BACHELOR of SCIENCE in ECONOMICS (HONS) / BACHELOR of SCIENCE in AGRIBUSINESS MANAGEMENT (HONS)

UNIVERSITI UTARA MALAYSIA

A PRACTICUM HANDBOOK
Bachelor of Science in Economics (Hons) /
Bachelor of Science in AgriBusiness
Management (Hons)

College of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darulaman

PREFACE

This Practicum Guide is intended to disseminate information about the practicum training to be taken by the students of Bachelor of Science in Economics (Hons) and Bachelor of Science in Agribusiness Management (Hons). Students who have fulfilled the practicum requirements set by the university are eligible to undergo this training.

This Practicum Guide is prepared to facilitate students who are placed in organizations understand the practicum requirements. It is hoped that the brief explanations given in this Guide can help students understand the goals of the practicum and answer the important questions related to the writing of the practicum report.

The School of Economics, Finance and Banking would like to take this opportunity to thank all of the individuals and parties involved in the successful implementation of the practicum training for our programmes.

1.0 PRACTICUM PHILOSOPHY

Practicum training is a mandatory requirement for the conferment of the Bachelor of Science in Economics (Hons) and Bachelor of Science in Agribusiness Management (Hons) degrees. The purpose of practicum training is to expose students to the real working environment, enhance the knowledge of students about the chosen industry/organization of interest and give them the opportunity to engage in real work in a more challenging environment.

Students are eligible to participate in the practicum training upon the completion of all coursework, subject to the permission of the Dean of Student Affairs and Alumni (PPA). Students are subject to all rules and regulations pertaining to the practicum programme of Universiti Utara Malaysia. This practicum training will run for 16 weeks. The course code is BEEX4908 – Practicum (Economics Programme) or BETX4908 (AgriBus Programme).

The work resulting from this exercise is expected not only to enhance knowledge of students but also be a helping hand to the organizations. At the same time, direct feedback from the organizations and students will further strengthen the Economics Programme curriculum in producing graduates in Economics/Agribusiness who are then better able to meet the needs of the industry in these challenging times.

2.0 SCOPE OF PRACTICUM

The scope of the practicum must be consistent with the objectives of the two programmes to produce quality graduates who are able to answer and provide solutions to problems related to the economy.The guidelines for the scope are as follows:

i. Review the organization structure and the operating systems of the organization where students undergo the practicum.
ii. Perform the tasks entrusted to them during practicum.
iii. Apply economic and management theories which they have learned when answering questions or solving problems.
iv. Give thoughtful suggestions to problems that arise in the organizations.

Students may undergo practicum training in any PUBLIC or PRIVATE organization. The placement of students will be made by the Centre for University-Industry Collaboration (CUIC) UUM. Students may also submit proposals of place/organization of their choice. However, the final decisión relating to the placement of students is at the discretion of CUIC UUM.

3.0 ASSESSMENT OF PRACTICUM

The practical assessment is divided into **TWO** (2) components:

1)	Confidential Report from Organization Supervisor (PE/PRACTICUM-2)		40%
2)	Practicum Report		
	Chapter 3 (Application of Theory)	: 30%	
	Other chapters and overall	: 30%	60%

However, the total percentage obtained by students in the Practicum Report (60%) will result in a deduction if students fail to meet the requirement of *contact time*. A maximum mark of 10% will be deducted from the total if students fail to meet the requirement of contact time.

Contact time requires students to meet with the practicum report *at least once before* the practicum training starts. This is to ensure that students understand the requirements of the practicum report supervisor in the preparation of the report for the log book entries and practicum report. Students must contact the supervisor *once a month during* the practicum training to ensure that the preparation of the practicum report meets the requirements of the practicum supervisor. Finally, students must meet the practicum report supervisor *at least once after* the completion of the practicum training before the practicum report is bound and submitted.

The practicum report scoring form used by the practicum supervisor is as shown in PE/Appendix-15.

