



Cawangan Melaka Kampus Bandaraya Melaka

INDUSTRIAL TRAINING REPORT

AT NETHERLANDS MARITIME UNIVERSITY COLLEGE

College

(NMUC)

1 MARCH - 15 AUGUST 2023

NURATIQAH NALIETA BINTI ZAINAL

2021145317

BACHELOR IN OFFICE SYSTEMS AND MANAGEMENT (HONS.) M1BA2326D



1.0 PRELIMINARY PAGES

1.1 EXECUTIVE SUMMARY

This report is discussing about my industrial training programme at Netherlands Maritime University College (NMUC). I have concluded my six-month industrial training from 1st March 2023 until 15th August 2023. Therefore, I discuss about every significant aspect of the organization that I observed during my industrial training programme, including the product that offered by Netherlands Maritime University College (NMUC). My six-month industrial training at Netherlands Maritime University College (NMUC) began with a memorable experience as I gained a lot of new experience from this organization. This university was founded in 2011 as a maritime education, training, research, and consulting institution. NMUC has assisted more than 4,000 students at both the City Campus in Johor Bahru and the EduCity Campus in Iskandar Puteri. Moreover, this company also offered maritime Transportation Management, Diploma in Maritime Occupational Safety and Health, Diploma in Maritime Law, Bachelor in Maritime and Logistic, Bachelor in Maritime Occupational Safety and Health and Foundation in Business.

Moreover, during my six-month industrial training programme I has been assigned a few tasks from the staff in the organization. I've been assigned to the department of sales and marketing, where I am responsible for assisting with administrative and marketing tasks. This is because my supervisor, Mr. Ibrahim bin Hamzah told me that he wants me to depart from this company with a wealth of knowledge and an understanding of how to perform work from all angles. As for example, I learned how to handling phone calls, prepare full documents for event, how to be good consultant, prepare an offer letter, settle up the refund with finance department, be one of the member in the registration days in campus, responsible for open booth at school as well as responsible for career day in school.

Furthermore, in this report I already carried out the SWOT analysis that I discovered in the Sales and Marketing Department. Initially, it was challenging for me to identify the department's weaknesses and strengths, but the longer I stayed, the more I became aware of the department's advantages and disadvantages for both external and internal. Therefore, I have also enumerated a portion of the explanation and recommendation regarding the SWOT analysis. To sum it up, the experience as well the knowledge that I gained in this organization can help me in the real work situation.

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1.3 ACKNOWLEDGEMENT



In the name of Allah, sending peace and blessing upon our Prophet Muhammad who with his willing and give me the opportunity to complete this report for industrial training. I'm very delighted that this task that I had done with all of my effort even though there was a few problems that were occurred while completing this task.

I would like to express my deepest thanks to our lecturer Dr. Nor Shahrina binti Mohd Rafien who guided us to finish this assignment. Thank you for giving us this opportunity to fulfil this task. She gave me a good moral support and guided me in different matters regarding this industrial training. Therefore, I would like to thank to Netherlands Maritime University College (NMUC) for giving me an opportunity to undergo my industrial training program as part of my fulfilment of university Bachelor Degree programme. My sincere gratitude to Mr. Ibrahim for accepting me and allow me to go through my internship under his guidance.

NETHERLANDS Maritime University College

PART 2 STUDENT PROFILE

NETHERLANDS MARITIME UNIVERSITY COLLEGE

2.0 STUDENT'S PROFILE



CONTACT



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VOLUNTERING

- Online webinar (Don't Lose The Opportunity: Grab Your Chance)
- Treasurer

LANGUAGE PROFICIENCY

- Malay Native
- English Intermediate

REFEREE

Noorzalyla Binti Mokhtar Pensyarah Kanan Fakulti Pengurusan dan Perniagaan Universiti Teknologi MARA (UiTM) Cawangan Melaka 012-5111812 noorza2940@ultm.edu.my

NURATIQAH NALIETA BINTI ZAINAL

INTERNSHIP APPLICATION Duration: 1 March - 15 August 2023 Preferred location: Pasir Gudang, Johor

Someone who is highly motivated and always wants to learn something new. Love to work in a team and friendly environment. Seeking and motivated employee able to apply time management and organizational skills in various environments. Prospective bachelor in Office Systems Management (Hons.), UiTM Kampus Bandaraya Melaka.

