UNIVERSITI TEKNOLOGI MARA

INDUSTRIAL TRAINING REPORT AT RICAEN

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BACHELOR OF BUSINESS AND ADMINISTRATION (HONS) HUMAN RESOURCES MANAGEMENT (BA243)

INDUSTRIAL TRAINING REPORT OF UNIVERSITI TEKNOLOGI MARA (UITM) CAWANGAN ARAU, PERLIS

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EXECUTIVE SUMMARY

This report is about my experience during my internship training under one of the units in UiTM Perlis, named Research, Industry, Community, Alumni, Entrepreneurship & Network (RICAEN). This company offers all faculty members in research grant applications, publications, intellectual properties, consultation services as well as commercialization, develop new linkages and strengthen existing partnerships with industry, communities, alumni and other universities. This company is divided into five different units, and I will be put under the Publication and Excellence Unit incharge by my supervisor, Dr. Nurul Ain Binti Mohd Zaki. As the coordinator of the Publication and Excellence Unit, she gave me a lot of opportunities by joining her with many programs related to this unit. The programs have taught me a lot of skills and gained new knowledge as it involves many lecturers and people outside the company. Additionally, as a member in this unit, I am responsible to assist lecturers in registering publication results in the Publication Repository Information System Management (PRISMA) system, managing and publishing Jurnal Intelek (UiTM Perlis journal) according to the planned period organizing workshops related to publishing and writing, collaborate to coordinate the publication of seminar proceedings and updating information on the PJIM&A website. That is, honestly I can conclude that this company is such an amazing company that they give an intern a chance to engage with the community and expose us with real work life and culture, instead of being given a task and just doing office work.

TABLE OF CONTENTS

	PART 1 : PRELIMINARY PAGES	**PAGES NO.**
	Executive Summary	**I**
	Table of Contents	**II - III**
	List of Figures	**IV**
	List of Tables	**V**
	Acknowledge	**VI**
	PART 2 : STUDENTS PROFILE	
2.0	Student's Resume	2
	PART 3 : COMPANY PROFILE	
3.1	Company Background	3
3.2	Company Vision and Mission	4
3.3	Company Objectives	4 - 5
3.4	Organizational Chart	5 - 7
3.5	Units Under RICAEN	
	3.5.1 Research Management Unit	8
	3.5.2 Publishing & Excellence Unit	9
	3.5.3 Innovation Management & Expertise Unit	10
	3.5.4 Industry, Community & Alumni Network (ICAN) Unit	11
	3.5.5 Malaysian Academy of SME & Entrepreneurship Development (MASMED)	12
3.6	Organizational Structure of Publication and Excellent Unit	13 - 14
	3.6.1 Introduction Of Publication & Excellent Unit	14
3.7	Staff of RICAEN	15 - 16
	3.7.1 Staff Role and Responsibilities	17 - 20
	PART 4 : TRAINING'S REFLECTION	
4.1	Duration	21
4.2	Students Reflection	21 - 22
4.3	Job Responsibilities	22

4.4	Gains	22 - 23
4.5	Observation	
	4.5.1 Centralization and Decentralization	23 - 24
4.6	Activities and Programs During Internship	24 - 30
5.0	**PART 5 : SWOT ANALYSIS**	31
	5.0.1 RICAEN Strength	32 - 34
	5.0.2 RICAEN Weaknesses	34 - 36
	5.0.3 RICAEN Opportunities	36 - 37
	5.0.4 RICAEN Threat	37 - 39
6.0	**PART 6: PESTEL**	39 - 40
7.0	**PART 7 : DISCUSSION AND RECOMMENDATIONS**	
7.1	Job Rotation And Task Delegation	41
7.2	Enterprise Information Management (Eim) Software	41
7.3	Active In Business Event	42
7.4	Recruit Internship Student From Local University	42
7.5	Employed Personal Counselor	43
	PART 8 : REFERENCES	44 - 45
	PART 9 :APPENDICES	46 - 52

LIST OF FIGURE

FIGURE	ITEM	PAGES
1	Resume	2
2	Company's Background	3
3	Organizational Chart	6
4	Organizational Chart	7
5	Organizational Chart	8
6	Research Management Programs	9
7	Publishing & Excellence Programs	10
8	Innovation Management Programs	11
9	ICAN Programs	12
10	MASMED Programs	13
11	I-IDeA 2023	25
12	Sarawak Business Event	25
13	Semarak Raya	26
14	Santapan Nurani	26
15	Peluang Kerjaya with Al-Ikhsan	27
16	Kotak Kebaikan	27
17	Handholding Mentor Mentee	28
18	Booth Selangkah ke UiTM	28
19	Semarak Sanjung 2022	29
20	Class Writing Series with Dr Thava	29
21	Semarak Komuniti with MB Perlis	30
22	Discussion abroad University	30

LIST OF TABLE

TABLE	ITEM	PAGES
1	Table of Contents	II - III
2	Publication and Excellence Unit	14
3	Company's Department	16 - 17
4	Staff's Roles and Responsibilities	18 - 21
5	Reward Gains	23

3.0 COMPANY'S PROFILE

3.1 BACKGROUND OF PJIM&A UITM PERLIS

Figure 2: Company's Background

Headed by the Deputy Rector (Research & Industrial Linkages), the RICAEN division serves and helps all faculty members in research grant applications, publications, intellectual properties, consultation services as well as commercialization. The objective of Industry, Community, and Alumni Network is to develop new linkages and strengthen existing partnerships with industries, community, alumni and other universities. Finally, the Entrepreneurship Unit aims at promoting continuous real-life entrepreneurship experience to the faculty members and developing entrepreneurship skills among students. This unit is actively involved in planning and conducting entrepreneurial related programs.

3.2 PJIM&A MISSION

A company's business, who it serves, what it does, goals and strategy for achieving those goals are all defined in the mission statement. There are several mission statements that need to be achieved in this company that include strengthening UiTM's scholarship and innovation capabilities through quality services. Next, establish a good, harmonious and effective relationship between UiTM Perlis and industry, government, private sector and community. Besides, distribute and provide research training, consultation and writing to UiTM Perlis residents. Moreover, focus on strategic relationships with stakeholders that will bring positive results to UiTM Perlis and the stakeholders. Lastly, to ensure the relationship between industry, government, private sector and community will bring a positive impact on UiTM Perlis's image.

PJIM&A VISSION

A vision statement is a business document that outlines the organization's goals for the now and the future. A company's mission, strategic strategy, culture and basic values must all be in line with its vision. (Ray, S, 2021). RICAEN's vision statement is to become a world-class researcher, innovation, consulting, and publication management center and to establish a relationship between UiTM Perlis and industry, government, private sector and society for mutual benefit.

3.3 OBJECTIVES OF PJIM&A

Whether it's in a year or a decade, company objectives are the outcomes and goals you expect to attain. The basis for the remainder of your planning, activities and responses is laid by creating a list of company goals. The objectives of RICAEN are to manage, coordinate and provide services related to research, consulting, and publishing. Besides, helping the development of new fields in line with campus program priorities. Moreover, disseminate and provide research, consultation and writing training to uitm Perlis residents. Additionally, ensuring that the culture of innovation, research, consultation and publication is always fertile among uitm Perlis citizens. Furthermore, help strengthen the quality of teaching and learning of

uitm perlis academic staff. Then, strengthen the marketability of prospective uitm perlis graduates. Lastly, assisting uitm perlis in mobilizing activities that generate campus income.

