



اَوْبُو سَيِّدِي تَنْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

HUMAN RESOURCE MANAGEMENT

REPORT TITLE: INDUSTRIAL TRAINING REPORT



يُونِيُور سُلْطَان زَيْن الْعَابِدِين
UNISZA
UNIVERSITI SULTAN ZAINAL ABIDIN

COMPANY NAME:

UNIVERSITI SULTAN ZAINAL ABIDIN (UniZA)

DIVISION:

PUSAT KERJAYA TEKNOUSAHAWAN & JARINGAN PINTAR (PaKaT)

STUDENT NAME: WAN ALIYAH BINTI WAN ABD AZIZ

MATRIC NO: 2021120049

GROUP: BA243

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DR. NURSYAMILAH BINTI ANUAR

SUBMISSION DATE: 21 JULY 2023

EXECUTIVE SUMMARY

The executive summary of the industrial training report provides a concise overview of the intern's journey and experiences during my internship. This report begins by introducing Universiti Sultan Zainal Abidin (UniSZA) company, highlighting its background, key areas of operation, and its significance in the industry. The training reflection section focuses on the intern's personal and professional growth throughout the internship, emphasizing the skills acquired, challenges faced, and lessons learned.

After that, this report goes into UniSZA's strategic analysis using SWOT analysis. This report analyses the company's strengths, weaknesses, opportunities, and threats, revealing important information about its present market position. The next part introduces the SWOT Matrix, which aligns internal and external elements to identify the most crucial challenges confronting the firm and recommends appropriate solutions to effectively address them.

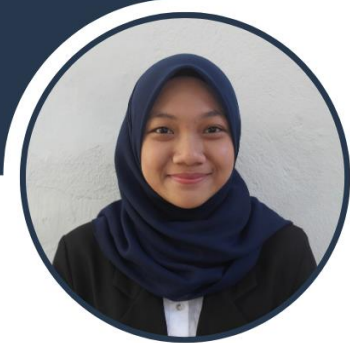
Other than that, a PESTLE study is carried out to evaluate the external macro-environmental factors that may have an influence on UniSZA's operations. This study incorporates political, economic, social, technical, legal, and environmental issues, assisting in understanding potential future difficulties and possibilities for the organization.

Based on the findings from the SWOT analysis, SWOT Matrix, and PESTLE analysis, the report concludes with comprehensive recommendations. These suggestions are intended to benefit from on UniSZA's strengths, reduce its weaknesses, capture opportunities, and deal with possible threats.

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STUDENT'S PROFILE



About Me

I am a driven individual that strives for success in academics and extracurricular activities while also developing leadership skills. I am an extroverted person who can quickly blend into a new situation.



wanaliyah22@gmail.com



LOT 28572, TAMAN SRI BATIN, JALAN LAPANGAN TERBANG,
21300 KUALA NERUS, TERENGGANU

LANGUAGE

- Bahasa Melayu
- English

SKILLS SUMMARY

Design Process	90%
Microsoft Office	95%
Soft skills	90%

REFERENCES

Dr. Nursyamilah binti Annuar
Practical Training Coordinator,
Faculty of Business Administration,
UiTM Kampus Arau.



WAN ALIYAH WAN ABD AZIZ

EDUCATION

Universiti Teknologi Mara (UiTM) Kampus Arau
Bachelor of Business Administration (Hons) Human
Resource Management
2021 - 2023
CGPA: 3.63

Universiti Teknologi Mara (UiTM) Kampus Raub
Diploma in Business Studies
2018 - 2021
CGPA: 3.44

EXPERIENCE

**Persatuan Bekas Pelajar SBP Integrasi Batu Rakit
(Alumni BRainS) Club**
Member
2020 - 2022

**Program Sihat Tanpa Aids Untuk Remaja
(PROSTAR) Club** - UiTM Raub, Pahang
President
2019 - 2021

**Sustainability Challenge (SC) 2021: Innovation &
Invention Competition**
Participation
2021

**Entrepreneurship & Innovation Series Iv "Beyond
the Boundaries" Competition** - UiTM Raub, Pahang
Gold Award

COMPANY'S PROFILE

1. Name, Location, Background

My internship is at Universiti Sultan Mizan Zainal Abidin (UniSZA) which situated at Kampung Gong Badak, 21300 Kuala Nerus, Terengganu. Universiti Sultan Zainal Abidin (UniSZA) is a public university located in Terengganu, Malaysia. It was established in 2006 and named after Sultan Zainal Abidin III, the late Sultan of Terengganu. UniSZA is renowned for its commitment to providing higher education opportunities in various disciplines, particularly in fields related to Islamic studies, health sciences, social sciences, and natural resources.

