UNIVERSITI TEKNOLOGI MARA

Fakulti Pengurusan dan Perniagaan



GUIDELINE FOR INDUSTRIAL TRAINING REPORT (MGT666 & HRM666)

****Effective from Semester March 2021**

1 INTRODUCTION

This guide is created to assist students in creating a thorough internship reflection journal that requires them to learn about the company and industry where they had their industrial training. The student profile, company profile, training reflection, company SWOT analysis, discussion, and recommendation are the main points of this report.

Students are required to observe the organization's Strength, Weakness, Opportunity, and Threat (SWOT) by incorporating the PESTEL analysis framework elements that relates to the organization. PESTEL stands for political, economy, social, technology, legal, and environmental. Besides PESTEL, students may look at other areas in the organization that are prone to issues/problems.

What is the significance of SWOT and PESTEL analysis? These are two of the most used basic analysis and monitoring tools for studying an organization's macro-environment. They are often used together to provide a picture of a situation and its associated internal and external factors.

To prepare this report, students can apply various business and management knowledge that they have learned throughout study years such as strategic management, human resource, organizational behaviour, marketing, economics, finance, and operation management. Students also can practice their skills in observing, analysing, critical thinking, and problem solving using practical and creative methods. Producing a typical report in appealing and pleasing to read overall look – would also test students' creativity and digital skills.

2 IMPORTANT NOTES

- ✓ **ALL students** enrolling MGT666/HRM666 are obligated to follow this report guideline.
- ✓ **ALL lecturers** who advise these courses are also required to follow this report guideline.
- ✓ **PRIMARY DATA COLLECTION IS STRICTLY PROHIBITED**. There will be no survey distributions or interviews. This report is structured in a way that no primary data is required.
- ✓ Students in Finance, Islamic Banking, Economics, and Insurance may use secondary data to complete this report. Please consult and work closely with your advisor for additional guidelines.

3 CONTENT OF REPORT

Part 1: Preliminary Pages	• Cover Page • Executive Summary • Table of Content • Acknowledgement
Part 2: Student's Profile	• Updated Resume

Part 3: Company's Profile	• Name, Location, Background • Vision, Mission, Objective, Goal • Organizational Structure • Products or Services
Part 4: Training's Reflection	• Duration: specific date, working day and time. • Details: department, roles, responsibilities, assignments, tasks. • Gains: Intrinsic & Extrinsic benefits such as allowance, compensation, experiences, knowledge, skills, etc.
Part 5: SWOT Analysis	Based on your observation and experience at the workplace, illustrate a SWOT Analysis diagram that summarize the host organization's Strength, Weakness, Threat, and Opportunity. Please **identify two (2) observations for each SWOT element.** Refer Appendix 1 for examples of SWOT analysis diagram. You may also illustrate it based on your creativity. The SWOT analysis recommend reviewing into political, economy, social, technology, environmental and legal (PESTEL) aspect related to the organization. Refer to Appendix 2 and Appendix 3 to better understand PESTEL and how it can be used to help you identify the SWOT. **However, students are not restricted to PESTEL only.** You may also look at other areas that are prone to issues/problems, for examples: Human Resources: training & development, performance management, talent retention. Marketing & Communication: marketing trends, brand image, adapting to innovation and technology. Event Management: risk and crisis management, virtual event, budgeting & sponsorship. Economics: demand and supply, effect of Covid 19. Office Management: office procedures & policies, adapting to technology. And any other areas/issues observed in the organization.