SKILLS

Software/Computer Skills

- Proficient in Microsoft Office
- Experience with Google Workspace (Drive, Gmail, Meet, etc)
- Created and formatted most assignments on Spreadsheet and Google Docs.
- Familiar with online document or presentation editing (Canva, Slides and PowerPoint)

Soft Skills

- Adaptability
- Time management
- Willingness to learn
 Active listening
- Collaboration and teamwork

EDUCATION

Universiti Teknologi MARA (UiTM) Alor Gajah, Melaka

- (2018-2020)
- Diploma in Office Management and Technology
- CGPA: 3.52

Universiti Teknologi MARA (UiTM) Bandaraya Melaka (2021 - 2023)

- Bachelor in Office Systems Management (Hons.)
- Current CGPA: 3.58

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PART 3 COMPANY'S PROFILE

NETHERLANDS MARITIME UNIVERSITY COLLEGE

3.0 COMPANY'S PROFILE

3.1 NAME, LOCATION AND BACKGROUND





Netherlands Maritime University College (NMUC) is a university that located at Johor Bahru, Johor. This university is a maritime education, training, research, and consultancy organization founded in 2011. The campus is located at Level 11-14, Kotaraya Office Tower Galleria@Kotaraya, Jalan Abdullah Ibrahim, 80000 Johor Bahru, Johor. Through the provision of several accredited academic and training programmes, NMUC is strategically positioned to assist national and regional competitiveness in the marine, logistics, and oil and gas industries.

More than 4,000 students have received assistance from NMUC at both the City Campus in Johor Bahru and the EduCity Campus in Iskandar Puteri. NMUC now provides diploma programmes in port operations, shipping management, marine logistics, maritime law, and maritime occupational safety and health. A Bachelor's degree programme has recently been added.

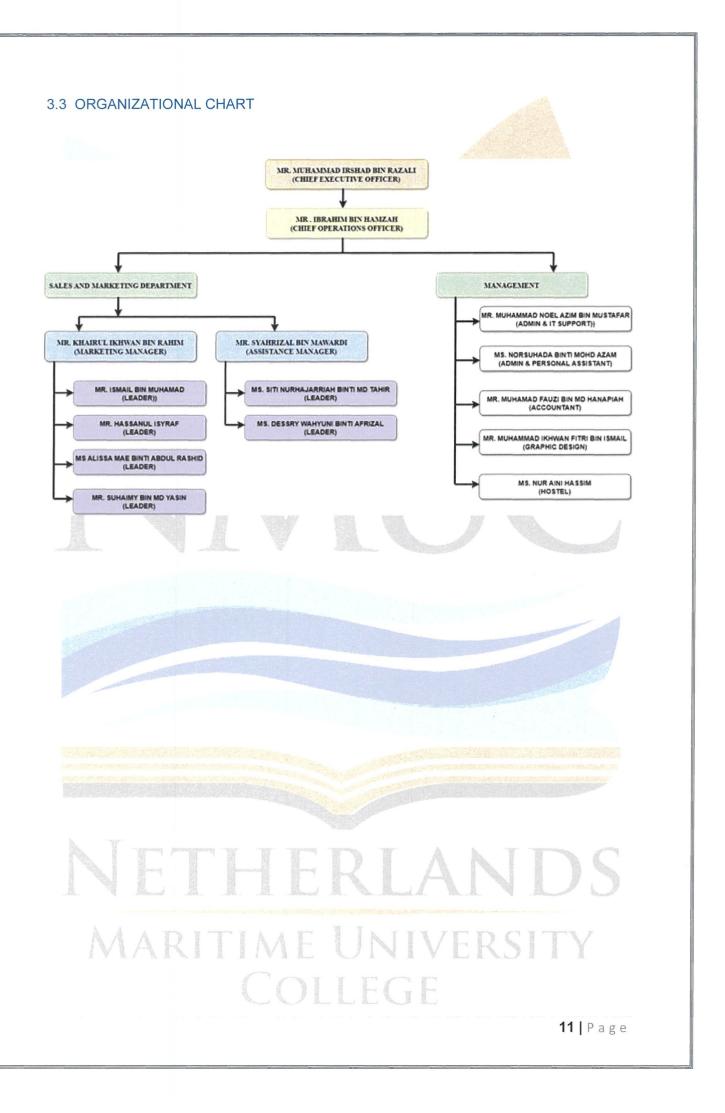
They also have a number of other courses in the works that will cover topics such as offshore oil and gas operations, petroleum facility management, nautical studies, maritime engineering, and many more.