UniSZA offers a range of undergraduate and graduate courses within its faculties, including the Faculty of Islamic and Contemporary Studies, Faculty of Medical and Health Sciences, Faculty of Science and Marine Environment Faculty, Faculty of The Agricultural Biotechnology and Faculty of Veterinary Medicine. Faculties provide students with a comprehensive education and equip them with the skills and knowledge needed to pursue a career in their chosen fields. The University places great emphasis on research and innovation, aimed at contributing to the advancement of knowledge and the solution of social challenges. UniSZA actively participates in research collaborations with other institutions and businesses, creating an environment that fosters intellectual development and creative thinking.

UniSZA's campus facilities are well maintained and designed to support students' academic and extracurricular activities. It has modern lecture halls, laboratories, libraries, sports facilities and student accommodation options. The campus environment fosters a vibrant and inclusive community, encouraging students to participate in clubs, societies and events that address their interests. UniSZA as an institution is committed to producing graduates who are not only academically brilliant but also socially responsible. The university seeks to instill values such as integrity, leadership and community involvement in its students, preparing them to make positive contributions to society. Overall, UniSZA is recognized as a top university in Malaysia, offering quality education, conducting cutting-edge research and producing graduates who are well prepared for the challenges of the world of work.

Vision, Mission, Objective, Goal

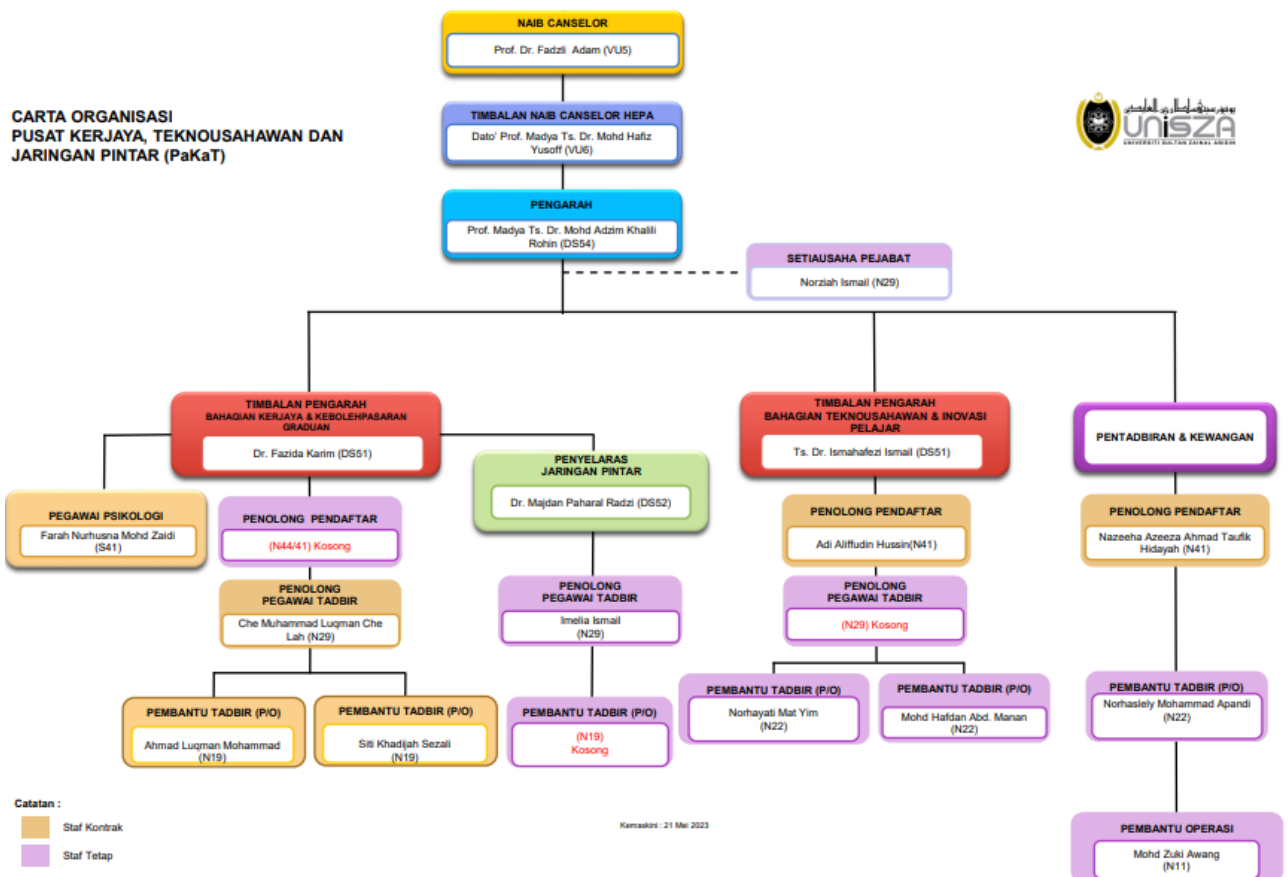
Vision

- To become a leader for contemporary integrated Islamic universities

Mission

- To develop holistic citizens through excellent education and high-impact research based on a smart experience leading to a sustainable society.

2. Organizational Structure



Pusat Kerjaya Teknousahawan dan Jaringan Pintar (PaKaT) at UniSZA has a hierarchical organizational structure designed to enable effective management and coordination of its operations. The following is a description of the structure:

1. Director

PaKaT's director is at the top of the organizational hierarchy. The Director is responsible for overseeing the department's overall operations, implementation of its objectives and guiding staff. They are responsible for making important decisions and ensuring that the Institute's operations are aligned with the University's vision and goals.

2. Deputy of Director

There are deputy directors who oversee departments or groups within PaKaT and report to the director. These individuals are responsible for managing the day-to-day operations of their departments, ensuring smooth operations, and implementing central objectives. Departments may conduct career development, administration, and communications.

3. Assistant Registrar

The Assistant Registrar in Pusat Kerjaya Teknousahawan dan Jaringan Pintar (PaKaT) at UniSZA plays a significant role in supporting the administrative functions of the center. Their responsibilities encompass a wide range of tasks related to