3.4 ORGANIZATIONAL STRUCTURE OF PJIM&A UITM PERLIS

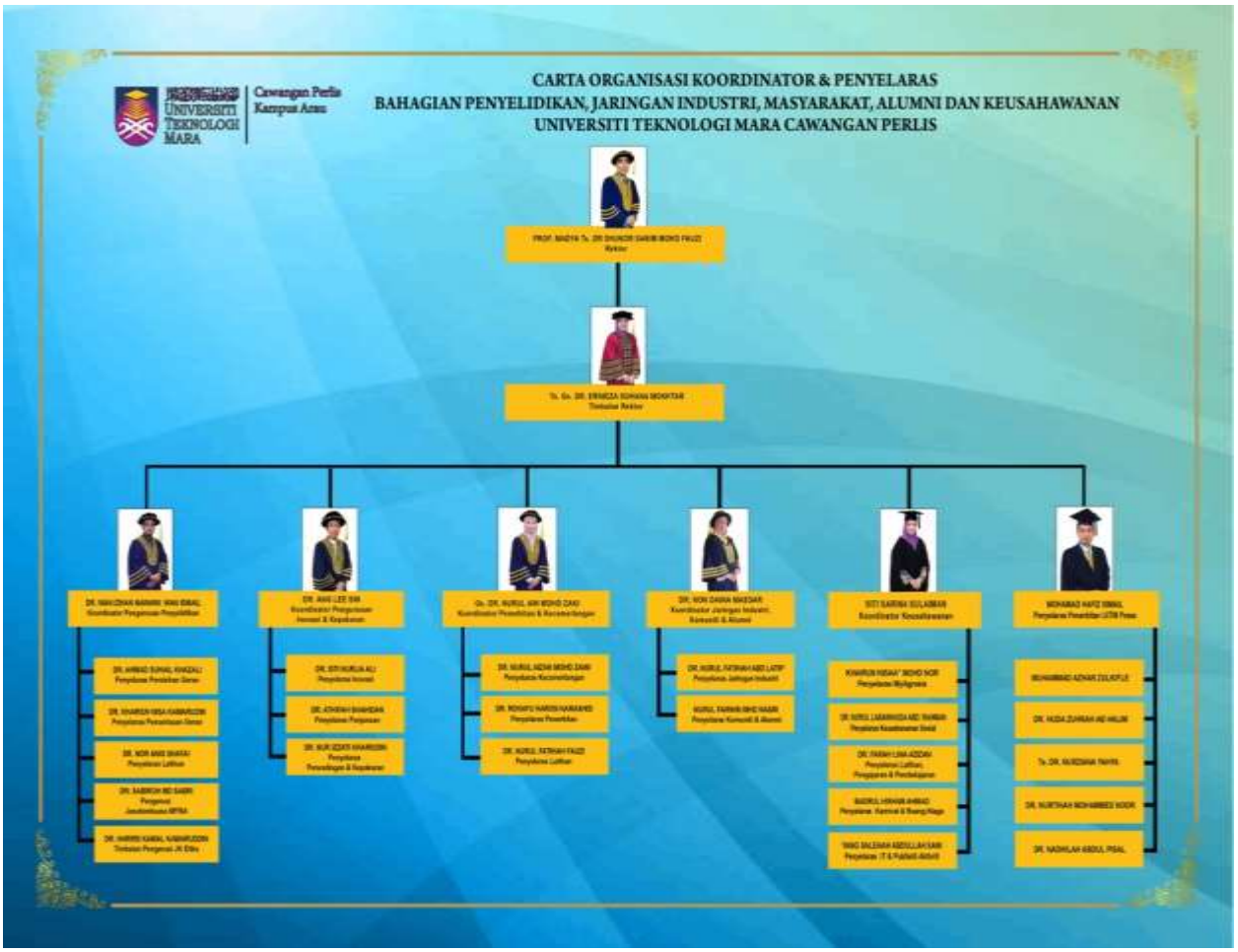


Figure 3: Organizational Chart

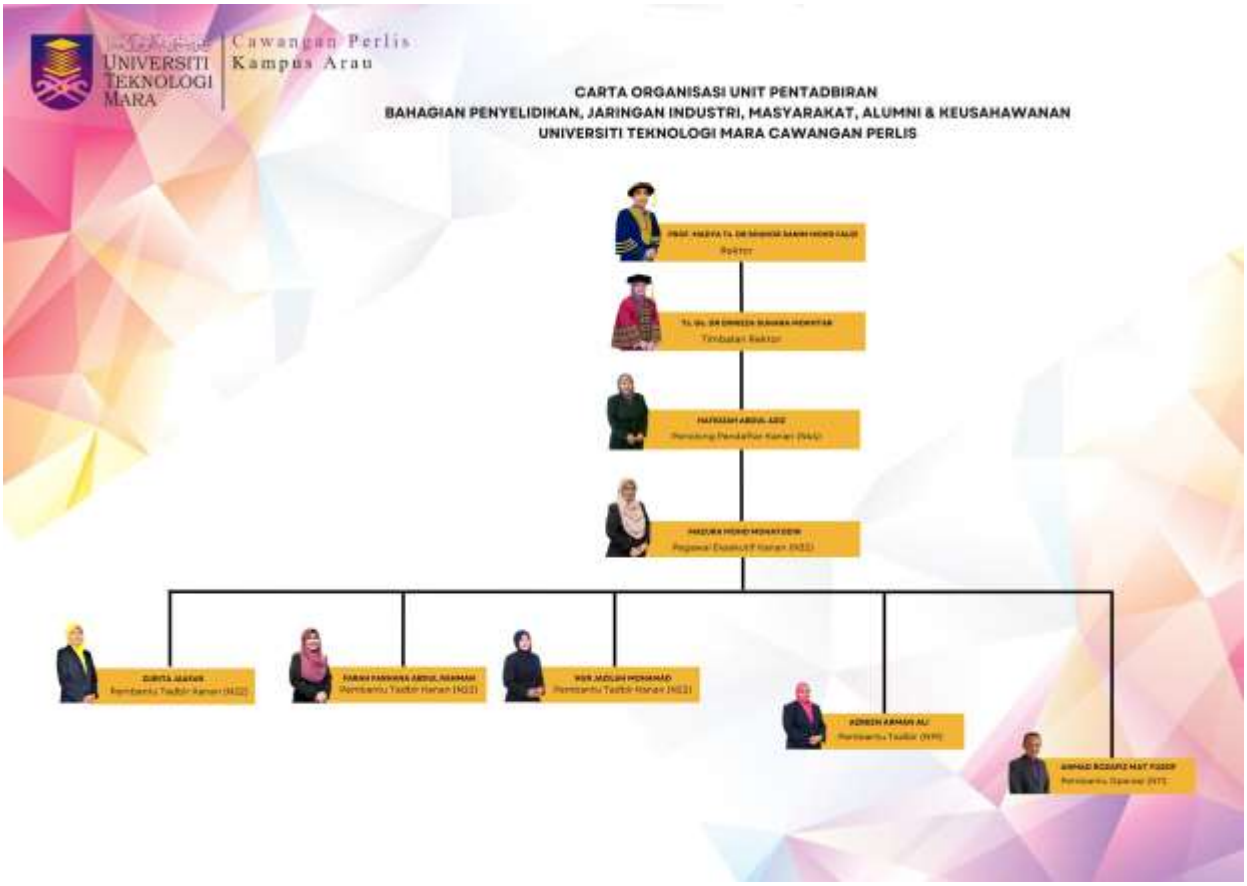


Figure 4: Organizational Chart

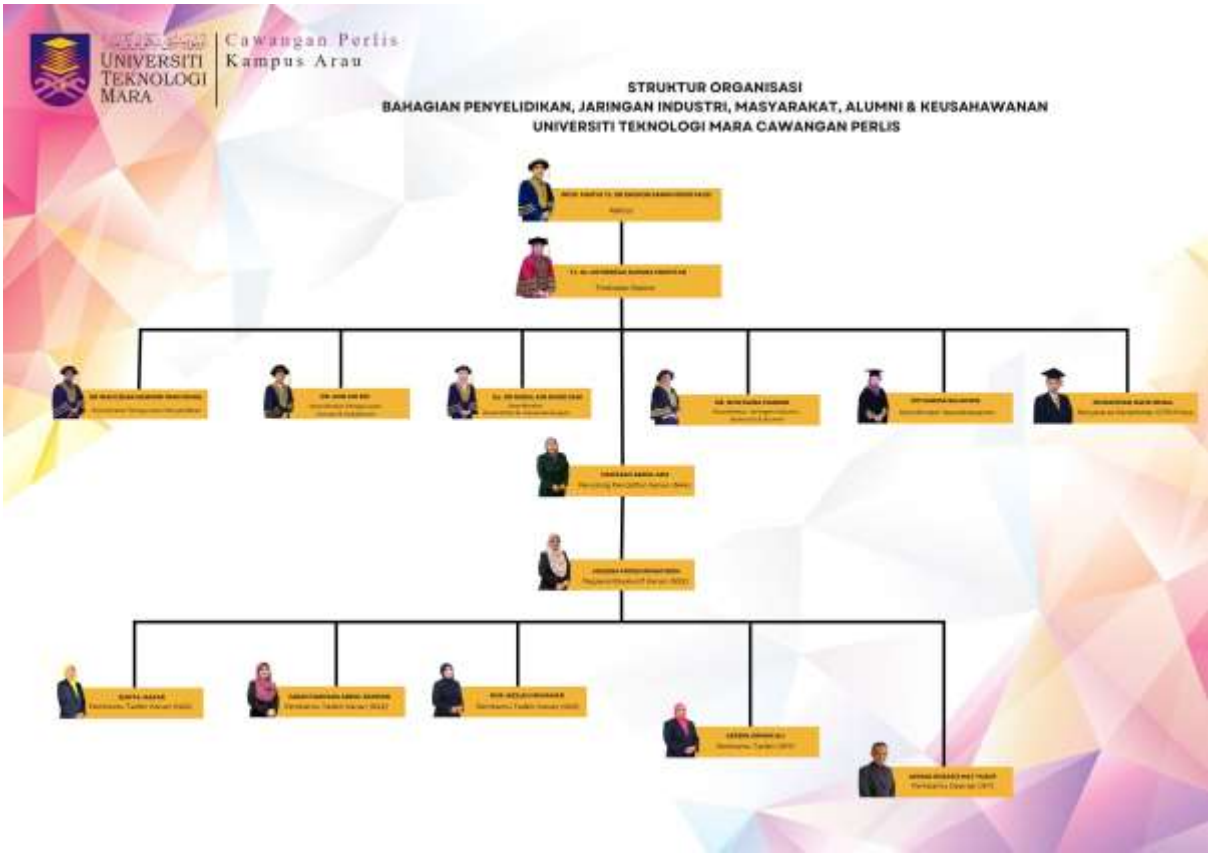


Figure 5: Organizational Chart

3.5 UNITS UNDER RICAEN

3.5.1 Research Management Unit

The research management unit is responsible for coordinating and disseminating information regarding research-related activities in UiTM Perlis. This unit acts as Coordinating and monitoring researcher research projects (General Grants (National)-FRGS, ERGS, e-Science, RAGS, RACE, Excellence Fund, International Grants). Encourage lecturers to engage in high-profile research activities such as LRGS and PRGS. Mobilize Research Interest Group (RIG) research activities that assist in the establishment of the CoE. Encourage lecturers to participate in research-related workshops. Organizing programs related to innovation either at the national or international level. Briefing and training staff who will represent UiTM Perlis at the innovation competition. Help coordinate the commercialization of research/innovation products with RIBU, UiTM Shah Alam. Organize workshops and consultation awareness campaigns.

Figure 6: Research Management Programs

3.5.2 Publishing & Excellence Unit

The publication and excellence is responsible for coordinating and disseminating information regarding publication related activities in UiTM Perlis. The unit is also responsible for managing Research Interests Group (RIG) in UiTM Cawangan Perlis. This unit acts as Assist lecturers in registering publication results in the Publication Repository Information System Management (PRISMA) system. Manage and publish Jurnal Intelek (UiTM Perlis journal) according to the planned period. Organize workshops related to publishing and writing. Collaborate to coordinate the publication of seminar proceedings. Updating information on the PJIM&A website.

Figure 7: Publishing & Excellence Programs

3.5.3 Innovation Management & Expertise Unit

The Innovation Management and Expertise unit is responsible for coordinating and disseminating information regarding innovation-related activities in UiTM Perlis. The unit is also responsible for managing UiTM Perlis Experts as well as promoting research products commercialization.

Figure 8: Innovation Management Programs

3.5.4 Industry, Community & Alumni Network (ICAN) Unit

