



UNIVERSITI TEKNOLOGI MARA

GUIDELINES

PRACTICAL TRAINING (COM661) REPORT

FACULTY OF COMMUNICATION AND MEDIA STUDIES

FACULTY OF COMMUNICATION AND MEDIA STUDIES

GUIDELINES FOR PRACTICAL TRAINING (COM661) REPORT

INTRODUCTION

The Practical Training Report is a compulsory report to be prepared by the final semester students in the Bachelor of Mass Communication (Hons) undergoing practical training. It must be submitted to the Faculty of Communication and Media Studies (FKPM) for the Practical Training (COM661) assessment and grading. The report is due together with the student's Practical Training Log Book and the Industry Supervisor Evaluation Form (evaluation forms are provided by the respective programmes at FKPM to the industry supervisor).

ASSESSMENT

The Practical Training (COM661) assessment consists of:

1. Practical training log book	15%
2. Evaluation by industry supervisor	15%
3. Practical training report	50%
4. Faculty supervisor's evaluation for the presentation of the practical training report	20%
Total	100%

LENGTH OF REPORT & GENERAL GUIDELINES

1. Between 5,000 - 6,000 words (18-22 pages)
2. Double spaced type written (12-point Times New Roman), A4 size with standard margins.
3. Each part of the report should have a title, followed by sub-headings wherever necessary.
4. Pages of the main report should be numbered consecutively. The front cover is unnumbered.
5. All preliminary pages (e.g. table of contents, list of tables, acknowledgements, abstract/summary etc.) should be numbered using Roman numerals.
6. The front cover should consist of the UiTM name, report title (e.g. Practical Training at The Star), student's name, student's UiTM number, name of programme and faculty, faculty supervisor's name and submission date.
7. Binding should be of soft cover and spiral bound.
8. Two copies of the report should be submitted to the faculty.

DEADLINE OF REPORT SUBMISSION

1. The report must be submitted to the Faculty of Communication and Media Studies one week after the completion of the student's practical training stint.
2. The report must be submitted together with the Practical Training Log Book and Industry Supervisor Evaluation Form.
3. An oral presentation of the report to be held at the faculty must be arranged by the students with the faculty supervisors.

CONTENTS

1. Acknowledgement

This part is the acknowledgement of assistance, guidance and support of any person or organization that the student thinks contributed to the successful completion of the practical training and report.

2. Abstract / Summary

This part is an abstract or summary of the practical training. It includes information about the place where the practical training was done, the tasks carried out, and the most relevant reflections on the practical training. The length is about half (1/2) to three quarters (3/4) of a page and must be typed in single space.

3. Introduction and Objectives

This is a short section that contains the background information of the organization, organizational structure, departments and staff and other information that is relevant. A sub-heading that contains the objectives of the practical training should also be included in this section.

4. Main Report

The main section of the report should be organized under different heading and sub-heading appropriate to the content. Students may state reference to the appendix section attached at the end of the report to convince the supervisor. Students can include the following in this section.

- List of duties and job description or tasks at the departments the students spent most of their time.
- The types of responsibilities the students had while on work assignments.
- The work environment and physical layout of departments that students are attached to for the practical training.
- The technical and other skills gained as a result of work assignments.
- The equipment, tools or software applications the students used while on practical training.

- The theoretical concepts or conceptual knowledge the students applied during practical training.
- Human relations and interpersonal relations among staff, supervisors and clients/sources experienced by the students.
- Problem encountered by students and the way they solved them.
- Major accomplishments in the course of their practical training.

5. Analysis / Reflection

This section could include the following:

- Things that the students learned from the practical training that is not learned in the classroom.
- Student's evaluation of the training, areas of improvement, strengths, weaknesses, opportunities and threats.
- Courses taught at the faculty, that help students most during their practical training.
- Things that could be improved to prepare students for practical training.
- Work satisfaction, as to whether the training meets the expectation of the students.

6. Conclusion and Recommendations

This part is the final comment or personal judgment by the students of the practical training. Students can state the outcomes of their practical training, as to whether it has prepared them for a future career.

7. Appendices

The appendices can be computer printouts, descriptions of processes or operations, story boards, scripts, pictures, press releases, paper cuttings, etc. These appendices should not be incorporated into the main report. Wherever possible, charts, graphics and other illustrative materials should be placed in this section. Students may label the appendices with numbers or headings and direct the reader reading the main report to refer to these appendices.

End