4. Counselor

PaKaT may have career counselors or an advisory board to provide advice and assistance to students and job seekers. They offer career advice, resume assistance, practice interviews, and practical insights into career paths and possibilities. Career counselors work closely with students to help them make educated decisions about their future.

5. Support Staff

PaKaT may also hire staff to assist with administrative tasks, data management, meeting scheduling, and other business aspects. They play a key role in the smooth running of the office and support other team members as needed.

TRANING'S REFLECTION

Duration: 6 months

Specific Date: 1 March 2023 until 15 August 2023

Working Day: Sunday until Thursday

Working Time: 8.00 AM to 4.45 PM
8.30 AM to 5.15 PM

Department: Pusat Kerjaya Teknousahawan dan Jaringan Pintar (PaKaT), Universiti Sultan Zainal Abidin (UniSZA), 21300 Kuala Nerus, Terengganu

About Department

My first day started with a warm welcome from the internship coordinator. They provided me with a brief orientation, outlining the goals and expectations for my time at UniSZA. They emphasized the importance of gaining practical experience, expanding my knowledge, and building valuable connections. I was assigned to department of Pusat Kerjaya Teknousahawan & Jaringan Pintar (PaKaT) which focused on career for students, entrepreneurship, and innovation. Other than that, it provides career counselling and guidance to students about their future careers. Besides that, PaKaT also establishing and maintaining partnerships with industry professionals, organizations, and alumni.

Roles and Responsibilities

I have been assigned to Pusat Kerjaya Teknousahawan dan Jaringan Pintar (PaKaT) to complete my industrial training. In the department, I was assigned under Encik Adi Aliffudin bin Hussin as Administrative Officer for Entrepreneurship and Innovation. My role for this industrial training is to assist with general administrative tasks. Below are the tasks that I have been assigned in my department.

RESPONSIBILITIES	
1.	Assisting with general administrative tasks such as greeting and directing clients, organize equipment, facilities.
2.	Handling interview process regarding sponsorship, programs fund money, and others with students
3.	Collaborating with team members to achieve project goals (programs)
4.	Organize and sort the management files and records
5.	Managing social media accounts and website content
6.	Perform any relevant duties when needed

Benefits

Working in the real world helps me to use theoretical information and obtain practical skills that I would not be able to master in a classroom. This experience will assist me in becoming a more confident and capable professional in the future. Internships at UniSZA allow me to learn and sharpen a wide range of skills such as communication skills, collaboration, problem-solving abilities, flexibility, time management, and critical thinking. The internship provides a supportive atmosphere in which interns may grow and develop critical skills that are highly appreciated in the labour market. UniSZA do not provide any financial allowances during internship period.