The ICAN unit is responsible for coordinating community projects as well as industrial-linkage activities within UiTM Cawangan Perlis. This unit acts as Promote student mobility activities within and outside the country by providing information related to related institutions/companies.

Helping stakeholders at UiTM Perlis to create strategic collaboration and industry networks between government and private institutions through MoU or MoA. Coordinating with the HEA and HEP to run programs that help improve the marketability of graduates. As a data collection and management center for UiTM Perlis alumni. Planning and implementing programs with UiTM Perlis Alumni. Coordinating Alumni programs with Hal Ehwal Akademik (HEA) and Hal Ehwal Pelajar (HEP). Responsible for managing and monitoring the performance of the Knowledge Transfer Program (KTP) grant.

Figure 9: ICAN Programs

3.5.5 Malaysian Academy of SME & Entrepreneurship Development (MASMED)

The Malaysian Academy of SME and Entrepreneurship Development (MASMED) is responsible for coordinating entrepreneurship activities among students and staff in UiTM Cawangan Perlis. This unit encourages entrepreneurial activities among students and staff of UiTM Perlis as well as the local community through MASMED by providing entrepreneurial training. Giving UiTM Perlis students the opportunity to venture into entrepreneurship through the Student Entrepreneur Kiosk Program. Encourage students to attend entrepreneurship seminars organized by UiTM and external institutions. Provide TOT training to entrepreneurship lecturers for the purpose of strengthening the teaching and learning of the ENT course. Holding entrepreneurship conferences at the national and international level for the purpose of encouraging the involvement of UiTM Perlis lecturers in the field of entrepreneurship research and entrepreneurial innovation.

Figure 10: MASMED Programs

3.6 ORGANIZATIONAL STRUCTURE OF PUBLICATION AND EXCELLENT UNIT

GS. DR. NURUL AIN MOHD ZAKI (COORDINATOR OF PUBLICATION & EXCELLENT UNIT)
AZREEN ARMAN ALI (ADMINISTRATIVE STAFF)
ANIS SURAYA BT SAAD (INTERNSHIP STUDENT)

Table 2: Publication and Excellence Unit

3.6.1 INTRODUCTION OF PUBLICATION & EXCELLENT UNIT

The publication and excellence is responsible for coordinating and disseminating information regarding publication related activities in UiTM Perlis. The unit is also responsible for managing Research Interests Group (RIG) in UiTM Cawangan Perlis.