Part 6: Discussion & Recommendation **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.	For each SWOT observed and stated in the diagram, discuss the following: • **Strength** o Explain and elaborate the strength. o How do you observe this in the company? How does it impact the business? o Recommend how can the organization sustain or expand this strength? • **Weakness** o Explain and elaborate the weakness. o How do you observe this in the company? How does it impact the business? o Recommend what the organization need to do to overcome this weakness or lessen it impacts? • **Opportunity** o Explain and elaborate the opportunity. o How do you observe this in the company? How does it impact the business? o Recommend how can the organization take advantage of this opportunity? What potential outcome can the company gain? • **Threat** o Explain and elaborate the threat. o How do you observe this in the company? How does it impact the business? o Recommend what can the company do to deal with this threat? Should they avoid it? How can they lessen the impact? Or should they retain it and accept full responsibility? Or can they eliminate the threat by transferring it to a third party?
Part 7: Conclusion	Summarize the essence of the report.
Part 8: References	Provide at least 10 recent academic citations. The citation MUST be five years recent. List of references using APA Style.
Part 9: Appendices	Evidence of the student's involvement and contribution during the training, which may include photographs, certificates, a sample of the student's work, office practices, website and social media screenshots, and any other non-private and non-confidential material.

4 GENERAL FORMATTING

- ✓ **Overall Look**: use your creativity and digital skills to produce a typical **professional report that is visually appealing and pleasant to read**.
- ✓ **Cover Page**: include name, student id, program, host organization, and faculty's logo.
- ✓ **Table of Content & Labelling**: appropriately label all pages, figures, table, and appendices include in the report.
- ✓ **Font Formatting:** use appropriate font type and size (11-12). You can **be creative but** make sure it is **easy to read & professionally presentable** too.
- ✓ **Paragraph Formatting:** pay attention to text alignment, line spacing, indents, bullets, numbering, borders, and other paragraph enhancements features. **Make sure formatting is consistent** throughout the document.
- ✓ **Page Formatting**: **A4 size, vertical**, page number, header & footer (optional).
- ✓ **Number of Pages**: **Minimum 20**, excluding preliminary pages, references, and appendices.

5 PLAGIARISM TEST

- ✓ **PLAGIARISM TEST IS COMPULSORY**.
- ✓ Only reports with less than 30% similarity would be accepted by the advisor.
- ✓ If the similarity is greater than 30%, students must revise and resubmit the report within one week.
- ✓ Please submit the Turn-It-In Similarity Report together with the main report.

6 SUBMISSION

- ✓ A **complete submission** must include:
  - The main report.
  - Turn-It-In similarity report.
  - Internship logbook.
- ✓ Submit them through the medium agreed by students and advisors.

