



اُنِيُوَرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT (MGT666)

AT RICAEN

1 MARCH-15 AUGUST 2023

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING**

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EXECUTIVE SUMMARY

My internship journey at RICAEN for six months or 24 weeks, beginning on March 1, 2023 and ending August 15 2023, The Research, Industry, Community, and Alumni Network RICAEN branch, which is headed by the Deputy Rector for Research and Industrial Linkages, assists and supports all academic members with commercialization, intellectual property, publications, and grant applications. The goal of the Industry, Community, and Alumni Network is to establish new connections and solidify already-existing linkages with businesses, the community, alumni, and other universities. As for my internship journey, in this department, I was assigned to the Research Management Unit which was managed by Dr Wan Izhan Nawawi and assisted Puan Zurita Jaafar. The research management unit is responsible for coordinating and disseminating information regarding research-related activities in UiTM Perlis.

The Units Under the Research, Industry, Community, Alumni, Entrepreneurship & Network (RICAEN) is an organization that is responsible for serves and helps all faculty members in research grant applications, publications, intellectual properties, consultation services as well as commercialization, develop new linkages and strengthen existing partnerships with industry, communities, alumni and other universities.

Moreover, my duties in this department included helping to process local order payments, claims for travel and other expenses, claims for other expenses, and honorarium payments made to academic staff members who receive funding from internal, commercial, academic, national, or international sources. I am also in charge of new applications and extending the contracts of Graduate Research Assistants and Research Assistants because I am responsible for processing their salaries each month.

Furthermore, I also gained the intrinsic rewards by few of activities that have been held in RICAEN along my internship journey by contributing in some big events at RICAEN such as International Innovation, Design and Articulation (i-Idea) and *Anugerah Semarak Sanjung*. However, no allowance is provided for internship at RICAEN. Since this is a government organization, we are required to do our job and

responsible without any payment, but each event that we contributed, we are given a certificate as a reward of being a volunteer in those event as I mentioned earlier.

Other than that, during my internship at RICAEN, I gained skills such as interpersonal skill and effective communication skill. These skills thought me to become a good staff in the future.

In addition, based on the swot analysis, four strategies are strategized such as employee training and development, website optimization, highlight unique selling points and utilize alumni network.

Last but not least, there are some recommendations suggested to overcome the weaknesses in this organization. Those are regular system maintenance, backup system, social media engagement, collaborate with faculty and researchers, use technology for communication and encourage open communication.

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3.0 COMPANY'S PROFILE

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The RICAEN branch, which is headed by the Deputy Rector for Research and Industrial Linkages, assists and supports all academic members with commercialization, intellectual property, publications, and grant applications. The goal of the Research, Industry, Community, and Alumni Network is to establish new connections and solidify already-existing linkages with businesses, the community, alumni, and other universities. The Entrepreneurship Unit aims to encourage ongoing real-world entrepreneurial experience among staff members and the development of entrepreneurial abilities among students. Additionally, this unit actively participates in the planning and execution of programmes linked to entrepreneurship.

As for my internship journey, in this department, I was assigned to the Research Management Unit which was managed by Dr Wan Izhan Nawawi and assisted Puan Zurita Jaafar. The research management unit is responsible for coordinating and disseminating information regarding research-related activities in UiTM Perlis. This unit acts as:

1. Coordinating and monitoring researcher research projects (General Grants (National)-FRGS, ERGS, e-Science, RAGS, RACE, Excellence Fund, International Grants)

2. Encourage lecturers to engage in high-profile research activities such as LRGS and PRGS.
3. Mobilize Research Interest Group (RIG) research activities that assist in the establishment of the CoE.
4. Encourage lecturers to participate in research-related workshops.
5. Organizing programs related to innovation either at the national or international level.
6. Briefing and training staff who will represent UiTM Perlis at the innovation competition.
7. Help coordinate the commercialization of research/innovation products with RIBU, UiTM Shah Alam.
8. Organize workshops and consultation awareness campaigns.

3.1 VISION

To become a world-class research, innovation, consultancy, and publication management centre and to undertake mutually beneficial UiTM Perlis interactions with industry, government, and the private sector.