SWOT ANALYSIS

Strengths	Weaknesses
<ol style="list-style-type: none">1. UniSZA provides good compensation and benefits.2. PaKaT has good collaboration with other industries.	<ol style="list-style-type: none">1. PaKaT's staff lack of training.2. Understaffing shortage in PaKaT's department.
Opportunities	Threats
<ol style="list-style-type: none">1. UniSZA can offer more training programs for its employees.2. UniSZA can implement recruitment	<ol style="list-style-type: none">1. Public policy by the government.2. Government allocation budget uncertainty.

SWOT MATRIX

	Strengths	Weaknesses
	3. UniSZA provide good compensation and benefits. 4. PaKaT has good collaboration with other industries.	3. PaKaT's staff lack of training. 4. Understaffing shortage in PaKaT's department.
Opportunities	SO Strategies	WO Strategies
3. UniSZA can offer more training programs for its employees. 4. UniSZA can implement recruitment strategies.	1. PaKaT may propose training and development program with the industries. (S2, O1)	1. To improve employee skills, UniSZA can offer more training programs for its employees. (W1, O1) 2. UniSZA can implement recruitment strategies to overcome understaffing shortage in the department. (W2, O2)
Threats	ST Strategies	WT Strategies
3. Public policy by the government. 4. Government allocation budget uncertainty.	1. PaKaT may request funding from the industry since the government's allocation budget is unpredictable. (S1, T2)	-

PESTLE ANALYSIS

P - POLITICAL	E - ECONOMIC	S - SOCIAL
1) Government allocation budget uncertainty.	-	1) Employee and health well-being.
T - TECHNOLOGICAL	L - LEGAL	E – ENVIRONMENTAL
1) Good management system.	-	1) Weather condition hinder the program planning.

1. POLITICAL

Government allocation budget uncertainty

The political factor is the term used to describe how government stability, rules, and policies affect a company or sector. Uncertainty over government budget allocations is a particular political element that may have a big influence on enterprises and strategic planning. When there is a change in government, the budget allocation will vary depending on the administration.

Based on my observations and discussions with PaKaT employees, I observed that financial support for staff participation in the Training and Development plan is limited. According to information from employees who have been with the company for more than 15 years, one of the reasons for a shortage of training funding is a limited allocation from managers.

2. SOCIAL

Employee and health well being

One particular social issue that has a significant impact on how the company environment is shaped is employee and health well-being. It involves evaluating the effect that employees' total physical, mental, and emotional well-being has on the firm as well as how the practices of the business affect the general health and wellbeing of its workforce. The overall well-being and health of employees can have a significant impact on their performance and productivity. UniSZA can promote employee well-being by offering wellness programs, health insurance benefits, counseling services, and promoting a healthy work environment.

For instance, UniSZA encourages the usage of family health insurance plans. Up to the age of 18, all family members are covered by health insurance, and the maximum per-treatment cost is RM100. UniSZA seeks to lessen financial constraints associated with healthcare bills and reduce risks associated with life events by offering such extensive coverage.

3. TECHNOLOGICAL

Good management system

The technical factor (T) is the term used to describe how technology has an impact on the company or industry environment. It involves evaluating how technological developments may impact the organization's operations, market dynamics, and overall strategic direction. The use of an effective management system is one component of the technical factor. When referring to a good management system, one means one that integrates and makes use of innovative technological platforms and tools to improve various management functions inside an organization.

UniSZA has good management systems. UniSZA has a very organized way of arranging and sorting information. For example, all staff have access to open the staff portal. The staff portal serves as a platform to update training and development information, leave applications, claim applications and more. With this system, it can

make it easier for them to find previous information. With technology advancement, it can save time, cost and space, especially for the human resource management department.

5. ENVIRONMENTAL

Weather condition hinder program planning

The environmental factor is the term used to describe how natural and ecological factors affect a business or sector. One factor of the environmental factor that may have a big influence on enterprises and their strategic goals is weather conditions that interfere with programme planning. It involves determining how diverse weather occurrences, such as severe weather or seasonal variations, might obstruct and hinder the planning and implementation of programmes and projects. Weather conditions can cause a delay to a program that has been planned by an organization. This is because the government was forced to take action owing to circumstances that might endanger the public.