The Malaysian Qualifications Agency (MQA) has validated all of the programmes, and they are recognised by respected university partners from across the world.



3.2 COMPANY'S MISSION, VISSION AND OBJECTIVE

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3.4 PRODUCT OR SERVICES

The product or services that provided by Netherlands Maritime University College are:

- 1) Diploma in Maritime Transportation Management
- 2) Diploma in Port Management
- 3) Diploma in Shipping Management
- 4) Diploma in Maritime Occupational Safety and Health
- 5) Diploma in Maritime Law
- 6) Bachelor in Maritime and Logistic
- 7) Bachelor in Maritime Occupational Safety and Health
- 8) Foundation in Business

1. Diploma in Maritime Transportation Management



This diploma programme is offering students the main activities carried out in the maritime transport and logistics sectors, concentrating on the management of ship and shipping activities, ports and marine management. Student will become more prepared with the knowledge in terms of creative thinking, interpersonal communication, general management, multimedia technology as well as maritime and port-related management activities. The duration for this programme is two years and six months, and they will undergo an internship for three months.

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2. Diploma in Port Management

This diploma programmed that being offered by Netherlands Maritime Universiti College

(NMUC) will allows students to have the chance to fully comprehend the importance of ports, particularly in international trade and the logistical chain as the "economic engine" of development, through this study. The programme introduces students to various port types, and the variety of port operations due to various cargo categories, including general cargo, bulk (dry and liquid), and containers.



The duration of this programme will be two years and six months.

3. Diploma in Shipping Management

This study gives students a wide understanding of the shipping industry's most recent developments as well as the opportunities and problems that face shipping practitioners. Additionally, it draws attention to the important concerns surrounding international shipping, including those related to shipbuilding, the production of marine equipment, maritime service



providers, and the offshore and oil & gas industries. This module begins with discussions on international business, shipping practises, the development of human capital in the shipping industry, and international shipping business. This duration for this diploma programme is two years and six months.

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4. Diploma in Maritime Occupational Safety and Health

One of the roles in this diploma programme is examining the many roles and responsibilities in assessing the safety and health of the nautical field and in adjacent businesses is the focus of the diploma in maritime occupational safety and health. To better comprehend occupational

safety and health regulations, particularly those pertaining to hazard identification, risk analysis, and risk control (HIRARC), the initiative takes technological maritime advancements and research data into consideration. The programme examines national laws, regulations, codes of conduct, best practises, and international labour standards to provide information on the different



types of hazards that may be encountered onshore and offshore as well as the pertinent preventive and protective measures to ensure a safe working and living environment. This programme is different from other diploma programme as student required to finish this programme in three years.

5. Diploma in Maritime Law

The purpose of this programme is to impart knowledge and comprehension of maritime law, which is crucial for the efficiency of maritime transportation operations. This diploma degree



places a strong emphasis on the value of following laws and regulations throughout the whole maritime transportation process. From a legal perspective, it also examines how effectively the process influences the successful delivery of cargo to its destination. The duration for this programme is two years and six months to complete.

6. Bachelor in Maritime and Logistics (Honour)

The programme exposes students to the most recent advancements in the marine transportation sector, providing a broad perspective on the maritime transportation industry as well as the opportunities and difficulties facing practitioners in maritime transportation and logistics. Containerization and efficient management of bulk goods make it possible for modes of transportation to be physically integrated through maritime logistics. Application of modern

logistics principles and the accomplishment of practical logistics goals are necessary to meet the changing end-user needs. Due to the popularity of business-to-business transactions and the integration of other modes of transportation, maritime transportation continues to be the foundation of international trade and supports business and commerce. The duration for this bachelor



programme is three years, but if students already pursue their diploma in Netherlands Maritime Universiti College in any programme they will only need another two years in completing their studies for bachelor.

7. Bachelor in Occupational Safety and Health (Maritime)

The safety, health, and welfare of persons who are employed or working are the focus of occupational safety and health (OSH), sometimes known as occupational health and safety (OHS). Fostering a secure and healthy workplace is one of the objectives of occupational safety and health programmes. Co-workers, family members, employers, clients, and numerous other people who can be impacted by the employment environment may also be



under OSH. The protected for this bachelor duration programme is four years which is nine semester. This programme is not open yet for student to enrol, but this company already start to promote this programme for upcoming students intake in September 2 023.