3.2 MISION

- Strengthen the university's scholarly and innovative capabilities by delivering quality services
- Establishing a good, harmonious, and effective relationship between UiTM Perlis and industry, government, the private sector, and society.
- Emphasizing strategic relationships with stakeholders that yield positive results for UiTM Perlis and stakeholders.
- Ensuring that relationships with industry, government, the private sector, and the community have a positive impact on the image of UiTM Perlis.

3.3 OBJECTIVE

- Manage, coordinate and provide services related to research, consulting and publishing.

- Helping the development of new fields in line with campus program priorities.
- Disseminate and provide research, consultation and writing training to UiTM Perlis residents.
- Ensuring that the culture of innovation, research, consultation, and publishing at UiTM Perlis is constantly thriving.
- Assist in enhancing the teaching and learning quality of the academic staff of UiTM Perlis.
- Enhance the employability of future UiTM Perlis graduates.
- Assist UiTM Perlis in organising revenue-generating campus activities.

3.3 PRODUCT/ SERVICE OFFER

The Units Under the Research, Industry, Community, Alumni, Entrepreneurship & Network (RICAEN) is an organization that is responsible for serves and helps all faculty members in research grant applications, publications, intellectual properties, consultation services as well as commercialization, develop new linkages and strengthen existing partnerships with industry, communities, alumni and other universities.

Research management unit responsible for serves and helps all faculty members in research grant applications, publications, intellectual properties, consultation services as well as commercialization, develop new linkages and strengthen existing partnerships with industry, communities, alumni and other universities.

Other than that, the publication and excellence. This unit responsible for coordinating and disseminating information regarding publication related activities in UiTM Perlis. The unit is also responsible in managing Research Interests Group (RIG) in UiTM Perlis publication and excellence unit under RICAEN used to assist lecturers in registering publication results in the Publication Repository Information System Management (PRISMA) system, manage and publish Jurnal Intelek (UiTM Perlis journal) according to the planned period, organize workshops related to publishing and writing, collaborate to coordinate the publication of seminar proceedings and updating information on the RICAEN website.

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

Furthermore, Industrial, Community and Alumni Network (ICAN) unit. This unit is responsible for coordinating community projects as well as industrial-linkage activities within UiTM Perlis Branch. This unit acts in promoting student mobility activities within and outside the country by providing information related to related institutions/companies, helping stakeholders at UiTM Perlis to create strategic collaboration and industry networks between government and private institutions through MoU or MoA, coordinating with the HEA and HEP to run programs that help improve the marketability of graduates, as a data collection and management centre for UiTM Perlis alumni, planning and implementing programs with UiTM Perlis Alumni coordinating Alumni programs with HEA and HEP and responsible for managing and monitoring the performance of the Knowledge Transfer Program (KTP) grant.

Last but not least, the Malaysian Academy of SME and Entrepreneurship Development (MASMED). This unit is responsible for coordinating entrepreneurship activities among students and staffs in UiTM Perlis Branch. This unit acts in encouraging entrepreneurial activities among students and staff of UiTM Perlis as well as the local community through MASMED by providing entrepreneurial training, giving UiTM Perlis students the opportunity to venture into entrepreneurship through the Student Entrepreneur Kiosk Program, encourage students to attend entrepreneurship seminars organized by UiTM and external institution, provide TOT training to entrepreneurship lecturers for the purpose of strengthening the teaching and learning of the ENT course and holding entrepreneurship conferences at the national and international level for the purpose of encouraging the involvement of UiTM Perlis lecturers in the field of entrepreneurship research and entrepreneurial innovation.