THIS UNIT ACTS AS:

- Assist lecturers in registering publication results in the Publication Repository Information System Management (PRISMA) system.
- Manage and publish Jurnal Intelek (UiTM Perlis journal) according to the planned period.
- Organize workshops related to publishing and writing.
- Collaborate to coordinate the publication of seminar proceedings.
- Updating information on the PJIM&A website.

ROLES OF PUBLICATION AND EXCELLENCE UNIT

- Research Interest Group (RIG) Registration
- Change of Head/Addition of Research Interest Group (RIG) Members
- UiTM Journal Publication
- PYPA application
- PJI bulletin

3.7 STAFF OF RICAEN

	Ernieza Suhana Mokhtar (Sr Dr) **Deputy rector**
	Hafidzah Binti Hj Abdul Aziz **Senior Assistant Registrar**
	Mazura Binti Mohd Mohayudin **Senior Executive Officer**
	Zurita Binti Jaafar **Senior Clerk**
	Azreen Binti Arman Ali **Clerk**

	Nur Jazillah Binti Mohamad **Senior Clerk**
	Farah Farhana Binti Abdul Rahman **Senior Clerk**
	Ahmad Rozaifiz Mat Yusof **Operation Assistant**

Table 3: Company's Department

3.7.1 STAFF ROLES AND RESPONSIBILITIES

 Ernieza Suhana Mokhtar (Sr Dr) **Deputy rector**	• The selection of the Evaluation Committee follows field of research • Approval of the accompanying application justification by the researcher • Approval of the amendment application Vote • Sign Cover Letter and Completed application form • Send cover letter and completed application signed by the Deputy Rector of PJIM&A to the Procurement Unit Grant (RMC) for registration in iReS System • Cover Letter Signature and Completed application form • Verification and approval order preparation application local • Validation and approval order payment document complete local
 Hafidzah Binti Hj Abdul Aziz **Senior Assistant Registrar**	• Coordinate key meetings department • Coordinating in resource planning • department staff and prepare the budget staffing • Monitoring leave affairs, staff arrivals and timekeeper • Coordinating verification in service and promotion of administrative staff and academics • Manage staff welfare affairs • Manage staff annual performance evaluation

 Mazura Binti Mohd Mohayudin **Senior Executive Officer**	• Manage meeting calls • Ensure complete documents uploaded • Check overall balance and remaining vote • Complete application will be submitted to TNC (P&A)/Director/Head of RMC. If the application is incomplete returned to the applicant • Reporting to the Committee Research Management (JKPeP-RMC) • Check the Project Completion Form by the Researcher
 Zurita Binti Jaafar **Senior Assistant**	• Checking and updating RA/GRA appointment list at under each grant research at UiTM Branch Perlis every 15th • Allowance payment cover letter RA/GRA • Record of document delivery to the Treasurer • Records and Files • Reporting to the Committee Minor in Management Research (JKPeP)
 Azreen Binti Arman Ali **Assistant**	• Download and review application on google form and remove the details that at filled out by the RiG applicant • Send a letter of consent Research registration Interest Group (RIG) and redesign budgets • Records and Files • Recording receipts document application, new registration letter issued with maintain registration

	existing • Prepare the manuscript complete in journal format before being sent to Journal secretariat (twice a year)
 Nur Jazillah Binti Mohamad **Senior Clerk**	• Record receipt of application proposal paper students who received from students (applicant) • Paper presentation session proposal. The applicant will be called to present a proposal paper and business concepts that will be carried out. The judging panel appointed will assess the application, the application form will reviewed by the Secretariat MASMED and the Coordinator entrepreneurship • Records and files • Applications received will be recorded into SSM registration list MyENT UiTM Branch Perlis for information gathering purposes enterprising student field of entrepreneurship or doing business during the study period
 Farah Farhana Binti Abdul Rahman **Senior Clerk**	• Making manuscript prints and forms to be saved in the UiTM file Press • Implement a program with the community under ICAN

 Ahmad Rozaifiz Mat Yusof **Operation Assistant**	• Carrying out tasks in helping to smooth out the day-to-day running of office affairs involving the movement of files, sending and registering letters as well as driving vehicles • Being responsible in carrying out hands-on general operational duties that require physical ability in the office

Table 4: Staff's Roles and Responsibilities

4.0 TRAINING'S REFLECTION

4.1 DURATION

Date: 1 MAC 2023 until 15 AUGUST 2023
Working Day: 5 Days
Time: 8 AM until 5 PM

4.2 STUDENT'S REFLECTION

As a student of Human Resources Management in UiTM Perlis, I have done my industrial training at one of the important departments in my University which is called Research, Industry, Community, Alumni, Entrepreneurship & Network (RICAEN). I started my industrial training from 1 Mac 2023 until 15 August 2023 which is six months. Those six months were very memorable and fantastic for me. A lot of skills and knowledge has been taught for me in terms of handling a program, being a moderator of a publication event and related program. As a degree student in UiTM Perlis, I am an introverted person who does not like joining any program or activities that involve a lot of people. Now, I can see myself as a different person as I love joining many programmes involving lecturers and Vip guests. From now on, I love challenging tasks as it may increase my confidence level as well as improve my communication skills.

Besides, one of the company's backbone here is staff. Without them, all programmes and UiTM events cannot be held. From my observations, I can see that all the staff here bring a positive and good vibe for internship students like me. They have respect, good attitude and are friendly people. Those attitudes make students willing to learn more about the company. Besides, all staff and internship students are being placed in the same office which makes us have a very good relationship within staff and internship students. We share stories together while completing tasks and helping each other in order to handle a program from the beginning until the end. I can see all staff here are very hardworking as well because they are willing to work overtime in order to finish their job rather than extending that work to the next day.

Moreover, by attending and joining all programmes launched by this company, I gain more knowledge and new skills. One of the skills includes communication skills, problem solving skills, critical thinking skills, collaboration skills and many more. The soft talent of communication enables people to express their views. These abilities can aid people in communicating their ideas both orally and in writing. They may exchange ideas with others and express their opinions clearly if they have good communication skills. Students may collaborate with others and develop connections by using their communication abilities. Working here also taught me that teamwork is very important as we can get different ideas and opinions from other people. In a nutshell, teamwork can help work to be more efficient. This can result in increased production, lower costs, more profitability and a variety of other advantages. Nowadays, organizations around Malaysia demand high quality and teamwork candidates in order to produce high quality employees.

4.3 JOB RESPONSIBILITIES AS AN INTERNSHIP STUDENT UNDER PUBLISHING AND EXCELLENCE UNITS

- Distribute invitation letters to lecturers related to Research Interest Group (RIG) registration
- Checking list name of lecturers related to the Scopus and Wos
- Prepare paperwork related to Handholding programs
- Updating the new regulation of Article Publishing Fee Financing Service
- Be a moderator in several RICAEN event
- Prepare and handle Writing Series Program collaboration with abroad consultant
- Sorting database regarding publication article

4.4 GAINS

An internship is a fantastic way to learn more about a field or job you might be interested in. Typically, internships are organized through an educational counselor who may assist in matching you with a business that meets your professional objectives. You may decide if taking an internship is the best line of action for you by understanding the advantages of doing one.