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8. Foundation in Business

Since it is created to give the student an awareness of the theoretical and practical abilities required for success in the business environment, this degree offers good employment prospects. This program's overarching objective is to foster personal growth and professional career advancement while giving students a solid foundation in pertinent business knowledge. Students are encouraged to use the program's advantages to advance their professions and



have the option of studying numerous important businessrelated topics. This is the only foundation programme that being offer by this university. The duration for this programme is one year which is three semester.

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PART 4 TRAINING'S REFLECTION

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4.0 TRAINING'S REFLECTION

I have conducted my industrial training at Netherlands Maritime University College (NMUC) for six months that starting from 1st March 2023 until 15th August 2023. My working days are from Monday until Friday which is from 9:00 a.m. until 5:00 p.m. Sometimes, this organization required me to stay until 6:00 p.m. to finish my work. This organization gives us an opportunity to come to office in weekend if we want to finish our work such as blasting and do some calling if we want to. I was assigned as Education Advisor at Sales and Marketing Department. However, in this organization all interns will learn a lot of things such as filing, documentation, prepare an invoice, and many mores. They ensure that intern student will be equipped by a knowledge in every aspects as they will push us to improve our soft skills by conducting a meeting, seeing clients and communicate with university students as well as their parents. In this organization, I am trained to do a various tasks instead of focusing only on what I had learned in university.

Task 1: Handling Invitation for Student to Event

The first job or task that I had been assigned is to invite students to event that being held by organization. I need to invite Sijil Pelajaran Malaysia (SPM) grads to the scholarship briefing and interview session. I was instructed to make announcements via personal computer (PC) blasting, calling, and social media posting. After announcing the briefing and interview session to the students, if there is any students are interested in attending, I must conduct an initial screening by examining their SPM test scores and, if they are eligible, I need to send their names to the superiors for further action. Here is the crucial portion where I must carefully examine their exam results to avoid any issues during the scholarship interview session.

Task 2: Handling Phone Calls

After being tasked with inviting students to events, I was trained to handle phone conversations. Parents will typically contact me if they need more information about the upcoming event, have questions, or want to learn more about this university. This is when I had to conduct a phone call with confidence. I must be more assertive and confident when responding to their query. Before I was assigned to handle phone conversations, the senior staff instructed me on how to respond to questions from students and parents and how to modulate my voice. The majority of incoming calls originate from students and parents. In addition, I must contact with other schools throughout Malaysia, including schools in Sabah and Sarawak, in order to inform the counselling instructor about the student scholarship we are offering.

Task 3: Preparing a Full Document for Event

This task must have been completed three or four days prior to the event. I must assist co-workers in preparing a complete document, including brochure, front page, receipt book, attendance lists, and student document. I must verify that all documents correspond to the request form. If there is any damaged or insufficient documents according to the request form, then I must notify the administration officer, who is responsible for managing these documents. After ensuring that all documents are in excellent condition and all requirements are met, then we can proceed. Each document must be wrapped to prevent it from becoming damaged en route to the event location. This is due to the fact that the event location is occasionally distant, such as in Kelantan, Sabah, and Sarawak. Therefore, we must ensure that the documents have been bundled, they must be placed in a luggage bag so that the officer on duty can carry them with ease.

Task 4: Do a Consultation with Students

The most difficult task that had been given to me was to conduct a consultation with students and parents. After the talk session at the event, a few staff members will remain outside the hall, prepared to conduct interviews and consultations with students. For this duty, I must attend a few training sessions and role-playing exercises conducted by a few leaders of this organization. After they determined that I was qualified to become a consultant, they will invite me to several events. This was the most expensive experience that I gained during my internship at this organization. I have joined them as a consultant for several events, including those in Johor Bahru, Tawau, and Kota Kinabalu.

When I became a consultant, I had to ensure that all filings and documents were sufficient and comprehensive for the consultation to run smoothly. In addition, I must ensure that my posture, facial expression, and tone of voice are excellent for a positive first impression. I must also have a thorough understanding of all the programmes offered by Netherlands Maritime University College (NMUC). This task has helped me become more confident when interacting with clients and prospects. This will also enhance my soft skills for communicating with others, particularly clients and large company prospects.