For the safety of the students, the Ministry of Education (MOE) has advised all schools to refrain from scheduling any extracurricular activities given the present weather, following a meeting with all the state's education agencies. Since PaKaT will be running a programme with a few schools, this policy change influences them. Organizations may be forced by this move to modify their planned programmes to meet the new criteria.

DISCUSSION AND RECOMMENDATION

STRENGTH

1. Compensation and benefits for employees in the workplace

Ensuring the welfare of employees should be a top priority for all companies. When organizations prioritize the well-being of their employees, it not only creates a positive work environment but also leads to increased productivity, higher job satisfaction, and improved overall company performance. An important part of managing the welfare of employees is providing compensation and benefits. It shows that the company treats their employees fairly and equally. Compensation refers to the sum of wages and benefits that an employee receives in exchange for performing job services for an organization. (Kadir, 2019). However, many companies realize that it's not just compensation that affects employee happiness and motivation. As a result, non-cash benefits are offered to improve the overall employee performance and create a healthier work environment. There are many benefits being offered to the employees such as medical insurance, flexible work schedules, vehicle insurance, and others. Indirect compensation, also known as non-cash benefits, refers to those incentives and benefits employees receive from their employers that are not tied to monetary compensation such as health insurance, hospital retirement benefits, and time of overtime policies. (Reddy, 2020)

The non-monetary benefits provided by UniSZA to employees can be considered as strengths in the context of the SWOT analysis. Employees are given non-monetary incentives to increase their motivation, productivity and loyalty to the organization. Through its comprehensive health insurance, UniSZA demonstrates a strong commitment to employee well-being. Comprehensive healthcare coverage includes medical benefits related to various healthcare services including doctor's consultations, hospitalizations, specialist visits and prescriptions. Employees can access these services with minimal financial strain, assuring high-quality health care. The comprehensive health insurance offered by UniSZA goes beyond the average employee. They often provide money for dependents, such as spouses and children, and for their welfare. This demonstrates UniSZA's commitment to the overall health and safety of its employees and their families.

I recently interviewed a few colleagues in my department about the health benefits. From the interview, I used open-ended questions to encourage the employee to give detailed answers. For example, did the employee take advantage of any of the coverage benefits offered by UniSZA? From the question, the employee mentioned that she has utilized health and insurance coverage by bringing her family members for treatment at the clinic panel. UniSZA has established a contractual agreement with a few clinics to provide medical services to its employees. A healthcare practitioner who is part of the clinic panel can normally charge the insurance company directly when a patient who is covered by the insurance plan receives medical treatment from them. This streamlines the billing and reimbursement process, as the provider does not need to involve the patient in paying for the services upfront and seeking reimbursement separately. However, all family members are covered by health insurance until they turn 18 and each treatment cost is only allowed to be RM100. By providing such comprehensive coverage, UniSZA aims to ease financial burdens related to healthcare expenses and decrease risks related to life events.

Promoting wellness programmes is a key recommendation for keeping UniSZA's employee remuneration and benefits in place. The institution demonstrates its dedication to the general wellbeing of its staff by providing a variety of wellness programmes, including exercise classes, mental health services, stress management training, and health checks. A healthy and happy workforce increases productivity, decreases absenteeism, and increases job satisfaction. Furthermore, investing in wellness initiatives demonstrates UniSZA's commitment to promoting a healthy work environment and caring for its people in ways other than monetary reward. This all-encompassing approach to employee well-being improves the total benefits package, making it more appealing and competitive in the job market, and eventually contributing to improved employee retention rates and organizational success.

2. PaKaT has good collaboration with other industries

In today's dynamic and interconnected business landscape, organizations must adapt and thrive in an environment that extends far beyond their immediate industry boundaries. One crucial aspect that distinguishes successful businesses is their capacity to create significant partnerships with different sectors. Having a good collaboration with other industries involves developing beneficial partnerships, taking part in knowledge-sharing activities, and cooperating to accomplish common objectives.

Collaboration with different sectors of the economy expands an organization's viewpoints and creates a culture of ongoing learning and adaptation. PaKaT can stay ahead of the curve and react more skilfully to emerging issues and opportunities by integrating fresh ideas and best practises from many sectors. Furthermore, PaKaT can use its strong collaborative network to make changes and adapt in an industry that is changing quickly by drawing on its collective expertise.

