

UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT

AT NETHERLANDS MARITIME UNIVERSITY COLLEGE (NMUC)

1 March – 15 August 2023

NURIZZ FAHILA BINTI MAHMODAH

2021166877

BACHELOR IN OFFICE SYSTEM AND MANAGEMENT

(BA232 6E)



Executive Summary

This report is talk about my industrial training programme at **Netherlands Maritime University College (NMUC)**. I have completed my industrial training for six months starting from **1st March 2023 until 15 August 2023**. In this internship report, I have discussed about every major aspect of the company which I observed during my industrial training programme such as the product or service that been conducted by NMUC, the organizational structure of this organization and such more.

During my internship programme, I was assigned under the Sales and Marketing Department of NMUC, but I am helping all the department that needs help. I have provided details about my six months work experience at NMUC with a detail job description and the knowledge and skills that I have received during my internship training. For example, I was doing my internship more to marketing department, so that I learned on how to do marketing, interact with client. I also learned the administration and human resource task such as prepared the minute of meeting and recruiting staff.

In this report, I have conducted on SWOT Analysis of NMUC. SWOT is to determine the advantage and disadvantage of NMUC for both internal and external. This SWOT analysis have been found out during my internship training. I get help from my supervisor to recognize this company strengths, weakness, opportunities, and threats in this company.

At the end of this report, it will conclude my recommendation and discussion that based on SWOT analysis that can be useful for NMUC in order to make this organization will better and more successful in the future. Last but not least, all the experience given in NMUC have gave good impact to me and useful for my future job.

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Executive Summary

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Acknowledgement

In the name of Allah SWT, The Most Gracious, The Most Merciful, Peace and Blessings be upon our beloved Messenger, Prophet Muhammad SAW, his family and descendants, his wives, and his companions. Alhamdulillah, finally I am able to finish this Industrial Training Report (MGT666). This report had done with all the effort by me.

Besides, a big thank I address to my advisor, Dr Nor Shahrina who had measureless patience with me. Thank you for your guidance for explaining clearly about this report to me. From his guidance, I was able to complete this report which is about my industrial training program. I have chosen Netherlands Maritime University College (NMUC) as my internship place.

Besides, a big thank I address to Sales and Marketing Department of NMUC and Encik Ibrahim bin Hamzah, Head of Department of Sales and Marketing Department for willing to accepted me to do my internship in this department. He has given a lot of information and knowledge about this field that I never know before.

STUDENT'S PROFILE

1.0 Student's Profile

1.1 Updated Resume



NURIZZ FAHILA MAHMODAH

BACHELOR IN OFFICE SYSTEM
MANAGEMENT (HONS.)

OBJECTIVE

Internship Period : 1 March 2023 - 15 August 2023

I am undergraduate student with an extraordinary skill that want to gain experience in administration. I am looking forward for internship that I can utilize my abilities and enhance my skill as well as gain experience for future development of myself.