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Task 5: Prepare an Offer Letter

In addition, senior staff entrusted me with preparing and generating offer letters for new students. Other employee will send me their new student template or front page so that I can generate the offer letter and deliver it to the new students. Typically, I will ask other staff members for the information about new students, such as when they will register and if they require hostel, so that it is simpler for me to key in the data into the systems. If there is an error in the offer letter, I am one of the member that responsible for its correction. The most frequent errors are incorrect addresses, incorrect telephone numbers, and new students change the programme last-minute.

Task 6: Assigned to Follow Up New Students

In this marketing department, I am responsible for follow up with all new students who register under my name. I must follow up with them weekly regarding the documentation, hostels, and other details so that they are always aware of their registration. In addition, I must ensure that they have already opened a Bank Islam account, purchased Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN) pin numbers, and opened the SSPN-I, so that it is simpler for the other employees to register on our campus. With the duties that have been assigned to me, I will become a more responsible person.

Task 7: Settle Up The Refund

When a student is unable to register at our university, he or she will typically request a refund of the registration fee. If the student requests a refund, we will give them their money back. In this instance, the department chief entrusted me with handling the refund procedure. I will request a refund form from the finance department in order to complete it with the student's information. Then, I will approach each student individually and request a formal letter of withdrawal that includes their reasons and bank account information. After receiving the refund form, I will promptly complete it, sign it, and return it to the finance department. The refund procedure will take approximately seven working days to complete.

Task 8: Be a Member in The Registration Days in Campus

The day of registration is one of the most important days for Netherlands Maritime University College (NMUC). Registration is delegated to marketing departments. Consequently, I am one of the employees tasked with going to our campus and handling the registration. I am tasked with double-checking the new student's document to ensure that they have completed all required forms. After ensuring that the new students have completed their document, I must accompany them to the counter to submit their document. Then, I must accompany them to PTPTN counters to establish their PTPTN accounts. In the event that the

students require a stamp from the Commissioner of Oath, I will accompany them to the Commissioner of Oath to obtain a stamp. This task make me gain a great deal of new information about how to manage a large event for a business, which makes the experience truly remarkable.

Task 9: Responsible for Open Booth at School

A few interns and I have been given the task by setting up a small booth on 8th June 2023, during the SPM results announcement, to inform students at Sekolah Menengah Kebangsaan Desa Skudai about NMUC and its study programmes. I have completed and submitted the request form to the administrative officer. After the administration authorised our application, we prepared some documents that must be brought to the school, including banners, brochures, and invitation letters for the event that will be held at the Maritime Training Centre on 17th June 2023. We obtained something of great value because we were able to communicate directly with the school and exchange information with other institutions that set up a booth at this school.

Task 10: Responsible for Career Day in School

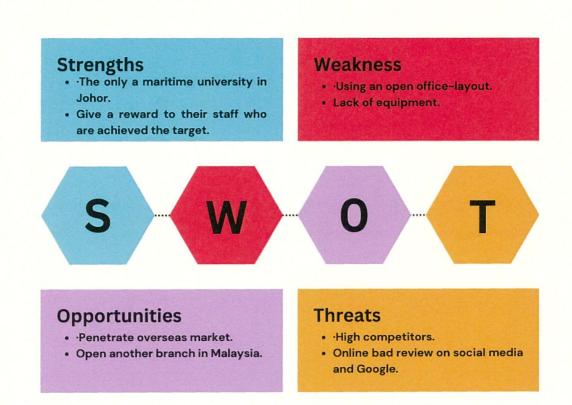
The teacher from Sekolah Menengah Kebangsaan Desa Skudai has informed me that the school has invited Netherlands Maritime University College (NMUC) to be one of the exhibitors on 18 July 2023. After receiving this call, I met with our head of department which is Mr. Ibrahim, to inform him of this matter, and he agreed to accept the invitation from this school. Mr. Ibrahim charged me with organising this career day. I have assembled a group to visit the school, and Mr. Ibrahim will take part for this event too. Then, I managed all the necessary documents, including brochures, complete documents, attendance lists, and banners. This is my first experience because it is the first time I have managed an event like this, even though it is a small event, but it has given me many benefits, including improved my communication skills, as I must communicate with the school and the university to ensure the success of this career programme.