INTRINSIC REWARD	EXTRINSIC REWARD
☐ **Coaching and Mentorship** Mastery of knowledge or a skill open to learn in vary department ☐ **Belonging** Cooperation with team members helps create a sense of community and makes employees feels like they belong Making daily noticeable task progress in private group with supervisor in order more easier for supervisor guide ☐ **Recognition** Letting employee be open in decision making (open-opinion)	☐ **Hari Raya Reward** Staff and lecturer gives reward for internships students Being invited for all Hari Raya Event from all UiTM Department ☐ **Daily Food** Staff bring food for breakfast, lunch and tea time ☐ **Accommodation Provided** ☐ **Team Activities** Joining staff for activities such as camping and potluck

Table 5: Reward Gains

4.5 OBSERVATION

4.5.1 CENTRALIZATION AND DECENTRALIZATION

Decision-making is a process of choosing alternative actions to attain certain goals. Cornito, C. M. (2021). While doing my internship training at RICAEN, I can see that this company applied Centralization practice when it comes to decision making. The concentration of authority at the top level of an organization is referred to as centralization. It is the systematic and continuous reserving of authority at an organization's focal points. Lower-level managers play a restricted involvement in decision-making in a centralized organization. They just have to carry out the top-level commands and choices. For example, even though the staff are able to make decisions on a certain part, they still need to have the signature by the deputy rector for approval.

On the other side, decentralization refers to the distribution of authority within an organization. It refers to a systematic endeavor to transfer all authority save that which may be exerted at central locations to the lowest levels. It is the allocation of authority inside an organization. In a decentralized organization, top management has control over significant decisions, but middle and lower management have balanced authority.

4.6 ACTIVITIES AND PROGRAMS DURING INTERNSHIP

- ☐ I-IDeA 2023

Figure 11: I-IDeA 2023

- ☐ Business Sarawak Talk event

Figure 12: Sarawak Business Event

☐ Semarak Raya Programme

Figure 13: Semarak Raya

☐ Santapan Nurani Masjid An Nur Programme

Figure 14: Santapan Nurani

☐ Ceo@Fakulti: Peluang Kerjaya Bersama Al Ikhsan Sports Sdn Bhd

Figure 15: Peluang Kerjaya with Al-Ikhsan

☐ Kotak Kebaikan & Projek Kurma 2023

Figure 16: Kotak Kebaikan

☐ Handholding Writing Series 1 & 2

Figure 17: Handholding Mentor Mentee

☐ Selangkah ke UiTM

Figure 18: Booth Selangkah ke UiTM

☐ Program Pemantauan Penyelidikan Penerimaan Geran Uitm Perlis

☐ Semarak Sanjung 2022

Figure 19: Semarak Sanjung 2022

☐ Talk series with Dr Thavamaran Class 1 & 2

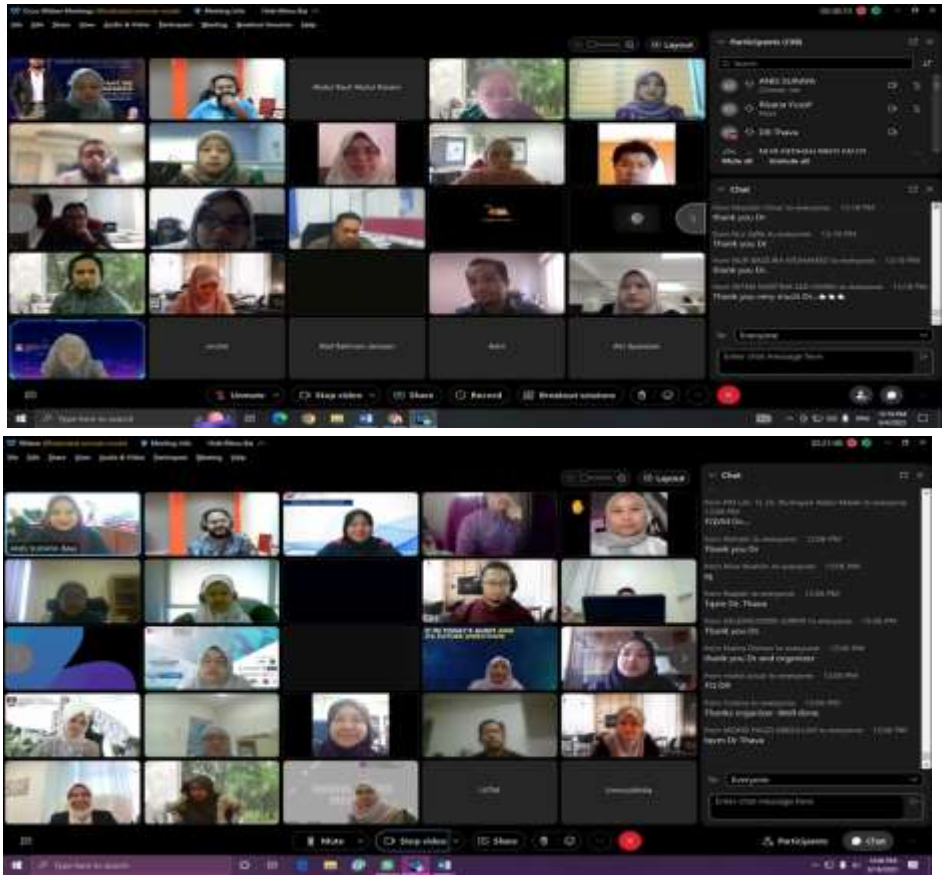


Figure 20: Class Writing Series with Dr Thava

☐ Karnival Semarak Komuniti Anjuran MPK Perlis

Figure 21: Semarak Komuniti with MB Perlis

☐ Discussion with Japan University about signing MOA & MOU

Figure 22 : Discussion with abroad University

5.0 SWOT ANALYSIS

The SWOT analysis, which stands for strengths, weaknesses, opportunities, and threats, is a method used in corporate planning to evaluate how a firm stacks up against its rivals. Although Albert Humphrey is often credited with coming up with the plan in the 1960s, this claim is still up for debate. Teoli et al.,(2022)

STRENGTH	WEAKNESS
• **Good working environment** • **Able to conduct many event** • **High integrity in managing task** • **Good team work**	• **Workload** • **Misuse internet connectivity** • **Low budget** • **Insufficient number of staff**
OPPORTUNITIES	**THREAT**
• **Establish relationship with abroad university** • **Generate income** • **Variety of technology's usage**	• **Lack of funds** • **Variety of cultures** • **Community issues** • **Alumni competition**

5.0.1 RICAEN STRENGTH

Strengths are intrinsic, advantageous characteristics of your business. These are things that you can influence. What effective business procedures, for instance? We need to know what resources we need including knowledge, education, contacts, talents and reputation of the team. Additionally, we need to understand what tangible assets we have, such as clients, tools, technology, money and patents. Finally, we must know what competitive advantages you possess over your rivals. Parsons, N (2021)

GOOD WORKING ENVIRONMENT

Your attitude, drive, mental health and performance are all impacted by your work environment. Employees would not likely have the confidence or job satisfaction to speak up if they work in a drab office environment with unpleasant coworkers. The success of your business depends on you providing a favorable work atmosphere because of this. Working at RICAEN was very fun as all staff and even upper level management are friendly. We even eat at the same table and share problems during free time. All staff are hard working and willing to teach new intern students knowledge and skills on how to use systems and to do other things that are new for us. In order to complete a task, we help each other even from other departments so that we can complete the task within the time. If one department is having programs, other departments will be there on the field to help.