EDUCATION

Bachelor in Office System Management (Hons.) Mar 2021 - Present

*Universiti Teknologi Mara, Kampus
Bandaraya Melaka*

CGPA: 3.46

Diploma in Office Management and Technology Sep 2018 - Feb 2021

*Universiti Teknologi Mara, Kampus
Alor Gajah*

CGPA: 3.5

Sijil Pelajaran Malaysia Jan 2013 - Dec 2017

*SMK Dato' Sulaiman
5A 3B 1C*

INVOLVEMENT IN HIGHER EDUCATION

Event Real Entrepreneur Achievement Lesson

December 2021
Bureau of Marketing

Block Representative Committee

March 2020 - Feb 2021
Exco

Event Islamic Bollywood Night

January 2020
Bureau of Protocol

CONTACT



TECHNICAL SKILLS

- Microsoft Office
Word, PowerPoint & Excel
- Proofreading

SOFT SKILLS

Communication	★★★★★
Customer Service	★★★★★
Time Management	★★★★★
Teamwork	★★★★★

LANGUAGES

- Malay
Fluent
- English
Proficient

REFERENCE

Puan Nor Maslia binti Rasli Samsudin

Lecturer and Academic Advisor
+60 19-349 8641

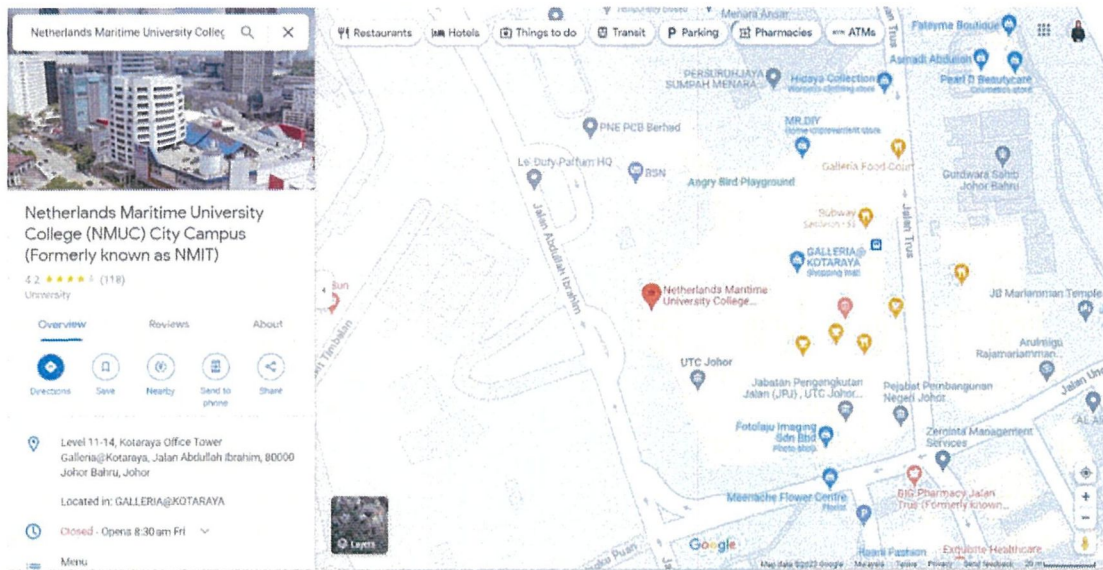
COMPANY'S PROFILE

2.0 Company's Profile