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PART 5 SWOT ANALYSIS

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5.0 SWOT ANALYSIS



STRENGTH

1. The Only One Maritime University in Johor

The fact that this business is the sole provider of maritime-related programmes in Johor gives it a competitive edge in the market. Only management-related programmes are offered by the majority of other private universities in the Johor region. This is one of the selling point for this business that offers programmes for students. Johor also has a few ports that require skilled labour such as Johor Port and Singapore as well. This organization also offering a job opportunity up to 80% to their students who completed their studies in this university. Many maritime businesses, including those in the port, want students from this university to work for them because it is the only university in Johor to provide a programme in maritime and logistics.

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2. Give a Reward to Their Staff Who are Achieved The Target

Employees that excel at work and meet the company's goals for each new student intake receive a variety of prizes from this business. Students doing internships are likewise not exempt from receiving the benefits. Their employees receive benefits like the chance to perform Umrah, and a trip to Langkawi Island. Employees will be encouraged to increase their performance in order to hit the goal that the organization has set for each employee. Students that complete an internship at this business will also be more motivated to work harder to meet the company's objectives.

WEAKNESSES

1. Using an Open Office-Layout

The open workplace layout that this company employs is one of its drawbacks. Because there is no privacy for the employees, this makes it difficult for them to concentrate on their task. Employees will talk among themselves, which slows down their job. The benefit of using this style for an organization is that discussions with other staff members about organising marketing plans and other topics will be simple. However, another drawback is that while working, employees will frequently speak and gossip.

2. Lack of Equipment

The absence of equipment is one of the issues I found in the marketing department. Only a small number of machines are available for student data mining. In order to blast all the data it requires employees to wait in queue, which takes time because numerous tasks are delayed. If workers and interns do not want to wait to utilise this blasting computer, they must buy the blasting application on their own. Each laptop or personal computer (PC) needs to have the programme installed in order to blast students data. By buying their own blasting application, they does not have to waiting in line just for use the personal computer (PC) blasting that being provided by the organization.

MARITIME UNIVERSITY College

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OPPORTUNITIES

1. Penetrate Overseas Market

By establishing new branches abroad, these businesses can grow. They could begin by establishing business offices in close-by nations like Singapore and Indonesia. Numerous international students from nearby nations, including Indonesia, are also accepted by this institution. This indicates that those nations have a demand for maritime research. This is so that ports can be built in nations like Indonesia and Singapore, which are stopover for ships that travel for extended distances. They require personnel in this field when there is a port. This is one of the point for this company to enter the market.

2. Open Another Branch in Malaysia

I noticed that the majority of the students were from Sabah and Sarawak while I was on campus. This demonstrates that Sabah and Sarawak have a significant demand for workers in the maritime sector. In order to open a branch in Sabah or Sarawak, the Netherlands Maritime University College (NMUC) may do so. Numerous SPM graduates from Sabah and Sarawak are interested in pursuing further education in the maritime sector, but they do not choose to do so in the Peninsular Malaysia due to the high cost of travel and the distance from their family. This business can establish a second branch in Sabah or Sarawak to fulfil local demand.

THREATS

1. High Competitors

Due to the numerous private institutions in Johor alone that offer intriguing programmes, this business faces intense competition. To demonstrate why this university is superior to others, this corporation must exert more effort. They must conduct marketing campaigns that include social media marketing as well as radio and television commercials. The community will learn more about NMUC and be more familiar with it. Because this campus is located in Johor Bahru, therefore NMUC needs to be cautious about participating in corporate social responsibility (CSR) in schools nearby Johor, notably in the Johor Bahru area. Students will get to know NMUC and learn about the job options it offers by taking part in this institution.

COLLEGE

2. Online Bad Review in Social Media

Online negative evaluations on social media platforms like Facebook and Instagram are one of the concerns I discovered during my internship at this organization. The community is constantly bringing up the previous problems mentioned in this negative assessment notwithstanding their resolution. The problems that have arisen as a result and have already been handled by the NMUC have been discussed by users on Facebook. If the NMUC does not take legal action against those who bring up the previous issue once more, they will keep bringing it up, thus the NMUC needs to get ready to take legal action.



