



UNIVERSITI
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ADDITIONAL GUIDELINE FOR INDUSTRIAL TRAINING REPORT (FOR IBM STUDENTS ONLY)

****Effective from Semester September 2025**

IMPORTANT NOTES

- ✓ **This additional guideline is meant for International Business Management students and advisors only.**
- ✓ This is an **addition** to the part 5 of the report (SWOT analysis). It enhances the findings in the student's field of study and the organization/industry where they had their internship.
- ✓ **Use of secondary data from various sources is permitted.** Students and advisors please work closely to determine the source of data and the whole course of report writing.
- ✓ **If students are unable to obtain the necessary secondary data,** they should follow the general industrial training report guidelines (with SWOT analysis).

Part 5: Analysis & Findings **company analysis SWOT, PESTEL, VRIO, FIVE FORCES MODEL, VALUE CHAIN	Based on observation and secondary data derived from any resources, conduct a company analysis. You may investigate any area in the company. You may present the analysis in any suitable form: infographic, graphs, or standard report writing. You may also analyse the internationalisation strategy (i.e Global market entry strategies etc.) of the company in your analysis and include the findings in your report.
Part 6: Discussion & Recommendation	Discuss and provide recommendation for the issues/analysis above. Recommendations should be relevant, appropriate, and innovative. Support the recommendations with at least TEN (10) recent academic citations from no later than the last five years.

THE END