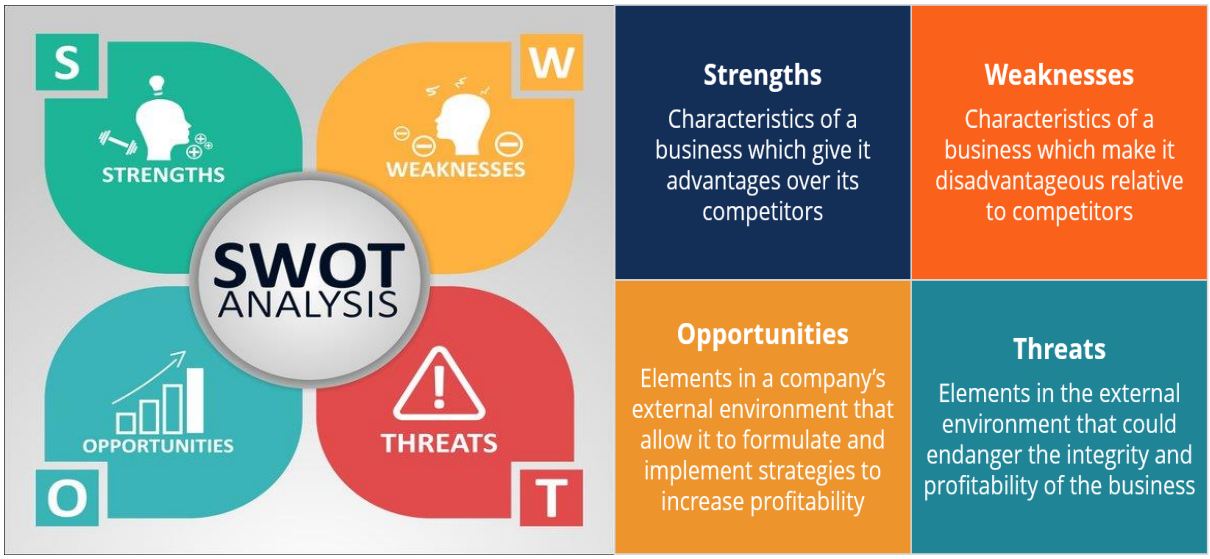
7 PRESENTATION

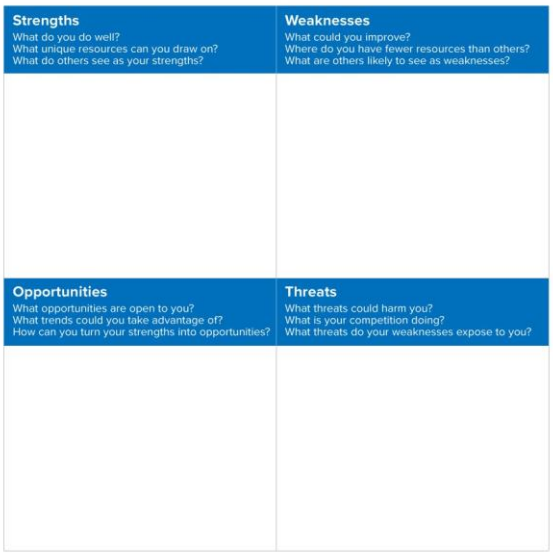
- ✓ Towards the end of the industrial training period, you will be required to present this report to your faculty advisor.
- ✓ Presentation duration is 15-20 minutes including Q&A.
- ✓ **Use creative methods to deliver your presentatio**n, infographic is highly recommended.

Sources:

https://www.business-to-you.com/scanning-the-environment-pestel-analysis/
https://www.ukessays.com/guides/marketing/swot-analysis-9620.php
https://www.rhythmsystems.com/blog/4-steps-to-swot-a-pandemic
https://corporatefinanceinstitute.com/resources/knowledge/strategy/swot-analysis/
https://www.mindtools.com/pages/article/newTMC_05.htm

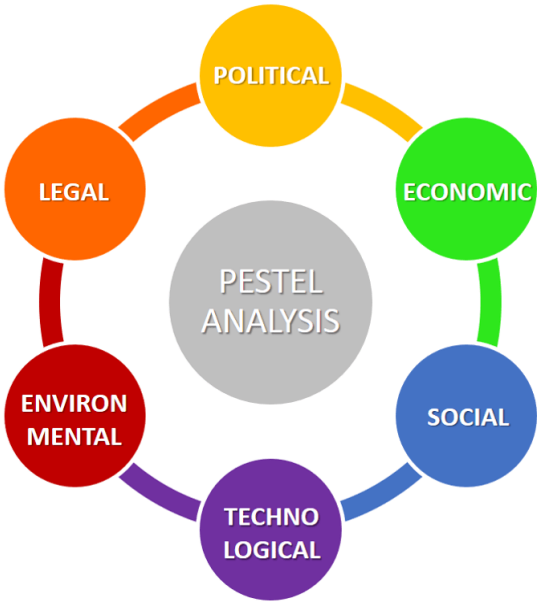
Appendix 1: Example of SWOT Analysis Diagram