Collaborating with other industries enables PaKaT to expand its professional networks and establish valuable partnerships. This can lead to increased business opportunities, shared customer bases, and mutually beneficial relationships. For example, PaKaT has a lot of networking with renowned companies such as PETRONAS, MDEC, WARNAKALA STUDIOS, GRAB, KRU, TD1303, and many more in implementing programs with students. Through the nearest program, PaKaT has collaborated with TD1303 and GRAB through the entrepreneurship program which is the UniSZAPRENEUR (UP) 3.0 Program. PaKaT received a total of more than RM5,000 in sponsorship.

Investing in relationship management might be a highly helpful idea for Universiti Sultan Zainal Abidin (UniSZA) to maintain good collaboration with different industries. UniSZA may enable effective communication, prompt problem-solving, and the development of a promising working relationship by selecting dedicated persons or teams to manage collaborative activities with other industries. These relationship managers serve as cooperation between UniSZA and the partner industries, resolving any problems or issues as they arise, conducting frequent meetings, and encouraging

trust and mutual respect. Their positions include understanding each party's unique requirements and viewpoints, ensuring that objectives are aligned, and proactively discovering chances for cooperation and innovation. UniSZA may improve the success of cooperative initiatives, increase knowledge-sharing, and establish connections by carefully fostering and maintaining these connections.

WEAKNESSES

1. PaKaT's staff lack of training

Organizations face a variety of challenges in today's rapidly changing business environment that requires a highly trained and adaptable workforce. The success and development of people inside a company are significantly influenced by training and development. They provide staff members with the chance to learn new things that will improve their performance, happiness at work, and overall career progress. There are many definitions of training and development from the experts that can be identified. Training and development can be explained as the effort made by an organization to offer its employees learning and skills to enhance their knowledge, ability, and attitude (Muis, 2021). Development refers to the effort made by both individuals to improve their professional skills in the organization (Muis, 2021).

However, with a lack of training, UniSZA may face challenges in having a staff with good skills. All organizations make provisions for the well-being of their employees. However, it's possible that the available finances won't be enough to pay the expenses of a comprehensive outdoor training programme. This is because every organization wants to ensure that every one of their employees receives equal benefits.

In my department, I have conducted a survey that is related to the training and development of employees in the workplace. From the survey, I identified that 100% of employees had attended the training and development program organized by UniSZA. However, only 16.7% of staff have attended training and development programs outside the organization while 83.3% of staff have attended training and

development programs within the organization. This demonstrates that despite having at least four years of employment with the company, the employees in this area lack of training and development. Aside from that, other respondents claimed that the organization's budget for staff training and development within a year is insufficient. This is one of the reasons for the employees' lack of training and development programmes.

Conducting a training needs assessment is an essential suggestion for improving the lack of training among UniSZA employees. This evaluation requires methodically identifying and analyzing the workforce's individual skill and knowledge shortfalls. UniSZA can acquire insights into areas where staff members lack competency and require training by employing methods such as surveys, interviews, and performance assessments. The results of this evaluation will be used to build a targeted and personalized training plan that addresses the individual needs of the workforce. It guarantees that training efforts are concentrated on relevant and practical areas, maximizing the training programmes' effect. Furthermore, the training requirements assessment enables UniSZA to integrate training activities with the university's strategic objectives, ensuring that staff development directly contributes to the institution's growth and success.

2. Understaffing shortage in the department

Every organization needs a successful employee to perform daily tasks, achieve organizational goals, and facilitate effective interdepartmental communication. Maintaining staffing levels is critical to business performance, as it affects productivity, employee well-being and the organization of all direct operations. However, understaffing has become one of the serious problems that affects companies in many sectors and can have a significant impact. It occurs when there are insufficient staff to handle the workload and resources required to perform tasks efficiently (Team, 2023).

An understaffing shortage in the department can be described as the weakness in SWOT analysis. The Department of Pusat Kerjaya Teknousahawan & Jaringan

Pintar (PaKaT) is currently facing a significant staff shortage. With a mere 12 staff members, this department will increase the workload for existing employees. It would be difficult to meet all the demands placed on the department's staff as they would have to take on more tasks and responsibilities. Current employees may experience a variety of negative effects from increased workload, including stress, burnout, lower productivity, and decreasing job satisfaction. Staff shortage causes stress and anxiety in teams, which negatively impacts productivity and employee well-being (Christian, 2023). According to the survey, there are 51% of Malaysian employees who are suffered with work-related stress (Ram, 2019).