4.0 PRACTICUM SUPERVISOR

There are three (3) Practicum Supervisors:

1) Employer's Supervisor (appointed by the organization)

2) Visiting Practicum Supervisor (UUM lecturer)

3) Practicum Report Supervisor (Economics / Agribus lecturer)

4.1 EMPLOYER'S SUPERVISOR

The employer's supervisor is appointed by the practicum's organization host. Assessment by the employer's supervisor is done using the supervisor Confidential Report. (Form PE/PRACTICUM-2). A student is responsible to ensure that the ***Supervisor Confidential Report*** form is submitted to the employer's supervisor in the respective organizations. This confidential report should be mailed or faxed by the employer's supervisor (not student) to the practicum report supervisor at the end of the practicum period. It is the student's responsibility to ensure that this confidential report form is received by the practicum report supervisor for grading purposes.

4.2 VISITING PRACTICUM SUPERVISOR (UUM Lecturer)

The visiting practicum supervisor will visit the organization where the student is placed once during the practicum training period. The purpose is to find out how the student is doing and enhance the good relationship between the university and the organization involved. The supervisor will contact the student before the visit is made to arrange the date and time of meeting with the employer and student. There is no grading done during the visit.

4.3 PRACTICUM REPORT SUPERVISOR (Programme Lecturer)

The practicum report supervisor is appointed from among the lecturers of the programmes.The practicum supervisor is responsible for reporting on matters relating to the marking and the preparation of the practicum report. Scoring by the practicum report supervisor is in accordance with the criteria as described in Section 3.0 Assessment of Practicum. The practicum report supervisor is *not* responsible for any enquiries or problems with the practicum organization (where the practicum took place) All enquiries or issues/problems should be referred directly to CUIC.

4.4 RESPONSIBILITIES OF STUDENTS AND PRACTICUM REPORT SUPERVISOR

Responsibilities of Students

- Students must record all daily activities in a log book (obtained from CUIC) in the format recommended by the Report Supervisor. (See PE/Appendix-13 & sample log book). Upon the completion of the practicum training, students are required to include two more entries in the log book. **First**, students are asked to write all the problems and shortcomings encountered when dealing with CUIC. **Second**, students are asked to give their views about their experience at work on matters that students should have before they begin their practicum training. This is intended for students who will undergo practicum training in the future.
- **The final report, log book, and attendance form must reach** the Practicum Report Supervisor on or before the date specified by CUIC. It is the students' responsibility (and not the responsibility of supervisors) to remind their employer's supervisor to complete the **Employer's Confidential Report** and to post or fax to the practicum report supervisor. It is the student's responsibility (not the supervisor's) to ensure that the confidential report reach the report supervisor before the grading process is done. The total mark for the employer's confidential report is 40%.

Responsibilities of Practicum Report Supervisor

- Evaluate student's practicum report. The scoring for the Practicum Report is as follows:
  - Theories and Applications 30%
  - Other Chapters 30%
- Obtain employer's supervisor confidential report, log book and attendance form for evaluation.
- Fill out and send the marks for practicum to HEA.

5.0 PREPARATION OF THE PRACTICUM REPORT

Economics students are required to prepare a comprehensive practicum report which is an important aspect in the evaluation of the practicum training. In general, the students practicum report should have the following components:

CHAPTER ONE – INTRODUCTION

1.1 Introduction to Practicum

1.2 Background of Organization

1.2.1 Organization Objectives

1.2.2 Organization Principal Activities

1.2.3 Functions of the Various Departments

1.2.4 The Organization Chart

CHAPTER TWO – STUDENTS ACTIVITY REPORT

2.1 Scope /Specification of Task

2.2 Daily Tasks

2.3 Specific Duties

CHAPTER THREE – APPLICATIONS OF ECONOMIC AND BUSINESS THEORIES

3.1 Theory of Economics and Business

3.2 Application of Theories

CHAPTER FOUR– PROBLEMS AND RECOMMENDATIONS

4.1 Problems in Organization

4.2 Recommendations for Improvement

CHAPTER FIVE – CONCLUSION

NOTE: For the complete format of the report preparation, please refer to ***PE/Appendix -1***

Students are reminded that this book serves as a guide in the preparation of the practicum report. Students ought to keep in touch with the student report supervisor so as to avail oneself to explanations that may arise from any confusion regarding the format of the practicum report, as allocated in contact time.