3.4 ORGANIZATIONAL STRUCTURE

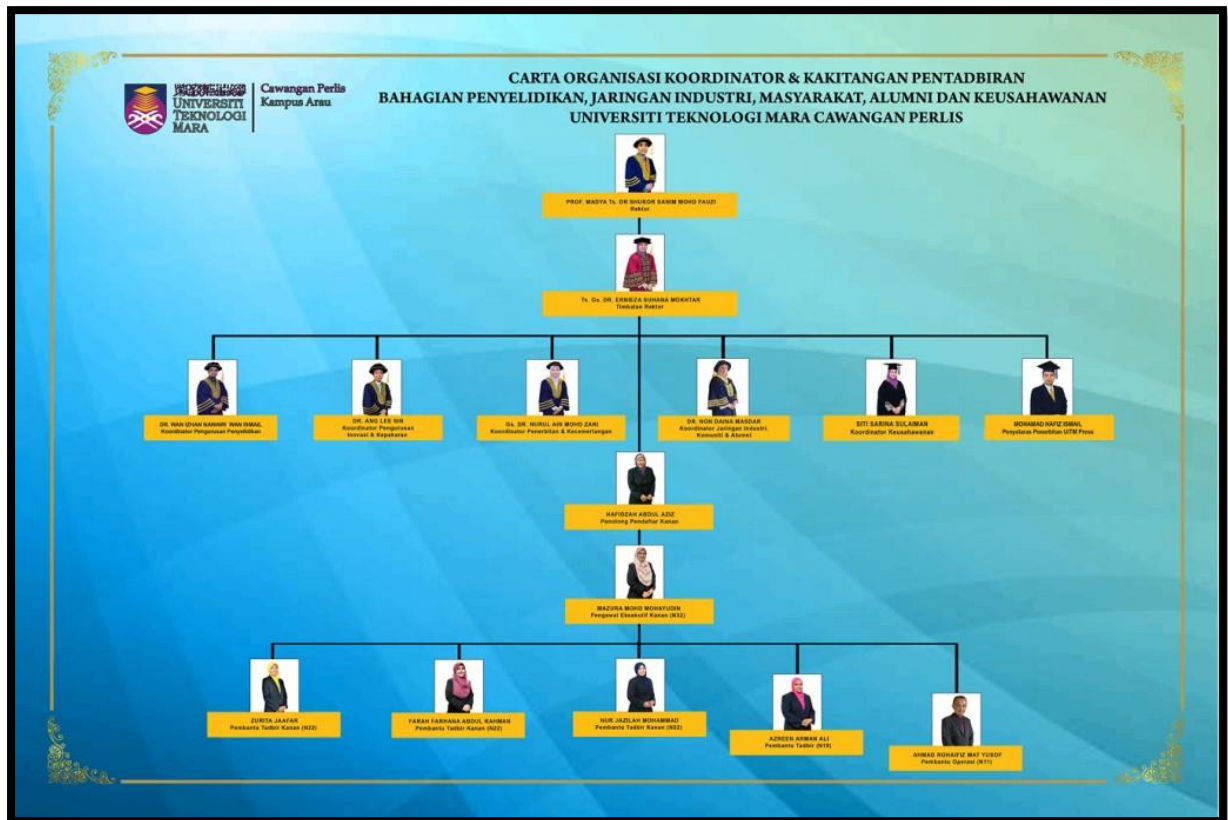


Figure 2: Organizational Chart

4.0 TRAINING'S REFLECTION

i. Duration

The internship programme will last for 6 months, divided into 24 weeks. The internship began on March 1st 2023 and ended on August 15th 2023. RICAEN is a government organization so it is operating same as other government sector. From Monday through Friday from 8:00 AM to 5:00 PM, RICAEN operates 5 days a week. All employees utilise the UiTM E- clock system for the intern, thus every working day, the intern must fill in the log book for the tasks that have been done.

ii. Working days and Hours

Days	Time
Monday	8.30 AM – 5.00 PM
Tuesday	8.30 AM – 5.00 PM
Wednesday	8.30 AM – 5.00 PM
Thursday	8.30 AM – 5.00 PM
Friday	8.30 AM – 5.00 PM

Table 1: Working Days and Hours

4.1 DETAILS

4.1.1 ROLES AND RESPONSIBILITY

Employees of the company who are not executives are called workers. They make up the majority of the organization's workforce in terms of percentage. Workers are at the bottom of the organisational hierarchy. Therefore, workers are so named because they are the members of an organization's workforce who actually do organisational tasks and carry out the management's plans. Additionally, workers use a variety of tools, equipment, instruments, and techniques to help the organization. Worker positions are vital positions, just like any other position inside the company. The role that employees perform in the organisation is crucial as they need to approach their job with a good attitude. They are also expected to focus on their task and have fun doing it.