2.1 Company's Name, Logo, and Location



Logo of Netherlands Maritime University College



Location of Netherlands Maritime University College

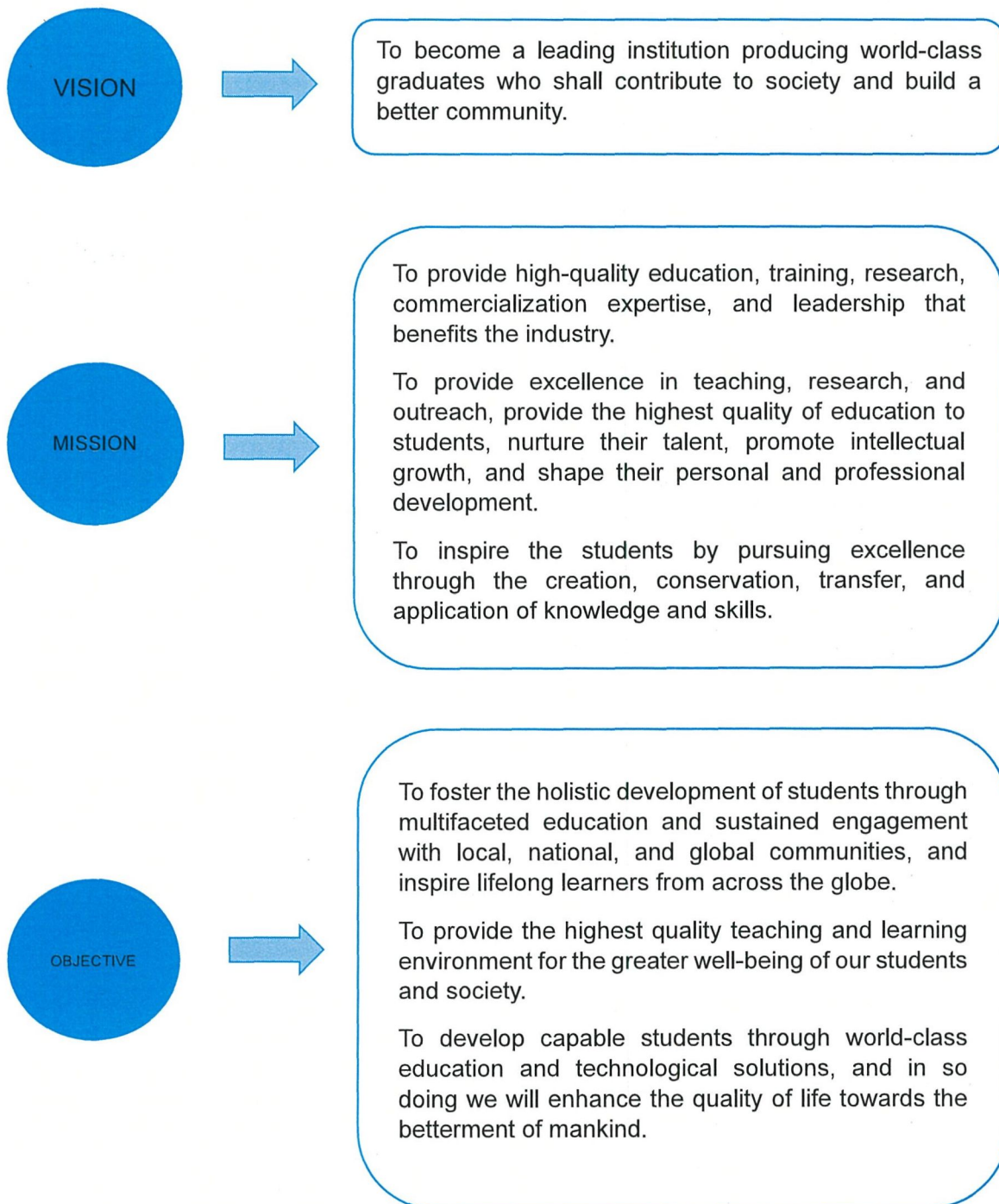
The Netherlands Maritime University College (NMUC), which was previously known as the Netherlands Maritime Institute of Technology, is located in Johor Bahru, Johor. The Netherlands Maritime University College (NMUC) was founded in 2011 with the intention of providing maritime education, training, research, and consulting. Through the provision of a variety of accredited academic and training programmes, NMUC is strategically located in the geographic centre of ASEAN, at a crossroads of bustling regional maritime industries, to support international and community competitive advantages in the maritime, logistics, and oil and gas industries.

NMUC was awarded the Ministry of Higher Education's highest grade of six stars for private colleges, which is given to colleges that have the best requirements for student