Good working environment is very important inside an organization in order to create successful teams and a positive environment. As a student, I can do my task without stress and burden. There are ways to improve the working environment including that the office should be cozy. According to Mike Canarelli, co-founder of WTM Digital, a tidy, appealing office may have a significant impact on interactions between employees and bosses. Even if the sun can't shine into your office, try to create a comfortable environment with functional furniture and a few extra conveniences. Freedman, M (2023)

ABLE TO CONDUCT MANY EVENT

Plenty of companies are selecting profiles that can fill a number of positions, responsibilities and tasks. This means that multitasking is a behavior that is needed by a company but not everyone can do that. Mostly, events in UiTM Perlis will be handled by RICAEN. During my internship training there, I joined more than ten events involving lecturers, alumni and also the community. Even though RICAEN are having a deficit in the number of staff, they are still able to manage all programs given to them. With help from an internship student, we divided and delegated tasks to everyone so that preparation for the event can be completed within time. Usually, when it comes to the big event such as Anugerah Semarak Sanjung and I-IDeA, staff will work overtime until they settle the preparation of the upcoming event. A study published by the Association for Psychological Science (APS) concluded that regardless of whether people are actually handling several tasks or not, the mere fact that they perceive this activity as multitasking has a positive effect on their performance. Srna, S et al,. (2018)

HIGH INTEGRITY IN MANAGING TASK

Integrity entails being trustworthy and upholding high moral standards. Even when no one is looking, someone with integrity acts morally and honorably. All employees must have high integrity in the workplace because it is very important in creating successful teams. On my observation, RICAEN's staff are responsible for the actions and are trustworthy. If any problem occurs during programs, they are responsible and take action and try to solve the problems without disturbing the programs. This attitude should be applied in the future career as many organizations demand a high integrity person to be in their company. Furthermore, companies with integrity may retain valuable clients, lower staff churn, boost output, and make wise judgments. Additionally, honesty encourages workers to be forthright about their accomplishments and proactive when confronted with inquiries. Perry, E (2022). Besides, all staff here are open with us when it comes to work. They will remind us if anything is wrong and ask us to change the bad behavior so that it will not affect the company soon.

GOOD TEAM WORK

One of the vital parts in an organization is teamwork. Teamwork is one of the requirements from all companies in order to choose candidates. It is because working in teams will produce better production and ideas as it comes from many perspectives from different people. RICAEN implements very good team work as all employees do their job in a group. As I said earlier, they can manage more than one event in one day because they know how to manage and delegate tasks. Any organization's ability to function effectively depends on teamwork. Employees may cooperate, develop their own abilities and give criticism without running afoul of the other team members thanks to teamwork. Because team members improve their talents, knowledge and skills by working in teams, teamwork is an essential business strategy because it improves the organization's performance and efficiency.

5.0.2 RICAEN WEAKNESSES

Your weaknesses take away from your strengths in a bad way. You might need to work on these areas to be competitive. For the firm's shortcomings, we need to know what the company needs to be competitive, what procedures need to be improved, what physical assets, such as cash or equipment, are required, whether there are any team gaps and whether the company's location is appropriate for success.

WORKLOAD

Besides strength, there are several weaknesses including workload in tasks. In most organizations, the variability in employee workload may be largely influenced by the departments to which they belong. But even within the same department, there is no guarantee that employee workload will balance. An employee's perception of workload balance or imbalance as a result of perceived discrepancies between his workload and that of other organizational members can cause disaffection Henry, et al., (2020). From my observation, I can say that staff in RICAEN have workloads as they do not have enough staff. One staff member needs to complete too many tasks in one day. Sometimes, they do not have enough time for a break. This means that RICAEN does not implement work life balance for their staff.

This may affect their emotion, energy and feelings as one person needs to have a break from doing jobs at least 5 to 10 minutes per hour.

MISUSE INTERNET CONNECTIVITY

Access to the Internet among employees has become standard. The World Wide Web has been recognized as a crucial productivity tool for the majority of workers since it offers quick access to information and a platform for interoffice communication. All companies must provide internet connectivity for their employees in order to search for the internet during work. But, some employees misuse internet connectivity by searching content not related to tasks given. The misuse of the internet connectivity may affect low internet connection. When it comes to important matters, the internet will be slow and disturbing the work.

LOW BUDGET

Besides, RICAEN has a lack of budget even though they need to handle many programs. This is not good actually for the company as all events handled by RICAEN have VIP guests from abroad. For instance, we need incentives to prepare for breakfast and lunch. Also, we also need to prepare gifts on behalf of UiTM to give for VIP guests. All of these things need money from this company. Sometimes, staff need to use their own pocket money to buy breakfast and gifts for our guests. This should not happen as some people may not have enough money to support such things.

INSUFFICIENT NUMBER OF STAFF

Lastly, one of the weaknesses is insufficient staff. Insufficient staff refers to a lack of employees in an organization, which might cause that company's performance to decline. Making sure there is enough staff to complete the day-to-day tasks at your organization helps maintain productivity and workplace morale. Being short-staffed, also called being understaffed, can increase the work each employee completes and potentially affect your business. RICAEN only has five numbers of lower level staff that need to settle down all tasks given. The same person also needs to do other tasks such as handling programs and events. This may result in a decline in organizational performance. Organizational performance is defined as

an organization's actual output or outcomes as assessed against its expected outputs or goals and objectives.

5.0.3 RICAEN OPPORTUNITIES

Opportunities are uncontrollable elements in your company environment that have a good chance of influencing your performance. There are a number of things you should consider, such as if the market is expanding and whether there are any trends that will drive consumers to buy more of what you are offering. We need to know are there any more future events that the firm might be able to use to expand and what impending regulatory changes may have a beneficial effect on your business. Lastly, if your firm is already up and running, how well do customers see you.

ESTABLISH RELATIONSHIP WITH ABROAD UNIVERSITY

There are several opportunities that can be gained for RICAEN such as RICAEN can establish relationships with universities abroad. For example, RICAEN's latest event called I-IDeA. This event includes one important collaboration which is signing an MOU with other universities including Thailand and Indonesia. This kind of relationship is very healthy for the company as we will have a variety of cultures and values. Besides, companies also can get more support and funds from the government as companies need to collaborate with other universities in the future.

When people come to our university, we can introduce our company products such as products made from harum manis. This product will go further into the nation one day.

GENERATE INCOME

Next, we have the opportunity to generate income where MASMED usually handles several business programs. MASMED are responsible for conducting many events from inside and outside the company. From this event, the company can automatically generate more income that can be as a company saving. For example, MASMED will collect the rental from the merchants at their respective booths.

VARIETY OF TECHNOLOGY USAGE

Lastly, RICAEN also has a variety of new technology usage in order to complete tasks. For example, research management units (RMU) have created new systems in order to key in form from the researcher. These systems make things faster as before this, staff under this unit using manual technique. They filled out the form one by one using human energy that made things be a little bit slow. So, by applying this new system, the researchers can fill the form on their own and the form will automatically appear in the system.

5.0.4 RICAEN THREAT

Threats are outside forces over which you have no control. If they do happen, you might want to think about creating backup strategies for handling them. It concerns future rivals that could enter your market and if your suppliers will always be able to provide the raw materials you require at fair pricing. In addition, shifting customer behavior might have a negative effect on the business, and there may be market trends that pose a risk.

LACK OF FUNDS

However, RICAEN also has threats which challenge the company. For instance, lack of funds from other organizations and governments. Lack of funds is defined as a present lack of funding required to sustain existing activities. Inability to obtain money will limit the company's ability to buy assets and resources required for expansion. Inadequate money may affect the capacity to cover day-to-day operations. Rent, payroll and insurance are the things that cost money on a continuous basis. A business starting fund can provide the financing needed to develop and expand this company. A company that has beginning money has various benefits. Perhaps its most major feature is the capacity to provide the financial resources necessary to begin a new firm.

