022), there will be more international students who can apply to pursue their studies at this university. The Ministry of Education has stated a target for Malaysian Education Blueprint 2015-2025 which is 250,000 international students in Malaysia by 2025 (Staff, 2022). The DHU marketing team is currently working on a plan to recruit students from China.

The next component is Threat, which is a **competitor that has many other courses**. At the moment, DHU offers 25 courses in total for foundation until PhD. As this university is an automotive university, the course offered for the automotive field is adequate to attract students as some of the courses are not offered by another university. However, for the Faculty of Business, they provide only eight (8) including Foundation, Bachelor, Master and PhD. There are numerous universities in Malaysia that also provide the same course as DHU for the Faculty of Business. As the other university offers more hence DHU need to step up their strategy to be chosen by future students.

Next, **competitors have lower course fees**. According to other university websites such as UniTAR, which also provided the same course as DHU for example Diploma and Bachelor in Information Technology. DHU fee is from RM31k to RM52k meanwhile in UniTAR is from RM19k to RM45k for the same course.

The second property of DHU and the second se	UniTAR
• RM31k to RM52k	RM19k to RM45k

The differences are quite high in which students surely would prefer a university with lower course fee.

RECOMMENDATION

For recommendation, it is strategies that have been concluded from all SWOT analysis above.

	STRENGTHS	WEAKNESSES
	Facilities Strategic area	Numbers of student High course fee
OPPORTUNITY	SO strategy	WO strategy
 Scholarship – DRB scholarship covers whole course fee for foundation program International border opened - Malaysian Education Blueprint 2015-2025 has targeted number of international students in Malaysia 	international students (S2, O1)	1. Do more promotion regarding their scholarships (W1, W2, O1)
THREAT	ST strategy	WT strategy
 Competitor has many other course Competitor has lower course fee 	1. Utilise facilities (S1, T2)	1. Do promotion regards to automotive courses (W1, T1)

First of all, DHU needs to **fully utilize facilities** as a way to prove that the other university with lower fees cannot afford better facilities than what they owned. For example, use labs to practically practice the theory that students learn in classes. This kind of opportunity would benefit students in preparation for their industrial training and also their future career because as we know, nowadays the industry demands highly skilled employees.

Next, the marketing team shall do a tour around their University Village area. Undoubtedly, the marketing team will do campus touring for all new students. However, here it is suggested to their team to **do a tour around the Peramu area** as new students, especially the international students, are not familiar with the place. With the touring, they can get a guide and know the place better. Pretty sure that the students can have a good experience as the university area is convenient. Therefore, they would barely face difficulties to survive in terms of daily life.

To further the explanation, the third recommendation would be for the marketing team to do more promotion regarding their scholarships as it will give so many benefits to their future students. As the course fee is high compared to other universities, they need to let more people know about their scholarships so that students can consider applying for admission with scholarships. The promotion would attract students to pursue their studies at DHU hence increasing the number of students there.

The last recommendation is to do promotion **regarding their automotive courses**. Even though other universities have many other courses, students who are interested in automotive courses can apply at DHU. Plus, they need to highlight the hands-on experience that is only applicable for DHU students. By way of explanation, the team needs to invite high school students to come to DHU, preferably SPM candidates to do a campus tour at the Faculty of Engineering buildings for them. Thus, they can have an idea about the automotive university and its course. Perhaps, they will be more convinced to pursue their studies in the automotive field.

CONCLUSION

To conclude my industrial training report, I have gained abundant knowledge during this 6-month period of time. It is true that theory is important but real work experience would give a different view from what we learn in class. For example, in HRM554 we learn theoretically how to recruit and select but we have not done it practically. During this internship I got to experience how to find candidates, review their resume, contacting them, and set the interview session. Even though it is just a basic process for recruitment, it still gave me another perspective of knowledge. For me, it is worthwhile that we have six months of industrial training because we get ample time to learn from the organization.

It is my sincere hope to practice more of all the Human Resources functions in my work career soonest. So that in five years from now, perhaps I would excel in all the functions and be one of the HR practitioners in the industry.

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APPENDICES

FEE STRUCTURE (LOCAL STUDENT)

	-	oundation Progra			
NO	FOUNDATION PROGRAMMES	DURATION	TUITION FEE (RM)	OTHER FEES* (RM)	TOTAL (RM)
1	Foundation in Engineering (NI/920/3/0056)) Year	11,000.00	2,800.00	13,920,00
2	Foundation in Business (N/010/3/03/6)	1 rear	9.000.00	3.000.00	12,000.00

Diploma in Business & Management Programmes					
NO	DIPLOMA IN BUSINESS & MANAGEMENT PROGRAMMES	DURATION	TUITION FEE (RM)	OTHER FEES*	TOTAL (RM)
1	Diploma in Procurement Management (N/341/4/0015)	2.5 years	25,260.00	5.750.06	30,950.00
2	Diploma in Automotive of Parts Management (6/345/4/0855)	2.5 ye <i>a</i> s	25,200.00	5,750.00	30,950.00