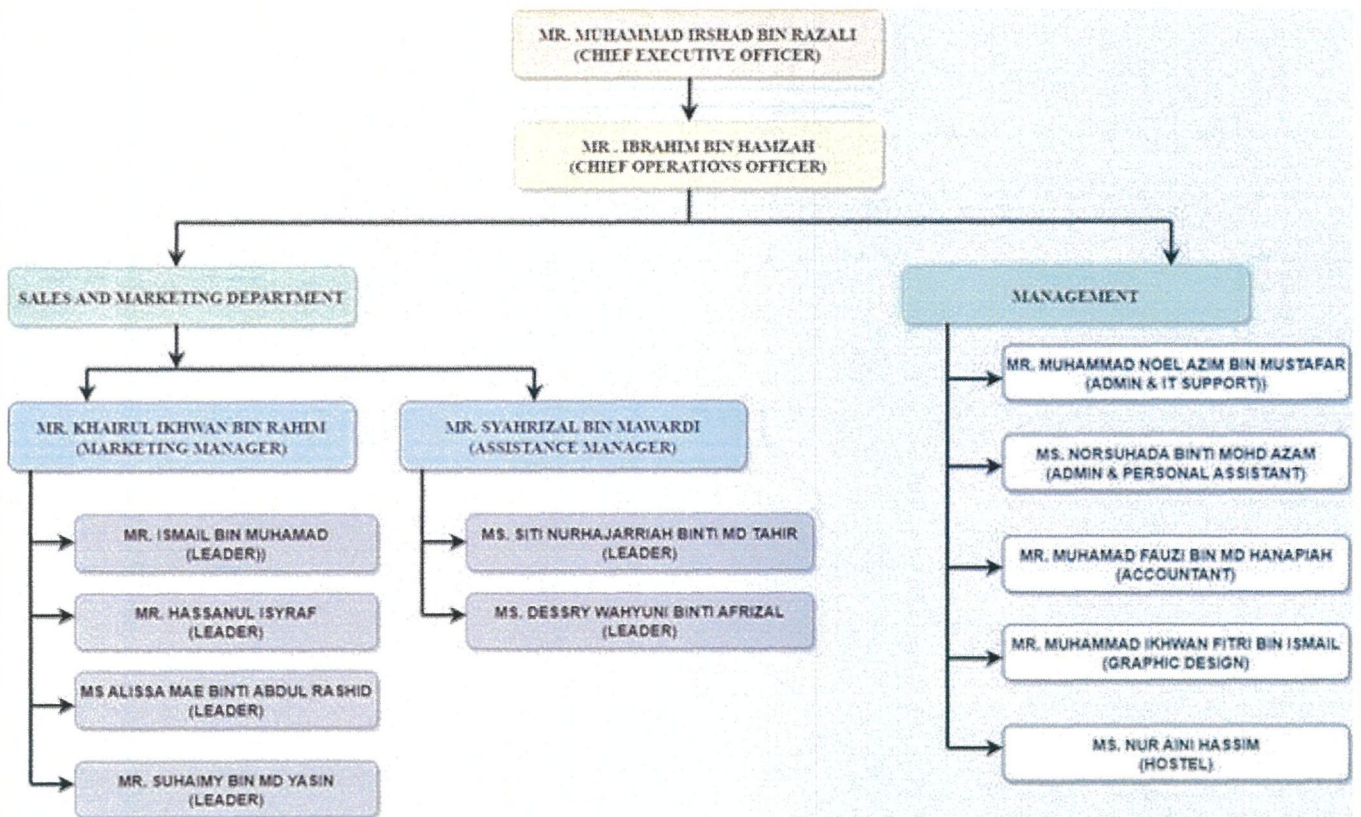
achievement, educational facilities, quality management, global programme recognition, and graduate recognition. Training courses and tailor-made programmes are provided in a variety of disciplines ranging from safety to operations and are designed for today's maritime industry experts. Students enrolled in learning programmes will be exposed to not just theoretical material, but also relevant practical expertise and first-hand industrial experiences throughout structured modules and internship courses.

In addition, NMUC have various international educational institution partners such as Pelorus Velocity, Johor Skills and more.

2.2 Vision, Mission, and Objectives



2.3 Organizational Structure



2.4 Products or Services

Foundation	Foundation in Business
Diploma	<ol style="list-style-type: none">1. Diploma in Port Management2. Diploma in Shipping Management3. Diploma in Maritime Transportation Management4. Diploma in Maritime Law5. Diploma in Maritime Occupational Safety and Health
Bachelor	<ol style="list-style-type: none">1. Bachelor in Maritime and Logistics2. Bachelor in Maritime Occupational Safety and Health

FOUNDATION



This **Foundation in Business** programme will be conducted for students who have successfully completed their SPM or other level that is equivalent to SPM. This is a comprehensive academic programme that offers students with the fundamental business knowledge and abilities required for the individual in-house degree programmes as well as other business-associated degree programmes offered by other higher education institutions.

DIPLOMA



1. **Diploma in Port Management** – This programme exposes students to several types of ports, their strategic geographical relevance, and the diversity of port operations due to numerous cargo types such as general cargo, bulk, and containers.