VARIETY OF CULTURES

Organizational culture represents the working environment, employee behavior, mental processes, beliefs and so on. In other terms, organizational culture is commonly referred to as work culture and it is critical in bringing out the best in people. Work culture must be healthy for employees to not only love their jobs but also to give their all and establish a sense of loyalty and commitment to their respective firms. Employees with a low level of communication will be one challenge for the company as they do not know how to communicate and collaborate well with employees with different cultures. On the other hand, companies must use an additional budget in order to prepare communication classes for their employees.

COMMUNITY ISSUES

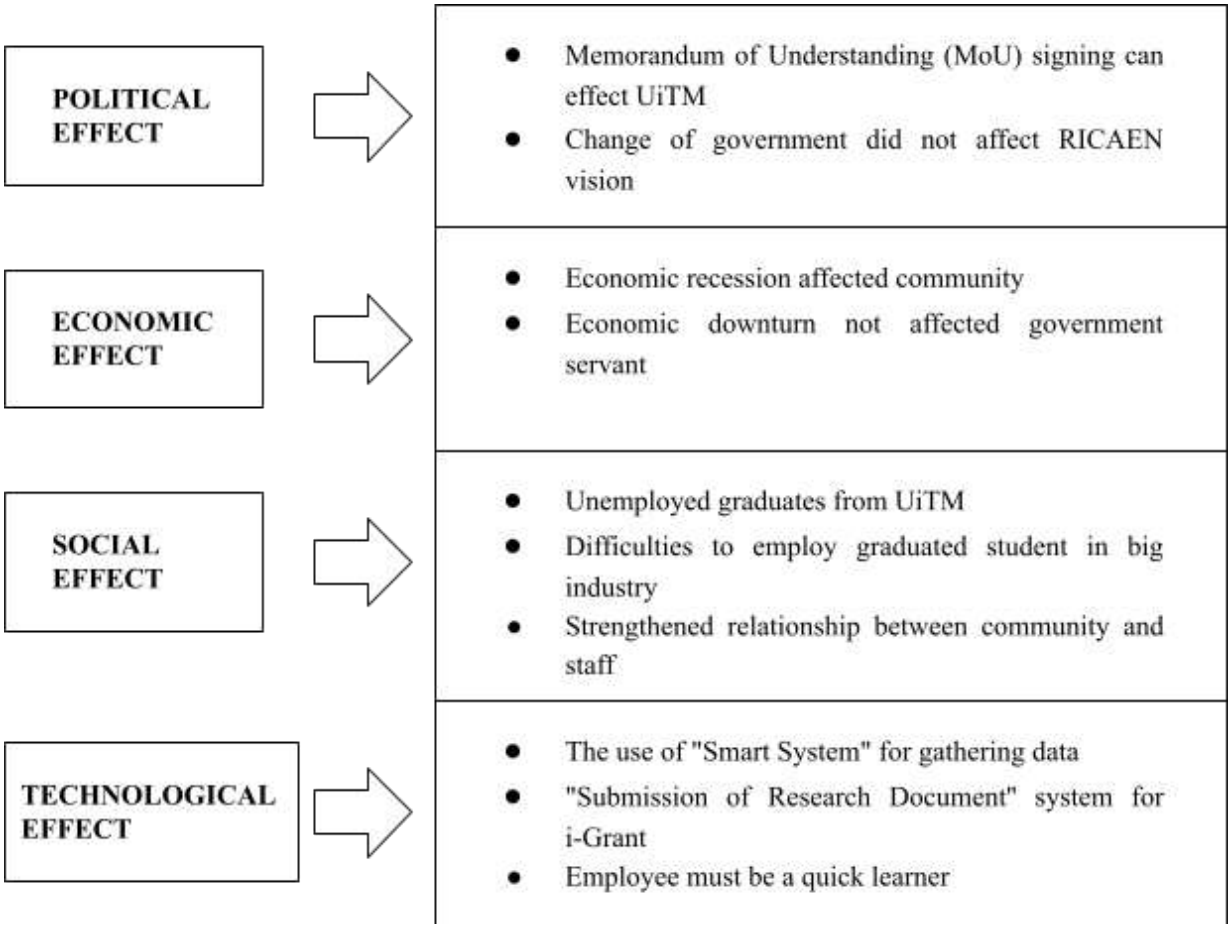
Besides, community issues also affect company image as people will see that this company never takes good care of the community. For example, RICAEN have one unit called ICAN which are responsible to do event and programs for the community. Nowadays, we can see that most people in Malaysia come from the B40 group. Community around this company from B40 groups must need some help from others. Because of that, this unit is responsible for creating welfare funds and giving help in terms of daily basic needs for some needed families around here. This problem is also one of the threats as the company must use more budget in order to buy necessary items. Besides, company image will be ruined when people see the company not taking care of the community welfare.

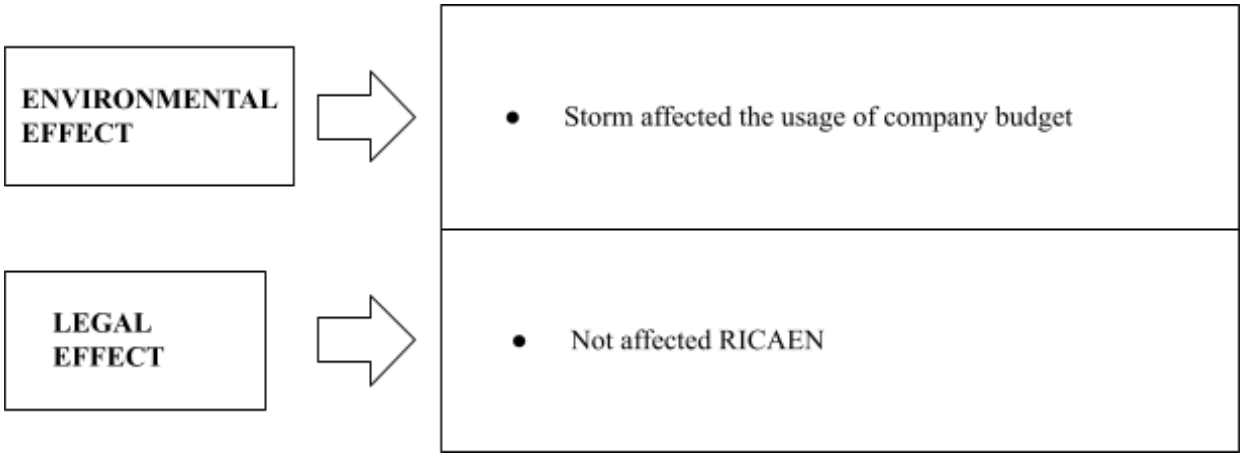
ALUMNI COMPETITION

Lastly, competition between alumni from all other universities can affect the company. RICAEN is also responsible to catch up with UiTM alumni on what they do after finishing study in UiTM. According to Shukor (2020), it stated that the Education Minister of Malaysia reported that nearly 60 percent of degree holders and above remain unemployed after one year of graduating. Nowadays, many unemployed candidates come from university. RICAEN must

take care of the unemployment rates for alumni students from UiTM in order to give a positive image of the university. If UiTM has a high level of unemployed candidates after graduates, people will see no clear future for their children and family that may affect UiTM student intake.