In RICAEN, we as an internship student are given few roles and responsibility according to our unit. Research Management Unit gives me few of roles such as processing of each month's salaries for the Graduate Research Assistants and Research Assistants. My duties in that department included helping to process local

order payments, claims for travel and other expenses, claims for other expenses, and honorarium payments made to academic staff members who receive funding from internal, commercial, academic, national, or international sources. I am also in charge of new applications and extending the contracts of Graduate Research Assistants and Research Assistants because I am responsible for processing their salaries each month. Therefore, processing salary every month is my responsibility to help the administrative staff rather than letting her settle it by her own. On the other hand, Research Management Unit gives me a responsibility to make a poster especially related to the grants that accepted by the researcher in UiTM Perlis. For example, Dr Wan Izhan Nawawi will ask me to do a poster according to the important information provided. For example, I have made few posters such as congratulations poster for researchers who receive a grant and posters for any programmes organized by Research Management Unit. Additionally, before beginning those claims and payment procedures, I will make sure there are enough monies in the Research Ethics Depository (IRES) system. I'll examine their cash flow and ledger, which are locked into particular votes in line with the funding they received for their research proposals, to accomplish this.

4.2 GAINS

i. Intrinsic Reward

The term “intrinsic reward” refers to the internal fulfilment or good feeling that a person has as a result of participation in a specific activity or behaviour. Intrinsic rewards come from inside and are fundamentally motivating, in contrast to extrinsic rewards, which are external incentives like money, prizes, or acclaim.

In RICAEN, I gain the intrinsic rewards by few of activities that have been held in RICAEN along my internship journey. During my internship, my friends and I participated in International Innovation, Design and Articulation (i-Idea) and *Anugerah Semarak Sanjung*. Those events require us to all out in helping out the event to successfully done. We also contributing in settle up the preparation of making a certificate for the award recipient. Those activities really teach us on how to manage the event well even we only work behind the scene. But I believe that without us, this event will not complete. Therefore, through all the hardship in the journey to make this

event happened, we felt so satisfied with the ability and cooperation from all units and staff at RICAEN.

ii. Extrinsic Reward

Extrinsic rewards are incentives or benefits that are not inherent to the work or activity itself, but rather come from outside sources. These incentives are often delivered as praise, prizes, or payment for achieving a particular objective or engaging in a particular behaviour. Extrinsic rewards are intended to motivate people to carry out desirable behaviours, enhance performance, or accomplish certain goals.

As we do our internship here, no allowance is provided. Since this is a government organization, we are required to do our job and responsible without any payment. However, in RICAEN, each event that we contributed, we are given a certificate as a reward of being a volunteer in those event as I mentioned earlier.

4.1.3 SKILLS

People can gain a variety of skills from working in a government office that are useful in the public sector as well as many other professions. Working in government organisations can help people develop a number of important skills. These skills are not only valuable for government-related careers but also transferable to the private sector, non-profit organizations, and various leadership roles. Working in a government office can offer valuable experiences and opportunities for personal and professional growth. This, in RICAEN, there are few of skills that I have gained such as an effective communication, interpersonal skills, problem-solving and also the enhancement of my soft skills.

1. Effective communication

Effective communication is the process of conveying information, ideas, thoughts, and feelings in a way that is clear, concise, and understood by the intended audience. It plays a crucial role in both personal and professional interactions and is essential

for building strong relationships, fostering teamwork, resolving conflicts, and achieving common goals.

In RICAEN, I learned how to have an effective communication. By having a good interaction among staffs, it helps me to calm myself in difficult situations such as during conflicts or tense discussions. This is because, it enables individuals to express their concerns, listen to others' perspectives, and find mutually acceptable solutions. Other than that, an effective communication also helps me in enhancing productivity. This can be seen in the workplace whenever the effective communication ensures that tasks that has been asked for are clearly understood.

Effective communication is a skill that can be developed and refined over time. By practicing these principles and being attentive to the responses of others, you can improve your communication skills and enhance your interactions with others in various aspects of life.

2. Interpersonal skill

Interpersonal skills known as a soft skills or people skills. It is the abilities that enable effective communication, collaboration, and interaction with others. These skills are essential in both personal and professional settings and play a crucial role in building and maintaining positive relationships with individuals or groups in the organization especially in RICAEN.