2. **Diploma in Shipping Management** – This programme exposes students to the most recent developments in the shipping sector and provides a wide view of the shipping business, as well as the difficulties and possibilities that shipping practitioners face.
3. **Diploma in Maritime Transportation Management** – This programme will present to students' interpersonal communication skills, multimedia technologies, creative thinking, general management, and maritime and port management tasks. This degree also provides students with important skills in management, maritime operations, maritime legislation, and transportation.
4. **Diploma in Maritime Law** – This programme points out the significance of law and regulation compliance throughout the maritime transportation sector. It also investigates the legal aspects of the procedure that affect the successful delivery of cargo to its destination.
5. **Diploma in Maritime Occupational Safety and Health** – This programme analyses the many tasks and responsibilities involved in assessing the safety and health of the maritime industry and allied businesses. It also considers technological advancements and findings from maritime research in order to better comprehend workplace safety and health policies, particularly those concerning hazard identification, risk analysis, and risk control (HIRARC).

BACHELOR



1. **Bachelor in Maritime and Logistics (Honours)** – This programme introduces students to the most recent advancements in the maritime transportation industry, providing a wide perspective on the maritime transportation business as well as the difficulties and possibilities that maritime transportation and logistics practitioners face.
2. **Bachelor in Maritime Occupational Safety and Health** – This programme analyses the many tasks and responsibilities involved in assessing the safety and health of the maritime industry and allied businesses. It also considers technological advancements and findings from maritime research in order to better comprehend workplace safety and health policies, particularly those concerning hazard identification, risk analysis, and risk control (HIRARC).

TRAININGS REFLECTION

3.0 Trainings Reflection

I have carried out my industrial training at Netherlands Maritime University College (NMUC) for six months starting from 1 August 2023 to 15 August 2023. NMUC working day is from Monday to Friday which operates from 9 a.m. to 5 a.m. every weekday. However, if we start our working hours late, we have to finished at 6 a.m. Besides, even the company is at Johor Bahru, but the weekend holiday is on Saturday and Sunday.

During my internship, I was assigned as an **Education Advisor** even though I am not really known about this position. However, I did not actually do specific work related to my role because I was trained to do other task for different departments. For example, I was under Marketing Department but sometimes I do administrative job also in order to applying what I have learned during my study. My supervisor is Encik Ibrahim bin Hamzah, Head of Department. Since day one, my supervisor has explained that I will give for various task so that I will gain new knowledge and get new experience that I will hardly get outside. There are few main tasks that have be assigned to me which are:

Task 1: Handling the student's invitation to scholarship event.

The main task that I have learn is to invite the student to come and join NMUC scholarship talk. In order to invite the student, I have to sorting the student's data, get their parents contact number to send the invitation through the WhatsApp. Once I get the data, I will use the blasting application and send the invitation. For example, after I send the invitation, if the students and parents interested to join, I will ask them the student's SPM result to check if they fulfil the requirements or not. If they fulfil the requirements, I will ask them to fill in the attendance form. After they fill in the form, I will list their name in the system. By doing this task, I have learned on how to use the blasting application that I have never use and know about it.

Task 2: Handling phone calls

To get the students to come to the event, I also have to do phone calls. I will call the students or parents if they did not respond the invitation that I send through the WhatsApp. Before this, I do not like to call and communicate with people except face to face, but in this company I should do that. For example, I will ask the parents if their daughter or son interested to come to the event or not. Besides, if they ask further questions, I will explain a little bit regarding the event. Other than that, I will also call some school and counsellor to ask their favour to spread the invitation to students. This task has taught me to communicate with people and sharpen my communication skills.

Task 3: Preparing documentation for event

I will be helping the team members to preparing the document that they will bring to the event. The document that I prepared such as form that they have to bring on the registration day, receipt book and more. I also help to make a copy of the document if there is not enough document. The things that I learned from this task is to sorting and preparing the document which I rarely do before.

Task 4: Do a consultation with students

During the event, there will be a talk about the scholarship that will be given by our speaker. After the talk, there will be an interview session with students that will accompany by their parents. During the interview session, I will do a consultation with the student. The consultation process is about to ask their SPM result, check whether they pass the requirement for scholarship or not. In order to assure them to pursue study in NMUC, I will convince them that this maritime industry is the industry that always run and high demand. By do this task, I have sharpened my knowledge regarding maritime, sharpen my communication and thinking skills and my confidence level.