6.0 PESTEL




ENVIRONMENTAL EFFECT
Storm affected the usage of company budget
LEGAL EFFECT
Not affected RICAEN

7.0 DISCUSSION AND RECOMMENDATIONS

7.1 JOB ROTATION AND TASK DELEGATION

Employees may be moved from one position to another within the same department or between departments as part of a job rotation plan. Job rotation serves the dual purposes of exposing workers to a variety of jobs, competencies and viewpoints while also preventing boredom, monotony and burnout. Additionally, changing jobs may improve a person's professional chances, help them gain new skills and make them more flexible and adaptable. Workers are moved from one position to another within an organization in a systematic manner to fulfill various human resource objectives such as orienting new workers, training staff, promoting career growth and reducing job burnout. Job rotation enables a corporation to identify potential individuals and engage in training new skills throughout the organization. Task delegation can also assist to decrease turnover and retain employees who are familiar with how a business operates. Employees must have the leadership ability to adjust to new environments when jobs are rotated. By moving workers between different types of labor, the job rotation strategy broadens a worker's activities. Maizura, I et al., (2022)

7.2 ENTERPRISE INFORMATION MANAGEMENT (EIM) SOFTWARE

EIM systems adapt to an organization's Internet access policy, allowing HR to monitor, control, and report on employee Internet traffic in real time. Time-based quotas allow HR to grant employees restricted but acceptable access to non-work-related sites. Filtering options are established based on the time of day. Access to shopping, for example, might be restricted during business hours but granted at all other times. 30 to 40 percent of employee Internet activity is non-work-related, according to International Data Corporation Research. According to recent research, fewer than 6 percent of Americans with Internet connections have high-speed access at home. Accessing new technologies like streaming media takes a high-speed connection, such as a T-1 or T-3 line, found most frequently in corporate environments where it is free to employees. For HR, this means employees are spending office hours downloading and viewing content using corporate resources. Patrik, E (2018)

7.3 ACTIVE IN BUSINESS EVENT

Business Event means any activity, such as an industry conference, networking event, meeting or business meal, where the primary purpose is to engage in analytical, research or information-gathering activities or to conduct commercial activities. It could involve a regular, significant occurrence, like a consumer placing an order. Alternately, it might be a more specific occurrence, as when a consumer orders something and goes over their limit. Joining business events allows workers to communicate with one another on a more personal level and establish relationships that they may not have had the opportunity to develop earlier. Profit from site leasing and sales income from corporate booths are combined and can be as a company saving for the future event. Besides, the company should give VIP guests any UiTM product for free marketing and to seek sponsorship from large corporations. A business sponsorship is an organization's support of an event or activity, like a nonprofit, organization, group, trade show or local sports team, which usually comes in the form of a financial contribution. Organizations use sponsorships as a marketing tool so that they can gain a competitive advantage and reach business goals.

7.4 RECRUIT INTERNSHIP STUDENT FROM LOCAL UNIVERSITY

Employers occasionally lose sight of the value of keeping their viewpoints current and abreast of industry developments because they are so preoccupied with operating their firm. Interns are a fantastic opportunity to offer fresh perspectives and ideas to the business. They frequently possess recent knowledge of the field and when paired with a positive outlook, they may be a source of fresh concepts and original answers. Internships enable businesses to invest in their own future success while also discovering fresh talent and future leaders. Interns can take on lower-level jobs, freeing up time for staff to complete additional responsibilities while saving the organization money. Employing interns may be a terrific way to help a company's operations and staff, especially during times of increased activity. The administrative burden is typically lightened by interns, allowing your staff to concentrate on other activities.

7.5 EMPLOYED PERSONAL COUNSELOR

Workplace counseling is an employee support intervention that is typically of a brief duration and offers a free, specialized resource to persons working in various industries and workplace settings. It may be argued that providing free, private workplace counseling to all workers falls within an employer's duty of care. HR managers can play two roles in employee counseling which is functioning as counselors and offering counseling training. A helping partnership in which the counselor and the employee collaborate to solve an issue, improve behavior, or promote personal growth and awareness. The goal of the counseling process is to give employees a sounding board, a secure location to discuss their difficulties, and the opportunity to work with counselors to come up with their own answers or improve problem-solving techniques. It is about providing a non-judgmental, sympathetic, and approachable technique to help an employee identify a route ahead rather than offering advice.

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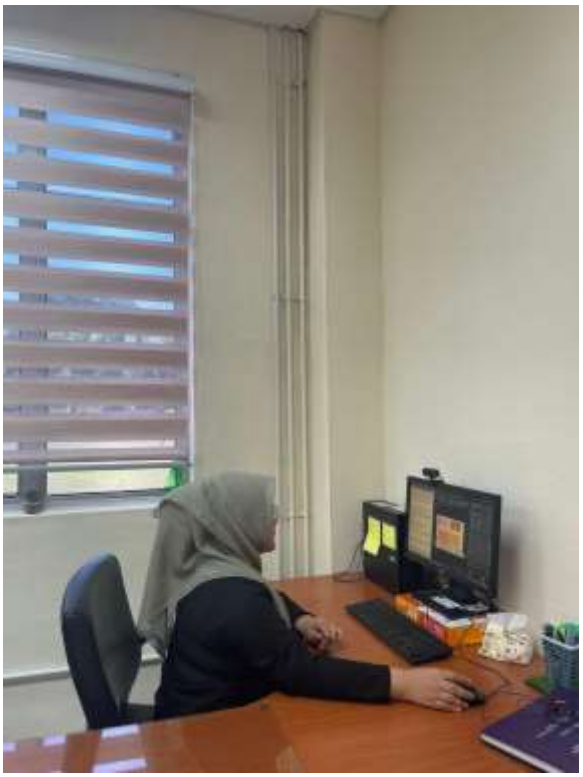
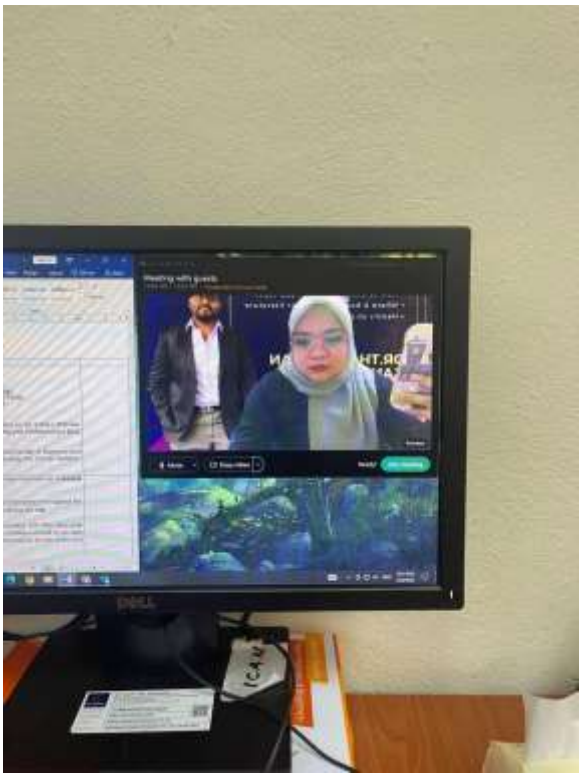
9.0 APPENDICES

UITM
Selamat Datang
Ekspo Selangkah Ke UiTM
UITM

2023

PJIMA
KELUAR

UiTM
Selamat Datang
ke
Ekspo Selangkah Ke UiTM
Jom mendaftar
MyAlumni UiTM
UiTM

FAKULTI
PENGURUSAN
DAN
PERNIAGAAN