Based on my observation, through several program invites from outside organizations, PaKaT actively engages in encouraging entrepreneurship and social innovation among students. Participation in these program invitations can provide great opportunities for students to enhance their entrepreneurial abilities, explore creative ideas and network with experts and mentors in the industry. However, with a limited staff consisting of only 3 members under the Division of Entrepreneurship and Innovation, making it challenging for them to carry out the assigned tasks on time.

There are a few strategies to overcome the understaffing shortage such as offering internship programs. Implementing internship and training programs can be a highly beneficial suggestion to overcome understaffing shortages at Universiti Sultan Zainal Abidin (UniSZA). By collaborating with educational institutions and providing internship opportunities, UniSZA can access a group of eager students who can make a temporary contribution to the workforce. These interns benefit current staff members greatly when workloads are at their highest levels by bringing new ideas, enthusiasm, and a willingness to learn. Through these internship programmes, UniSZA can also find suitable applicants and may even offer them full-time jobs when they graduate. Additionally, creating training programmes for both interns and current employees may improve their abilities and flexibility, allowing them to manage a variety of tasks and take on crucial jobs when there is a shortage of people. By supporting internship and training programmes, UniSZA not only resolves its current understaffing issues but also makes investments in the future training of its workers.

OPPORTUNITIES

1. UniSZA can offer more training programs for its employees

Empowering employees with ongoing learning and development is one of the characteristics of successful organizations. As companies strive to remain at the top of their industry, they need to recognize the huge worth of investing in their employees through comprehensive training programs. A company that prioritizes employee skills and development not only creates a highly skilled and adaptable workforce but also fosters a culture of innovation and integrity. As we know, in an era where advancement in technology and industry trends are changing quickly, companies nowadays need to respond to these changes by making sure their employees have the most up-to-date knowledge and skills. By investing in training programs, it can help the employees to improve their skills and organization's goals are achieved.

Offering more training programs can be described as opportunities at UniSZA. UniSZA has a great opportunity to enhance its organizational effectiveness and employee performance by offering more training program to its employees. Training programs can give significant improvement in various aspects of the university's operation especially to the employees. There are many training programs that can be held such as workshops, seminars, on-the-job training, and others. These programs can provide them with the skills and knowledge needed to meet the quality standard and requirements set by relevant governing bodies. UniSZA can conduct more training programs based on the needed of the employees. For example, the department of Human Resource can conduct survey among the employees what skills they want to improve for themselves. From my observation in my department, there are two new staff members who need training program in term of office management. They lack knowledge and skills in managing office works since they are the fresh grads. By offering training program to them, it will help the new staff members to improve their skills and knowledge.

2. UniSZA can implement recruitment strategies

In today's fast-paced and competitive business environment, organisations are always attempting to discover and keep the most skilled staff to achieve a competitive advantage. Any organization's performance and growth are significantly dependent on the quality of its employees. As a result, the value of good recruitment techniques cannot be emphasised. Recruitment is the process of identifying and recruiting potential candidates for current and projected vacancies within organisations (Kapur, 2020). Therefore, for organisations striving to succeed in a constantly changing economy, employing successful recruiting methods is necessary.

Attracting and retaining top talent is crucial for the success of any organization, including educational institutions. Implementing recruitment strategies is one of the opportunities in SWOT analysis. UniSZA recognizes the important of implementing effective recruitment strategies to ensure they acquire skilled and qualified employees who align with their mission and contribute to their vision of excellence in education. To stay ahead in the dynamic landscape of academia, UniSZA should realize the need to enhance their recruitment processes and develop innovative approaches to attract the best candidates. This introduction explores key recommendations on how UniSZA can improve their recruitment strategies, focusing on areas such as defining job requirements, enhancing employer branding, leveraging diverse recruitment channels, optimizing the application process, and fostering a culture of diversity and inclusion. By adopting these strategies, UniSZA can position itself as an employer of choice, effectively identify and select top talent, and ultimately contribute to the university's long-term success and academic excellence.

THREATS

1. Public Policy by government

Every organization has a long-term yearly strategy. Nevertheless, they are constrained by public policy as established by the government from time to time. As we know, the government is responsible for making any decision related to public policy to provide the best service for the people. Public policy is referred to the government civil servants who are willing or unwilling to deal with public issues (Kraft, 2019). In other words, public policy is a government action whether to respond or not respond to public problems.