Task 5: Preparing and processing an offer letter for students

After the students agree to pursue their study in NMUC, I will create an offer letter for the students. The aim to prepare an offer letter is to convince them that we are welcoming them to our campus. The content of the offer letter is the details of registration day, their programme and some more. By doing this task, I have learned on how to prepare official letter which I have learned during my studies.

Task 6: Handling the new students

I was responsible for handling the new students on how to prepare their documentation for registration day. I will communicate with the students if there is something they did not know about the document. Other than that, I will always be ready if they need my help because I know it's not easy to prepare document and to ensure that there is nothing left before the registration day. The lesson that I learned through this task is sharpen my communication skills and applying what I have learned during my studies.

Task 7: Be one of the responsible people during registration day

The main task that I do during registration day is I will be checking the student's document whether they have completed the document or not. If there is uncomplete document, I will assist them until the document is complete. By doing this task, I learned on how to handle registration day, communicate with people and checking important documents.

Task 8: Joining the career day at school

This task is about me joining the career day by opening booth at the school. During the SPM's result, my colleagues and I was going to SMK SETA to open booth there. The purpose of joining this career day was to introduce to the students that NMUC offering big opportunities for them to pursue their study in maritime industry. We also want to introduce to them what is maritime industry because we know that students nowadays lack of knowledge regarding maritime because they will always want to pursue study in common field. By doing this task, I learned on how to communicate with different types of people, sharpen my knowledge, and build up my confidence level.

SWOT ANALYSIS

4.0 Swot Analysis

SWOT ANALYSIS

NETHERLANDS MARITIME
UNIVERSITY COLLEGE (NMUC)

STRENGTHS

- A trained and knowledgeable workforce
- Rare products

WEAKNESSES

- Unrecognized university among students and parents
- Do not have expert to market the product

OPPORTUNITIES

- Broaden the media reach
- Upcoming new branch

THREATS

- Competition between the others maritime university in Malaysia
- Poaching issue

Strengths

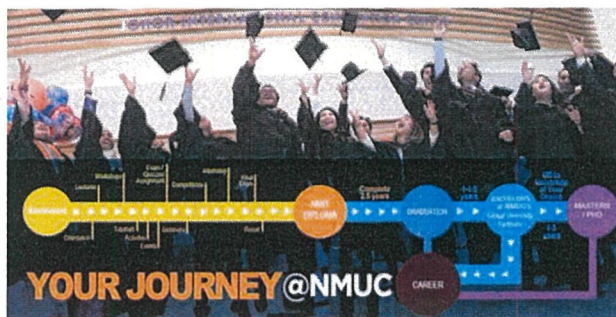
i. A trained and knowledgeable workforce

I started my internship in this company with zero work experience, so during my internship journey, the co-worker was helping me if I do not know something regarding the work. I realized that they were well trained and knowledgeable because if I ask some questions, they will answer it and helping me correctly. For example, they will make training about marketing every week in order to strengthen our product knowledge. The training that they provide such as how to deal with client, calling client and some more. During the training, they will do some roleplay to make sure we can adapt with the situation, so I realized that they were knowledgeable enough to communicate with the client.



ii. Rare products

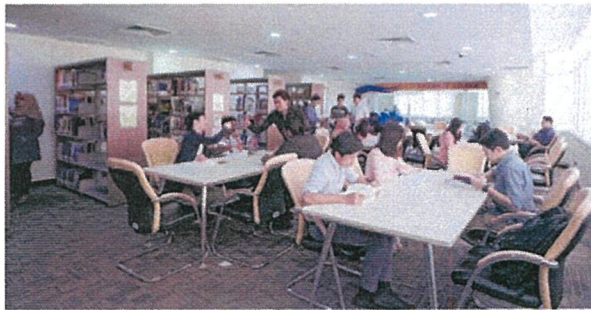
NMUC was produce rare products because in Malaysia there are not easy to find the university that offer these types of products. Besides, only few universities that offer these types of products but only NMUC that offer the programme regarding management while other universities were offering the programme more to technical. Unlike the other universities that offering common programmes, NMUC come out with new programmes to help students realise that this maritime industry is important and have big opportunities in their future. As for now, NMUC offer one foundation programme, five diploma programmes and two bachelor's degrees.