PART 6 DISCUSSION AND RECOMMENDATION

NETHERLANDS MARITIME UNIVERSITY COLLEGE

6.0 DISCUSSION & RECOMMENDATION

STRENGHTS

1. Do an Advertisement on New Technology.

Based on the SWOT analysis above, one of the strengths that Netherlands Maritime University College (NMUC) had is the only maritime university in Johor. This is a huge reasons why NMUC need to had a good advertisement and this organization should focus on targeting the young generation. Nowadays the younger generation prefer to browse social media platforms such as TikTok, Facebook, and Instagram. Therefore, this company should concentrate more on marketing their products on this social networking site. At this moment, Netherlands Maritime University College (NMUC) is already aiming for digital marketing as digital marketing is a technique that aimed at improving the communication between the producer and customer and it is also increase the trust in customer for the products that being offered by this organization (Bhupesh Rawat, Po Abas Sunarya, Viola Tashya Devana, 2022). This is because NMUC is the only one maritime university in Johor, therefore not many people knows about this institution. They do not recognize NMUC as a maritime university in Johor. Therefore, in order to make NMUC become one of the famous university, they need to invest more on advertisement. By doing this, people all around Malaysia will recognize NMUC and knows what is NMUC and what are they offer to people.

2. Create a Good Competition Among Employees.

Next, based on the SWOT analysis, one of the strengths that this university had is that this organization will give a reward to their staff who are achieved the target. Therefore, this organization can create other methods to achieve the target which is they can create one competition among employees. They can set a specific target for the employees to achieve their target, so that employees will try their best to achieve the highest target. When an employee achieved the highest target they will get a huge reward that different from other employees. According to (Hamzah Elrehail et al.,2019) an analysis of planned work and work design will increase the employee commitment to perform the job and the organization which influences the individual and organization performances as a consequence of increased employee satisfaction. This case can boost a good motivation among employees to have a good competition.

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WEAKNESSES

1. Change the Office Layout.

Based on the SWOT analysis, one of the weaknesses is using an open-layout office. Using an open-layout office had a drawbacks as employees will not focus on their work as they will gossiping among them. According to article (Puteri Nadea Adrianna Muzaffar, et al., 2020) the recent research has shown that despite the layout's many well-known benefits, the open plan office can make it difficult for administrators to promote collaborative interaction and employee productivity. Therefore, there is also no privacy for an employee to perform their task. In my opinion in marketing department, they can install the cubicle so that there will have a more privacy area for an employee. In addition, installing tiny cubicles in the office will provide each employee with their own space. This will provide them with a workplace that is free of commotion and confusion. They can perform their duties to the fullest extent.

2. Install More Equipment.

One of the weaknesses in the SWOT analysis is lack of equipment and this is the reason why this company need to install more equipment in marketing department. By installing and adding new equipment they will improve productivity, efficiency as well as motivation. New office equipment in the department can lead to all employees will work more faster and be more efficient. This can increased productivity and profits to company itself. For example, by adding new personal computer (PC) blasting it will help employees to complete the task more fast as a new computer systems has faster processor and more memory. It will also reduce the waiting time as employee does not have to waiting more time just to use personal computer (PC) blasting.

OPPORTUNITIES

1. They can make a cooperation agreement with education department of a country.

Then, the Netherlands Maritime University College (NMUC)'s opportunities is to penetrate for overseas market. They can make a cooperation agreement with education department of a country. They can target to open new branch in Singapore and Indonesia. Therefore, they can engage in international marketing to attract the people of that nation. Based on the article (Dr. Nguyen Hoang Tien et al., 2019), multinational marketing is an interactive collaboration of marketing activities in various business environments that enables companies to make

precise plans and exercise strict control. Therefore, they can collaborate with the government of a country to ensure the success of a programme. The NMUC can provide assistance in the form of training to employees in a country, but the country must contribute in the form of promotion and student enrolment. This is beneficial for both parties.

2. Do a Collaboration with Other Organization from Maritime Industry.

One of the opportunities in SWOT analysis above is that open another branch in Malaysia. They can expand their university by make a new branch in Sabah and Sarawak as the demand is high. Collaboration indicates that there are advantages for universities. Based on the article (Bellini, E.,et al.,2019), it was determined that previous collaboration with industry partners had a positive effect on the exploitation of entrepreneurial opportunities. Therefore, in order to attract the local attention about this university they can do a collaboration with a few companies from maritime industry that can offer a job opportunity for a student that studied In NMUC. These companies can invest in this university and in return this university can offer a labour for these companies. This can increase the trust from people in this area as they know NMUC will provide job for them once they graduate from this university. Sabah and Sarawak had a lot of company from maritime industry. This should not have any problems for NMUC to do a collaboration with these companies.