These decisions are influenced by several factors including public opinion, professional advice, economic problems, and sociocultural norms. Public policy by the government is a threat in the department of Pusat Kerjaya Teknousahawan & Jaringan Pintar (PaKaT). Government policy can cause a delay to a program that has been planned by an organization. This is because the government was forced to take action owing to circumstances that might endanger the public. For example, following a meeting with all education departments in the state, the Ministry of Education (MOE) has urged all schools not to plan any activities outside of the classroom for the safety of pupils, given the current weather conditions (Ismail, 2023). The Department of Technology Career Centre and Smart Network have been impacted by this policy change since they will be conducting a program with a few schools. This change may impose organizations adapting their planned programmes to comply with the new standards. Organizations may need to evaluate and adapt their programme design, get extra permissions or licenses, or comply with new compliance requirements if the changes are considerable.

2. Government allocation budget uncertainty

Government budget allocation is an essential component that determines the path of a country's development and success in the constantly changing environment of economic and social policies. A government's goals are determined by how its financial resources are allocated, and these decisions are important for promoting social well-being, economic progress, and improved public services. However, the current global economy can be categorized as an

uncertainty which will affect the overall budget planning. There are many factors contributing to this uncertainty including natural disasters, economic conditions, technological disruptions, and change of government. These factors will influence budgetary decisions.

Addressing budget allocation uncertainty can be considered as a threat at UniSZA. UniSZA is one of the public universities who relies heavily on government funding to sustain its academic programs, infrastructure projects, and the development of employees. However, due to various economic, political, and social factors, the allocation of government budgets to higher education institutions has become increasingly unpredictable, leaving UniSZA facing a multiple challenge. For example, based on my observations and interviews with PaKaT staff members, I discovered that the financial allocation for staff to participate in the training and development programme is restricted. According to information from employees who have served for over 15 years, one of the causes for the lack of funds to hold training is the restricted allocation from superiors.

CONCLUSION

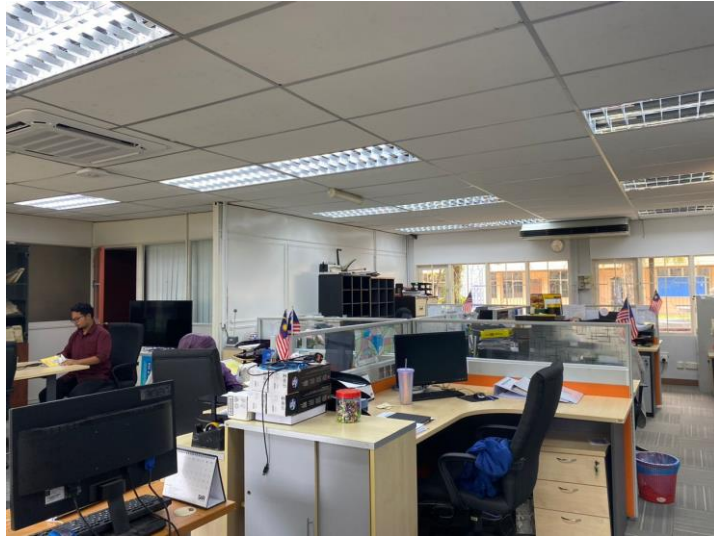
In conclusion, my internship experience at UniSZA has been highly valuable and rewarding. Over the course of my internship, I had the opportunity to gain practical knowledge and hands-on experience in various aspects of the business world. Having an internship at Pusat Kerjaya Teknousahawan & Jaringan Pintar (PaKaT) UniSZA has given me the opportunity to push beyond my comfort zone and take on a variety of duties. I was able to apply the theoretical knowledge I acquired during my academic studies to real-world situations, giving me a deeper understanding of the industry and its challenges.

One of the highlights of my internship was the exposure to real-world projects and tasks. Being part of a team that actively embraced new ideas and encouraged creativity has been inspiring and has fuelled my passion for entrepreneurship and technology. I was able to work closely with a team of professionals who shared their expertise and mentored me throughout the internship. Furthermore, the internship at UniSZA allowed me to network with professionals and build relationships that may be valuable for my future career. I would like to express my sincere appreciation to UniSZA for providing me with this opportunity and for the support and guidance I received throughout my internship journey.

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APPENDICES



Office Work



Meeting Room



Student Centre



Bank Rakyat Scholarship Interview



Birthday Party Celebration



Yayasan DiRaja Sultan Mizan Scholarship Interview



UniSZAPreneur 3.0 Program