Weaknesses

i. **Unrecognized university among students and parents**

NMUC was not really known among students and parents in Malaysia because NMUC have been built in 2011 and still in growing process. It can be seen when they want to invited students to come to their talk, but most of the students and parents will asking what this university name is, trusted or not and so on. Unlike the other well-known universities, NMUC was hard to be the student's choice because of unrecognized university. Like the other universities that already be the student's choice because of their name, NMUC have to face difficulty to get new students.



ii. **Do not have expert to market the product.**

The marketing department have the trained and knowledgeable employees but only few of them that have the expertise to market the product. By this weakness, they are facing difficulties to invite students to continue their studies at NMUC. Their employees successfully invited the students to come to hear their scholarship talk, but during the registration, some of the students do not come to the campus. Their marketing strategies were different like others university because they do not want to have the same strategies, but it can see that they still do not achieve their goals.



Opportunities

i. Broaden the media reach.

Recently, NMUC have involved in some corporate event that involve big name in maritime industry. NMUC involved in this corporate event in order to grow their name in maritime industry so that they will be well-known among maritime members. Last few weeks, NMUC joined the Seafarer Carnival 2023 that involve many maritime members. As a result, many maritime members have known NMUC as a big name and it was a good opportunity for they broaden the media reach.



ii. Upcoming new branch

As NMUC students getting increase, they were in process to open new branch in Shah Alam in order to ensure the students feel more comfortable. The new branch was still in discussion and maybe will be operating next year. For those students that now in diploma, they will continue their degree at new branch. This will be a big opportunity to NMUC to gain more students and broaden their name. Besides, the current campus was temporary because the old campus was in renovation so that the current campus was lack of facilities. By opening new branch, the students can enjoy more facilities and more comfortable to study at NMUC.



Threats

i. Competition between the others maritime university in Malaysia

During their growing process, there are other universities that offering the same field as NMUC. There are more than five universities in Malaysia that offer maritime programme which make them as our competitor. Furthermore, the other maritime universities offering more to technical in maritime while NMUC was offering more to management. This makes students hard to join our university as they more interested in technical. Other than that, the other university offering shorter duration of study so the students more interested so that they can quickly have job after study.



ii. Poaching issue

NMUC was facing poaching issue related to their employees. Since last year and recently, their employees were backstabbing by quit from NMUC and joined other maritime universities. The employees do not give reason why they quit but they realized that the other maritime university was offering more benefits rather than NMUC. But actually, NMUC have more benefits without the employees realising that. Besides, the competitor always trying to take NMUC employees until now because the employees already well-known regarding the maritime industry.

DISCUSSION AND RECOMMENDATION

5.0 Discussion and Recommendation

Strengths

i. Give the appreciation reward to the employees

As I mentioned in the SWOT Analysis, the first strength is a trained and knowledgeable workforce. To appreciate the employee's work hard, I would like to recommend to the company to give some reward or award to the employees. According to **Siswanto, S., Maulidiyah, Z., & Masyhuri, M. (2021)**, giving rewards is an important factor as it motivates employees to work with full energy and they pay attention to the rules. It is because, a person sometimes does something to gain his/her target. Besides, if they get some reward, they will feel more energetic to do their job and will highly perform towards their work.

ii. Add new programme

Since NMUC offering specific programme, which is maritime programme, I think they can add more maritime programme for foundation and bachelor. It is because, in Malaysia, this maritime programme is rare product and not many universities were offering this kind of programme. This can go further because the current programme by NMUC is not very attractive to student so they can offer new programme that more to technical.