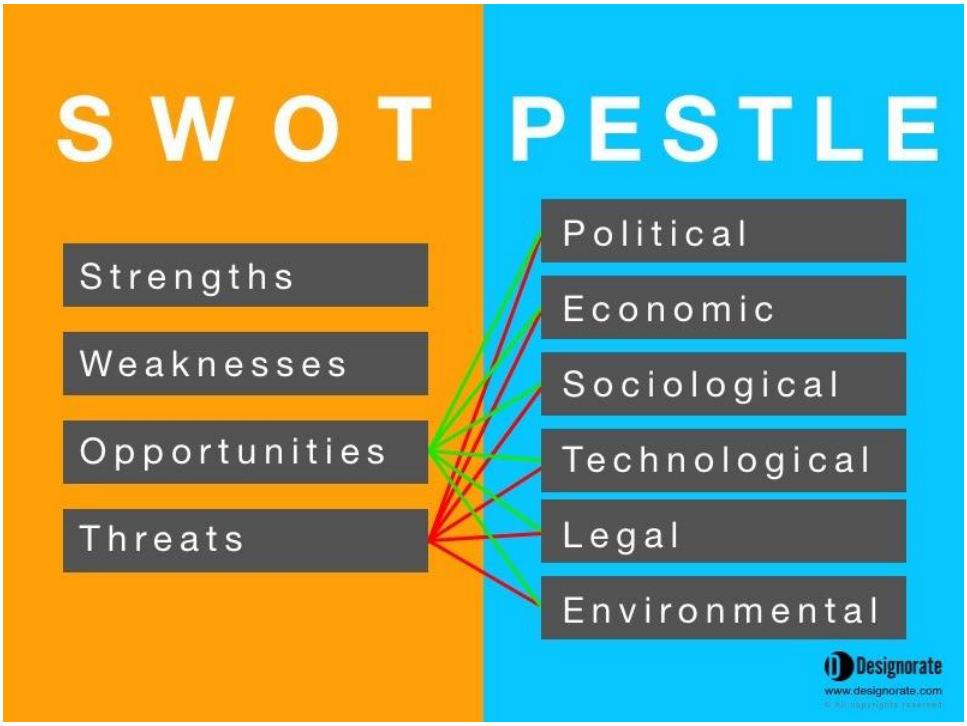


Appendix 2: PESTEL Analysis Framework



P	E	S	T	E	L
- Government policy - Political stability - Corruption - Foreign trade policy - Tax policy - Labour law - Trade restrictions	- Economic growth - Exchange rates - Interest rates - Inflation rates - Disposable income - Unemploy-ment rates	- Population growth rate - Age distribution - Career attitudes - Safety emphasis - Health conscious-ness - Lifestyle attitudes - Cultural barriers	- Technology incentives - Level of innovation - Automation - R&D activity - Technological change - Technological awareness	- Weather - Climate - Environmen-tal policies - Climate change - Pressures from NGO's	- Discrimina-tion laws - Antitrust laws - Employment laws - Consumer protection laws - Copyright and patent laws - Health and safety laws

Appendix 3: How SWOT-PESTEL related and used together.



END OF GUIDELINE

SAMPLE OF REPORT

- **This is a sample of how the report is expected to look like visually (but not restricted to this only).**
- **Students can use images, illustrations, tables, colors, and creative fonts to deliver the report effectively.**
- **Please be mindful that this is still a profesional report, but you are free to make it visually appealing and pleasant to read.**
- **Advisors are most welcome to give suggestions and improvements (look & content) that deemed necessary and will add value to the the report.**



UNIVERSITI TEKNOLOGI MARA | Fakulti Pengurusan dan Perniagaan

INDUSTRIAL TRAINING REPORT AT XYZ SDN. BHD.

1 March – 13 August 2021

Name | Student ID | Program

Company's Logo

EXECUTIVE SUMMARY

An executive summary may start with 1 impactful sentence that welcome and entice reader to read your next sentence, for example “My memorable and enlightening 6-month industrial training began here at Enigma Event Sdn. Bhd.” Executive summary is for you to present the contents of your multi-pages report in one page of one-paragraph. Include all important points that you want readers to pick up even though they did not get the opportunity to read the whole report. In the case of this Industrial Training Report, you might want to summarize your profile, company’s profile, your training experience, the SWOT analysis, discussion, recommendations, and the conclusion.