THREATS

1. Ask For Feedback from Customers.

According to the SWOT analysis, high competitors is one of the hazards. To distinguish itself from other universities, the Netherlands Maritime University College (NMUC) can collect feedback from former students who have successfully matriculated and found employment after their studies. The community will be able to visualise their future career path if they continue their education at NMUC. Most universities do not guarantee employment for their students, but NMUC guarantees employment for 80% of its graduates, ensuring that the vast majority of students who complete their studies here will obtain employment. Based on the article (Kim, M., et al., 2020), when customers have a positive impression of a company, their relationship with that company will endure, and they will be more likely to support its growth. NMUC can compile all feedback from former students in the form of videos and images, which can then be displayed on social media and in advertisements.

COLLEGE

2. Make a Statement to Clear the Issues.

The Netherlands Maritime University College (NMUC) is threatened by negative social media evaluations. To surmount this issue, Netherlands Maritime University College must issue a statement on social media regarding an old issue that has been resolved but is still frequently discussed by social media users. This organization can request a specific statement from the superiors regarding this issue. By issuing this statement, the community will recognise and understand that the NMUC has long since resolved this issue and that it should not be revisited.

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PART 7 CONCLUSION

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7.0 CONCLUSION

In conclusion, there are many benefits and important gist that I got during my time doing my internship in Netherlands Maritime University College (NMUC). Industrial training is such a huge elements for a student to gain new knowledge and to implement the knowledge that we learn during our study on the working environment. In my opinion, industrial training give me a good experience as I learned a lot new things and gain many new knowledge during my time as an intern students. I can applied the knowledge that I gain during my study in Office Systems Management into a real work situation. In this company, I had to communicate with important people such as Head of Department, Manager, Chief Executive Officer and clients. Therefore, I need to push myself to improve my soft skills in terms of communication. Thus, one of the benefits that I gained during internship is that I get to increase my self-confident and improve my communication skills.

On the other hand, during my industrial training programme I get to know and meet new friends in this company. Thanks to my supervisor Mr Ibrahim bin Hamzah which is also a head of department in Sales and Marketing Department and also other staff in this department because they give me an opportunity for me to improve myself and gain new experience in the office as this department give me a lot of training from industry experts who have a variety of experience working on live initiatives. Moreover, students are given the opportunity to perform in a real workplace, which helps them comprehend how an organization operates. Nevertheless, I also faced some challenges as I became an consultant education advisor. As a consultant during the interview session for students to continue their studies at this university, I was unable to explain some of the questions asked by students and parents. Some employees assisted me in answering these queries. Therefore, to resolve this issue, I must enhance the knowledge product. In the next five years, I hope that I can get a permanent job positon as well as become an successful worker for my position. That is one of my top career goal.

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PART 8 REFERENCES

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ETHERLAND

PART 9 APPENDICES

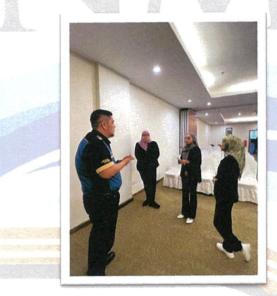
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9.0 APPENDICES



Preparing all the documents that need to bring to an event.





Joining two events in Sabah.

Be a member at the registration day in campus.

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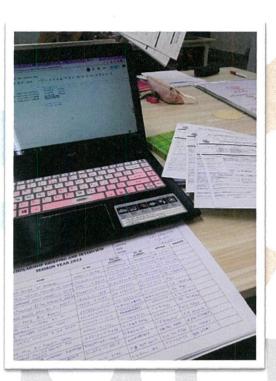
Open a small booth during SPM result announcement.





Joining a career day in SMK Desa Skudai.

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Key in attendance list into master list and prepare an offer letter.



A few senior intern including me trained new intern.

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Training session from leaders.



Team building activities for staff and intern in Sales & Marketing Department.

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Joined the company's iftar.





Meeting performance with Head of Department and Manager.

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