Weaknesses

i. Sharpen their marketing skills

In order to make the university name famous well-known among students and parents, they have to sharpen their marketing skills. It is because, I have observed that they marketing skills is still low and they did not market their university well. Marketing is a form of marketing based on the use of digital media with the aim of structuring direct conversations in which the consumer feels identified. (**López García, J. J., Lizcano, D., Ramos, C. M., & Matos, N. 2019**) What I can recommend are promote their university through television, YouTube and also can promote by rent the billboard. The large marketing budget that was allocated for conventional advertising strategies can be switched towards strategies for digital marketing, since switching digital allows us to track how frequently customers get our advertisements, their economic and lifestyle behaviour, and more.

ii. Hire expert to market the product and university

Based on my observation, this company need the expert to market the product and university. It is because their marketing strategy and skills are still not achieving the level. They have to find and hire the expert in order to get new students and make their university name famous among the students and parents. Social media and digital marketing activities are very important, it's not only for gaining revenue, but also to reduce the cost of conventional marketing activities. **(Sarah Salvia, 2019)** If they want to save budget, they can hire an expert and then the expert will teach and train them well on how to do marketing to achieve their target.

Opportunities

i. Get involve with more career fair

It is because most of the students in Malaysia is only know about IPTA but rarely know about IPTS. When we said that we are from NMUC, mostly all of them is not know about our university. to make students know about NMUC, they have to extremely involve with more career fair outside Johor Bahru. For example, if they get involve in career fair with other well-known universities, they will broaden the media reach.

ii. Provide more comfortable facilities

In order to open new branch, they have to provide comfortable facilities for student. It is because the current campus was lack of facilities. By opening new branch, of course the student expects to get the comfortable campus with comfortable facilities. The students also expects more because they already pay much for the study fee so the university should give the same. According to **Thi., T. T. (2021)**, Customer loyalty is a measure of a customer's likeliness to do repeat business with a company or brand. It is the result of customer satisfaction, positive customer experiences, and the overall value of the goods or services a customer receives from a business. Besides, the interaction between universities and students makes companies feel important to improve service quality. Thus, customers will be impressed by good service and may become a source of information and reference for other customers or potential customers in the future.

Threats

i. Offering more interesting benefit for students

They can offer interesting benefit for students in order to attract them to join our university rather than join other maritime university. It is because, nowadays student more interested on what the benefit that they can get if they join the university. Students feel satisfied and provide recommendations to others if the college provides good service to students, so that students feel satisfied and loyal. **(Cahyono et al. 2021)** So, to attract these students, the university should explore more what kind of benefit that the students like. They also can survey what the other maritime university offer so that NMUC can give different benefit that more interesting.

ii. Protect the workers welfare

The company need to protect more the workers welfare because if company consistently protect the welfare, the employees will stay loyal with the company. Why the employees go to the other company, it is because they feel that this company did not give many advantages to them. According to **Riyanto, S., Endri, E., & Herlisha, N. (2021)**, Job satisfaction influences organizational citizenship behavior, which is in line with the hypothesis which states that the higher the job satisfaction of the employees, the better the behavior of the workers. For example, the company can give more reward if the employees achieve some goals or have good performance such as bonus or holiday.

CONCLUSION

6.0 Conclusion

In a nutshell, my internship experiences sharpened my knowledge, skills, and abilities in the fields of management and marketing, while also taught me significant lessons that will be helpful to me in the future. Furthermore, I have gained different skills needed to execute jobs in the area, such as managing a business's social media through WhatsApp or Facebook. Even though I was already familiar with WhatsApp and Facebook, the manner commerce was conducted was unique and exciting. Furthermore, during the discussions in which every department of the company was present, I realised the concept of NMUC's mission and vision. Aside from that, the experience that I gained during this internship journey taught me the value of working together and its impact the successful on the NMUC Sales and Marketing Department.

Also, even though I had zero interest in marketing before to beginning my internship, I learned a lot about sales and marketing during my internship. As a result, if the opportunity to join the Sales and Marketing Department at another organisation exists, I will take it because it will allow me to broaden my knowledge and abilities gained during this internship. In addition, as an intern, I gained confidence in myself by performing various duties for the Sales and Marketing Department. Last but not least, I desire to picture myself as a successful, independent, and workaholic woman in the next five years.

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APPENDICES

8.0 Appendices



Teaching new intern on how to use blasting application.



Prepare whole document.



Handling student's registration day.



Be one of the facilitators for orientation day.



My group for motivation training.



Meeting team.



Being one of the education advisors for Terengganu Event.



Joining the career day at SMK SETA.



Joining bowling tournament with colleagues.