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ACKNOWLEDGEMENT

Address your warmth thought and thanks to all those who have helped you to complete your industrial training journey. Give a careful thought about who should be acknowledge and in what order. It is common to acknowledge you host organization, the supervisor, faculty advisor, colleagues, family, friends, lecturers, a group or an individual. However, please be mindful and avoid a too personal relationship title such as boyfriend, girlfriend, fiancé, husband, wife since this report is produce for an official purpose with professionalism expected.

STUDENT'S PROFILE

Please include your updated resume with current information.



Mitch Jegans

Mural Artist | Freelance Interior Designer

4989 Ralph Drive, Garfield Heights, Ohio
937-270-3018 | mural@mitchgmail.com | mitchfolio.com

Career Objectives

I am a highly creative and motivated individual and employee. One day a company that will allow me to prove myself and realize and help develop my true potential as a working creative.

Education History

Masters in Interior Design
2003 - 2005
University of Central Missouri

Bachelor in Interior Design
1999 - 2003
University of Central Missouri

Work History

Quad Fashion Intl.
2012 - Present
Worked as Interior Designer

Graphic Interiors
2005 - 2012
Worked as Interior Designer

Follow my Artworks and Designs

facebook.com/mitch Twitter.com/mitch Instagram.com/mitch

Hobbies / Activities

COMPANY'S PROFILE

Describe the company that you work for during internship. You may discuss things like:

1. Company's name, logo, location, operation hour
2. Vision, mission, objective, goals
3. Background of establishment
4. Organizational structure
5. Product/services offered.

TRAINING'S REFLECTION

Write about your industrial training experience. You may include:

1. Duration.
2. Specific department/s you have been assigned to.
3. Roles, responsibilities, task, and assignment given to you. Examples:
    - Daily office administration work such as handling phone calls, responding to emails, preparing documents (correspondence, minutes of meeting, invoice, presentations), coordinating and managing appointments and meetings, maintaining general office files, overseeing office facilities maintenance, and other relevant duties when needed.
    - Specific specialization task such as creative designing, producing proposal, handling projects.
4. Benefits that you received and gained. Examples:
    - Allowance, claim, accommodation, meal.
    - Knowledge and technical skills related to work. Eg: learn new software, learn real working world of the industry.
    - Knowledge and skills related to personal development. Eg: learn being multi-task, flexible teamwork, punctuality, willingness to take risk and negotiation, communication, interpersonal, confidence.

Strength

State two (2) Strengths of the company.

Things that your organization does particularly well, or in a way that distinguishes you from your competitors.

Weakness

State two (2) Weaknesses of the company.

Weaknesses, like strengths, are inherent features of your organization: your people, resources, systems, and procedures. Think about what you could improve and should avoid.

SWOT ANALYSIS

State two (2) Opportunities that the company get.

Opportunities are openings or chances for something positive to happen. Usually arise from situations outside the organisation.

Opportunity

State two (2) Threats that the company faced.

Anything that can negatively affect your business from the outside, obstacles you face in marketing and selling your product/services.

Threat

DISCUSSION AND RECOMMENDATION

Discuss and give recommendation for EACH of the SWOT identified in your SWOT Analysis diagram. Answer the guide questions given to help you write this part.

Recommendations should be relevant, appropriate, and innovative. Support the recommendations with at least TEN (10) recent academic citations from the last five years.

CONCLUSION

Summarize the essence of your report. Address the important gist that you get from this industrial training. You can also share your vision, what do you want to do, and where do you see yourself in the next five years.

REFERENCES

List of references using APA style.

APPENDICES

Evidence of the student's involvement and contribution during the training, which may include photographs, certificates, a sample of the student's work, office practices, website and social media screenshots, and any other non-private and non-confidential material.