Additionally, in RICAEN, my interpersonal skills are improved since I can create a positive relationship with all employees there even with the lecturers who have come to the office. It helps me to reduce stress and tension. Hence, a good interpersonal skill contributes to a positive and supportive atmosphere, reducing stress and tension in both personal and professional relationships.

Therefore, interpersonal skills are not only beneficial for personal relationships but also play a vital role in professional success and overall well-being. Developing and nurturing these skills can lead to more fulfilling and rewarding interactions with others in various aspects of life.

5.0 SWOT ANALYSIS

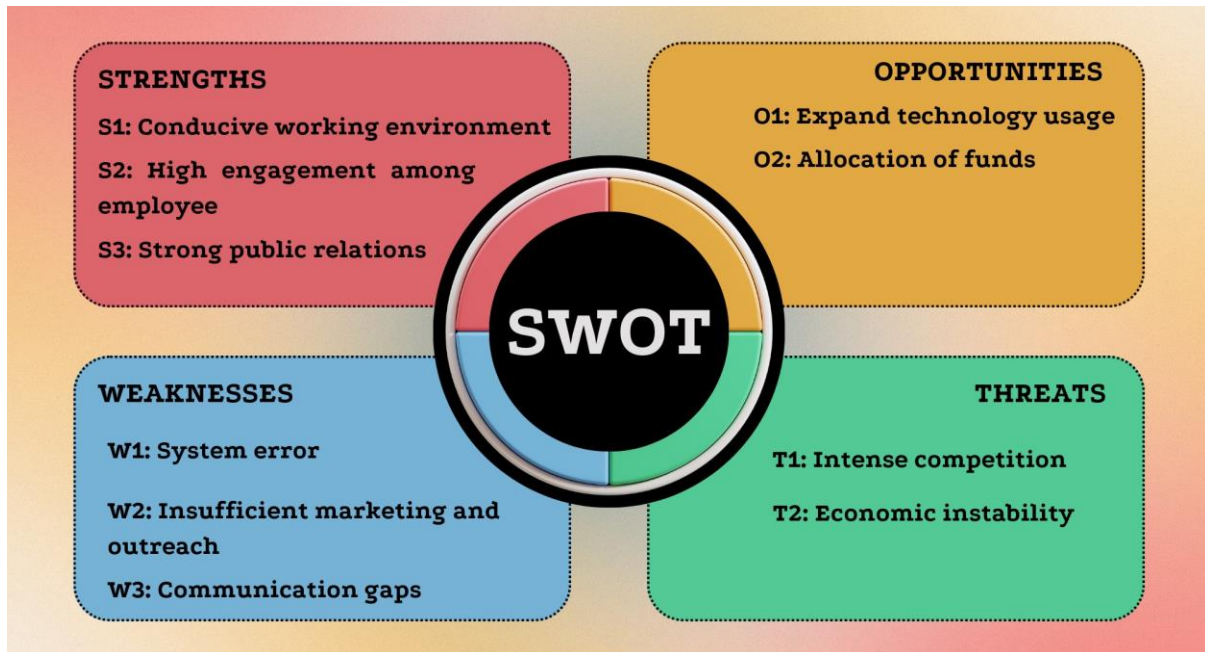


Figure 3: Swot Analysis

5.1 EXPLANATION

RICAEN And Research Management Unit Strength

S1: Conducive working environment

Research, Industry, Community, Alumni, Entrepreneurship & Network (RICAEN) provide us a comfortable space as an industrial student. All of us are located specifically according to our unit like Industrial, Community and Alumni Network (ICAN), Malaysian Academy of SME and Entrepreneurship Development (MASMED), Publication and Excellence and Research Management Unit (RMU). For example, I can complete my task within the time given because RICAEN provide me a comfortable space and we manage to communicate well and had an effective interaction.

S2: High engagement among employee

High engagement among employees is a critical factor in fostering a positive and productive work environment. When employees are engaged, they are more committed, motivated, and satisfied with their work, leading to increased productivity and better overall performance. Therefore, high engagement among employee leads

to a positive workplace culture. This is because, culture of engagement promotes positivity, collaboration, and mutual support among staff. It fosters a sense of belonging and a shared commitment to common goals. To foster high employee engagement, organizations should prioritize communication, recognition, career development opportunities, work-life balance, and a supportive leadership style. By investing in employee engagement, organizations can create a thriving work environment that attracts top talent and achieves sustainable success.