NO	DIPLOMA IN ENGINEERING & TECHNOLOGY PROGRAMMES	DURATION	TUITION FEE (RM)	OTHER FEES* (RM)	TOTAL (RM)
1	Diploma in Automotive Service Technology (R/521/4/0121)	2.5 years	36,500.00	6,050.00	42,550.00
2	Septoma in Occupational Selfety & Health (N/962/4/0332)	2.5 years	25,900,00	5,350,00	32,250.00
3	Optional in Mechanical Engineering Technology (96521/4/0152)	2.5 years	35.500.00	6,050.00	43, 550.0 0
4	Diploma in Information Technology (*1/482//v/0165)	2.5 years	25 200 00	5.550.00	30,750.00
3	Diploma of Engineering Technology in Aerospace Composite Manufacturing (IUS+37+70021)	2.5 years	36,900.00	5.0 50.00	42,530.00

Bachelor in Business Programmes					
NO	BACHELOR IN BUSINESS PROGRAMMES	DURATION	TUITION FEE (RM)	OTHER FEES* (RM)	TOTAL (RM)
:	Bachelor of Accounting (Hons) (%304/6/0469)	J.S years	80.000.00	,450°CG	a7,3ad 69
7	Bachelor of Business Administration (Hons) Supply Chain Management (N/343/6/0951)	3 years	49,000 00	5,450,00	51,450.00
3	Bachelor of Business Administrature (Hone) Management (Nr.365/6/0948)	3 years	45 CON.00	6,450.00	51,450.00

10	BACHELOR IN ENGINEERING & TECHNOLOGY PROGRAMMES	DURATION	TUITION FEE (RM)	OTHER FEES* (RM)	TOTAL (RM
1	Bachelor of Mechanical Engineering Technology (Mechatronic) with Honours (N/521/6/0150)	3.5 years	60,000,00	7,950.00	67,950.00
2	Backeior of Mechanical Engineering Technology with Honours (NJS21/6/0152)	3.5 years	60.000.00	7,850.00	67.850.00
3	Bachelor of Mechanical Engineering Technology (Automotive Service Technology) with Honours (N/521/6/0128)	3.5 years	50.000.00	7,450,00	67,450.00
4	Bacheiur of Mechanical Engineering Technology (Industrial Design) with Honours (IN/521/6/0125)	3.5 years	50,000.00	7,450.00	67,450.00
5	Bachelor of Engineering Technology in Aerospace Composito Manufacturing (N/543/5/0022)	3.5 years	60,000.00	7,950.00	67,950.00
6	Sachelor in Information Technology (PAB2/7/0151)	3 years	45,000,00	6,950.00	51,950.00
7	Bachelur in Occupational Safety & Health N/862/6/2076	3.5 years	90,000.00	7.750.00	67,750.00

		Master			
NO	MASTER	DURATION	TUITION FEE (RM)	OTHER FEES* (RM)	TOTAL (RM)
1	MSc in Engineering Technology (Research) into 200 7/00/50)	2 years	40,000.00	7 550.00	47,590.00
2	Master of Science in Industrial Design (Coursework) IN/52 1/7/0166)	2 years	96,000 00	7 65 0 0 0	43,950.00
3	Master of Management (Research) (ft/345/7/0845)	2 years	30,500.00	7,289,00	37,759,00
4	Moster of Business Administration (Coarsework) (NJ345777 1044)	2 years	30,500.00	7 250.00	37,750.00

PhD					
NO	PhD	DURATION	TUITION FEE (RM)	OTHER FEES* (RM)	TOTAL (RM)
1	Philosophy of Doctor in Engineering (Research) (N/520/8/0081)	3 years	34,000.00	7,150.00	41,150.00
2	Philosophy of Doctor in Management (Research) (N/345/7/0845)	3 years	30,000.00	7,450.00	37,450.00

PHOTOS OF SOME UNIVERSITY AREA





Explore Lab





FOE area





FOB area (computer labs)





Library

DHU HUMAN CAPITAL TEAM



TOWNHALL MEETING (9 MARCH 2023)

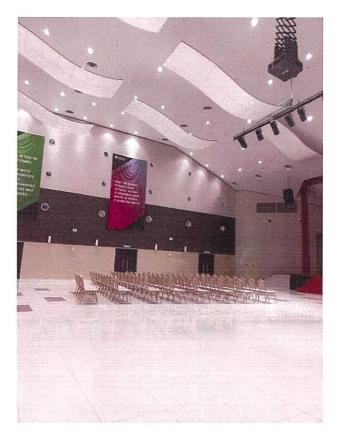




TOWNHALL MEETING (GIFT COMMITTEE)







HI-TEA EVENT (9 MARCH 2023)





HI-TEA EVENT (DECORATION COMMITTEE)







IFTAR PERDANA DHU (EVENT COMMITTEE)