S3: Strong public relation

A strong public relation may improve collaboration opportunities. This is due to a positive public image and reputation can attract industry partners, communities, alumni, and other universities to collaborate with RICAEN. Strong public relation efforts can highlight successful collaborations and partnerships, encouraging others to seek similar opportunities. Other than that, this will help in facilitating the research grants and funding. When RICAEN has a solid public relation strategy in place, it can effectively communicate its achievements, ongoing research projects, and potential impact. This can create a favourable impression on funding agencies and increase the likelihood of securing research grants and funding from both national and international sources.

RICAEN And Research Management Unit Weaknesses

W1: System error

System error is unexpected matters that will happen anytime at RMU. Therefore, a few data might lose and researcher is not able to key in their personal information and so on. Disruption of Services: System errors can lead to the temporary or even prolonged disruption of services provided by RICAEN. This can affect faculty members' ability to access crucial resources, submit grant applications, access research data, or utilize consultation services, causing delays in research projects.

W2: Insufficient marketing and outreach

Insufficient marketing and outreach can be a critical weakness for RICAEN and the Research Management Unit. Without an effective promotion, faculty members and researchers may not be fully aware of the valuable services and benefits these units offer, which can result in underutilization of resources and missed opportunities for collaboration.

W3: Communication gaps

In large organizations like RICAEN, there could be communication gaps between different units and departments, leading to miscommunication and inefficiencies in coordinating research projects. Thus, lack of communication can breed misunderstandings and lead to conflicts among team members or between different units. This can create a negative work environment and hinder collaboration.

RICAEN And Research Management Unit Opportunity

O1: Expand Technology Usage

Research management unit has the opportunity to expand their technology usage by developing new strategy to manage the job. For example, create a system for researcher to submit their application of grant. By leveraging technology effectively, RICAEN can optimize its operations, provide better support to faculty members, and foster a thriving research ecosystem within the institution. It can also strengthen its ties with external stakeholders, leading to more significant opportunities for collaboration and knowledge dissemination.

O2: Allocation of funds

Allocation of grants funds help the research management unit in UiTM Perlis to gain the number of researcher and publication within the university. The research management unit can use grant funds to provide incentives, awards, or recognition for researchers who publish high-quality papers. These incentives create a culture of research excellence and motivate researchers to produce more publications.

RICAEN And Research Management Unit Threats

T1: Intense competition

The academic and research landscape is highly competitive, with many institutions vying for research grants and collaborations. Increased competition could make it harder for RICAEN to secure funding and partnerships. Intense competition can present several challenges for RICAEN and the Research Management Unit and these will affect their ability to effectively serve faculty members and support research initiatives. Besides that, an intense competition either from other universities can give a pressure for commercialization. This is because, it may lead to a greater emphasis on the commercialization of research outputs. While commercialization is essential for innovation and generating revenue, it could divert focus from other valuable forms of research and knowledge dissemination.

T2: Economic instability

Instability of economy can affect the sponsor to offer the fund for the researchers. Other than that, it is not impossible for the government to lower the fund in research field in UiTM Perlis. In times of economic instability, sponsors, whether they are private organizations, industry partners, or government agencies, may face financial constraints. This can lead to a reduction in their ability to offer funds for research projects. Sponsors may prioritize other essential expenditures over research funding, leaving researchers at UiTM Perlis with limited financial support.

6.0 SWOT MATRIX

1. Employee Training and Development (S2+O1)

Employee Training and Development can help RICAEN invest in continuous training programs to help employees develop their technological skills. This can involve workshops, webinars, or online courses that empower them to leverage technology effectively in their roles. By combining high employee engagement with expanded technology usage, RICAEN can create an innovative and efficient working environment where employees feel empowered to embrace technological advancements to achieve their goals effectively. This approach not only enhances productivity and collaboration but also strengthens the overall competitiveness and impact of RICAEN's research support and service offerings.

2. Website Optimization (W2+O1)

RICAEN should improve this weakness and use the opportunity to the website optimization. This is because, website optimization will ensure that the division's website is user-friendly, visually appealing, and optimized for search engines. Additionally, the use of technology to gather data on website performance, user behaviour, and engagement will continuously improve the site's effectiveness. Additionally, an email automation. RICAEN should implement email automation tools to personalize and streamline communication with potential partners, clients and researchers. This can help nurture leads and maintain relationships over time.

3. Highlight Unique Selling Points (S3+T1)

RICAEN must use strong public relations efforts to showcase RICAEN's unique strengths, achievements, and contributions to research and innovation. Emphasizing what sets RICAEN apart from competitors and why it is the preferred choice for faculty members seeking research support will help this organization to build a positive reputation, emphasizing its unique strengths, and leveraging strategic partnerships.

4. Utilize Alumni Network (W2+T1)

RICAEN should take this advantage to leverage the power of the alumni network to create awareness and build connections. Engaged and successful alumni can promote RICAEN's services and impact. Other than that, RICAEN should increase networking and events such as actively participate in relevant academic and industry events, conferences, and workshops. These engagements provide opportunities to connect with potential partners and showcase RICAEN's services. By combining these strategies, RICAEN can overcome the challenges of insufficient marketing outreach and intense competition. The key is to focus on targeted and impactful marketing efforts and build strong partnerships and relationships to expand its reach and impact within the academic and research community.

7.0 RECOMMENDATION

1. System error

To overcome the system error, RICAEN can implement several measures to address and mitigate technical issues effectively. Here are some recommendations for this weakness.

a. Regular system maintenance

Conduct routine maintenance and updates of the systems and software used by RICAEN. This includes checking for software updates, patches, and security fixes. Regular maintenance helps prevent potential issues and ensures the system is running smoothly.

b. Backup system

Implement redundancy in critical components of the system to ensure continuity in case of hardware failures or malfunctions. Regularly back up data and critical information to prevent data loss in case of system errors.

2. Insufficient marketing and outreach

To overcome insufficient marketing and outreach, RICAEN can implement a range of strategies to enhance its visibility and reach within the academic and research community. Here are some recommendations:

a. Social media engagement

RICAEN should actively engage with the academic community through social media platforms such as *TikTok* and *Instagram*. On the other hand, sharing research-related content, interact with followers, and participate in relevant discussions to build a strong online presence.

b. Collaborate with Faculty and Researchers

Collaborating partner with faculty members and researchers to promote their successful projects and research outcomes. This will highlight their achievements and unconditionally enhancing RICAEN's reputation and attract more interest especially among researchers in UiTM Perlis.

3. Communication gaps

To overcome communication gaps, RICAEN can implement several strategies to ensure effective and efficient communication within the division and with its stakeholders. Here are some recommendations:

a. Use Technology for Communication

RICAEN should leverage technology tools such as email, instant messaging, video conferencing, and collaboration platforms to facilitate seamless communication among staff, even if they are in different locations.

b. Encourage Open Communication

Foster a culture of open communication within RICAEN, where all team staffs feel comfortable expressing their ideas, concerns, and feedback. Hence, this will create a supportive environment that values and respects diverse perspectives.

8.0 CONCLUSION

As a conclusion, my internship journey at RICAEN for six months or 24 weeks, beginning on March 1, 2023 and ending August 15 2023, I have gained a lot of things. Internship journey was an amazing experience that every student must do in the last semester of their studies. All skills that I have learned such as interpersonal skills and effective communication skills are such a precious experience that I can use in my future career after this.

Besides that, strengths, weaknesses, opportunities and threats that I have found during my internship also teach us that every organization has their own pros and cons including RICAEN. This is important because it helps the company itself to make a lot of improvements in order to ensure the company overcome the weaknesses and make a good decision for RICAEN. Therefore, I can conclude that RICAEN and Research Management Unit has a lot of things to be improved and a great development can be strived.

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10.0 APPENDICES



Figure 4: Anugerah Semarak Sanjung



Figure 5: Anugerah Semarak Sanjung



Figure 6: International Innovation, Design and Articulation (i-IDEA)



Figure 7: CEO @ Faculty: Peluang Kerjaya Bersama Al- Ikhsan Sdn Bhd

Figure 8: CEO @ Faculty: Peluang Kerjaya Bersama Al- Ikhsan Sdn Bhd



Figure 9: Semarak Raya Programme



Figure 10: "Bubuq" Programme



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