PREPARATION GUIDE
PRACTICUM REPORT

1. INTRODUCTION

This guide is intended to assist students with the preparation of the practicum report. The pacticum report is a report prepared by students based on observations and learning during the practicum training. The report must cover all aspects related to the goals and objectives of the practicum training undergone by the students. This report is subject to the Act and Regulations on Academic Fraud from paragraph 12 of the UUM Act (Examination) 1988.

The report will be evaluated by the practicum supervisor and subsequently evaluated using the Practicum Report Evaluation Form.

1.1 REPORT – A copy of the report in hard bound form should be prepared and submitted to the report supervisor.

2. WRITTEN REPORT FORMAT

All reports must be **typed** in Bahasa Melayu **or** English. Reports must be between **40 and 50 printed pages** (starting from Chapter 1 to Chapter 5 and does *not* include the Executive Summary, Tables, Figures and Appendices).

The report should be clean,clear and uniform.

i. Font Type

(a) Use Times New Roman size 12.

(b) Use a word processor that provides uniform typing.

(c) The use of '*header*' and '*footer*' is not allowed.

ii. Margin

The left margin is 40 mm and at the top , right and bottom, 25 mm.

iii. Titles and Subtitles

All chapter headings and subheadings should be typed in block letters and in **bold**. For chapter headings , they should be typed in the middle between left and right margins (center). For large and small subheadings, they should be to the left. Small subheadings type in small letters.

For the numbering format, please use the example below:

Example:

CHAPTER ONE **INTRODUCTION**
1.1 BIG SUBHEADING **1.1.1 Small subheading**

Subheading numbers are up to only a XXX maximum after which there is no subheading number. Letters a., b., … z can also be used to distinguish categories of discussion under subheading and subheading small.

iv. Spacing

The body of the report must be typed in double spacing. However, the following items should be typed in single spacing:

(a) Footnotes

(b) Quotations of more than 3 lines

(c) References

(d) Tables and Charts

(e) Appendices such as questionnaires, letters and others

(f) Acknowledgement

Each chapter should begin on a new page. The format used should be consistent throughout the report.

v. Pagination

(a) Pagination begins in **CHAPTER ONE INTRODUCTION** using the Arabic numerals (1, 2, 3, etc.).

(b) The page number should be placed at the centre of the bottom margin, stand on its own (without brackets, dashes or any other marks) and be continuous (no chapter numbers).

(c) Pages before the introduction page should be numbered using *Times New Roman* (i, ii, iii, etc.).

3. COPIES OF REPORT

Copies or clean photocopies of the original copy are acceptable. Carbon copies will not be accepted.

4. TYPE OF PAPER

80 g.s.m. paper White Simili or 20lb White Bond shall be used.Paper size should be A4 (210mm x 297mm or 8.27" x 11.69").

5. BINDING

(a) Upon the completion of the report, students are responsible for making sure that the pages are in order before it is sent for binding.

(b) The binding must be the fixed type, in which the pages are neatly bound. The hard cover should be strong enough to be able to stand upright on a shelf or bookcase. The binding should be in **DARK BLUE (blue black) colour and** the text must be in **GOLD**.

(c) The following ítems should be written in gold color on the skin and spin of the report. (Refer to PE/Appendix-2).

i. On the cover:

Name of Universiti	)
Title	)
Session	) Font Size 18
Name of Student	)
Name of Programme	)
Name of College	)

The university name should be typed 60 mm from the top. The college name should be typed at the bottom.

ii. On the spine, from top to bottom:

Name of student	)
Acronym of organization	) Font Size 18
Month &Year of Submission	)

FORMAT OF REPORT

1. Each report consists of several parts arranged according to a certain way. It is recommended that the arrangement is done as below:

Cover Page	- Hard cover
Title Page	- Page i (not printed on the actual page)
Condition of Fulfillment Page	- Page ii (no no. printed on the actual page)
Acknowledgement	- Page iii
Declaration Page	- Page iv
Executive Summary	- Page v
Table of Content	- Page **(follow the sequence of page)
List of Tables	- Page **(follow the sequence of page)
List of Charts and Graphs	- Page **(follow the sequence of page)
References	- Page **(page sequence after the Report)
Appendices	- Page **(page sequence after the References)

2. Cover page (Refer to PE/Appendix -2)

This section contains the following information:-

(a) UNIVERSITI UTARA MALAYSIA
(b) PRACTICUM REPORT
(c) 2014/2015 SESSION
(d) NAME OF STUDENT
(e) ECONOMICS/AGRIBUS PROGRAMME
(f) COLLEGE OF BUSINESS

- The font size is 18.

3. Title Page (Refer to PE/ Appendix -3)

This page contains the following::-

- Practicum Report and Place of Practicum
- The font size is 18

4. Condition of Fulfillment Page (Refer to PE/ Appendix -4)

The Font size is 14.

5. Acknowledgement Page (Refer to PE/ Appendix-5)

This page contains the following information:-

Express appreciation to all those (individuals and/or organizations) that assisted in the practicum training programme. It should be stated briefly and in a proper manner. The Font size of this page and subsequent pages is 12.

6. Certification Page (Refer to PE/ Appendix-6)

This page contains the name of the practicum report supervisor. It confirms that the practicum report has been received and checked. The Font size is 14.

7. Executive Summary (Refer to PE/Appendix-7)

The executive summary presents the whole report in a nutshell and should be given particular. Limit the executive summary to a máximum of **FOUR** (4) pages (double spacing). It should consist of specific information about the organization and its functions; a brief description of economic and business theories that have been applied; problems and recommendations and conclusion. The format is the same as the format of the practicum report.

8. Table of Contents (Refer to PE/Appendix -8)

The table of content should be listed in sequence with, page numbers, all chapter numbers including titles of chapters , main headings and relevant subheadings; list of references; list of acronyms and other contents of the entire report; all appendices and índices (if any).

9. List of Tables (Refer to PE/Appendix-9)

This list should contain all tables exactly as placed in the text on the first page of each table. The information includes table number, title page number, title and page number.

Tables should be numbered consecutively throughout the report based on the following format:

Example : **Table 1: List of Departments**

OR

Example : **Table 1.1: List of Departments**

Table titles should be typed at the top of the table.

10. List of Charts and Graphs (Refer to PE/Appendix -10)

These include graphs, diagrammes, maps and other types of illustrations . The titles in the list must conform to the titles in the text. The information includes figure numbers, titles and page numbers.

Similarly, figures and illustrations ought to be numbered consecutively based on the format below :

Example : **Figure 1 : Organizational Chart**

OR

Example : **Figure 1.1 : Organizational Chart**

Titles for figures should be typed at the top of the figure.

11. Report Text

Use the sample below as a guide when you are writing your practicum report.

CHAPTER ONE - INTRODUCTION

1.1 Introduction to Practicum

Describe the background , objectives and significance of practicum in general.

1.2 Background of Organization

1.2.1 Organization Objectives

What are the objectives of the organization? These are often found in the annual report of the organization..

1.2.2 Principal Activities of the Organization

State and describe the 'CORE Businesses' of the said organization for example ,Sime Darby Berhad is involved in plantations, properties , research, and international business.

1.2.3 Functions of various departments

State and describe the duties of each department. There are various departments in an organization such as Corporate Planning, Internal Audit, Human Resources, Public Relations, and others.

1.2.4 Organization chart

Every organization has its own organization chart. . This is often found in the annual report of the organization..

CHAPTER TWO - STUDENT'S ACTIVITY REPORT

2.1 Scope / Tasks Specifications

Each post has its own job specifications. For example the scope of the duties of a lecturer is to teach, conduct research, provide consultancy and carry out social work.

You have to state in which department you were placed and specifications of the tasks assigned to you throughout the practicum training period. You may have a lot of tasks. Describe all these here.

2.2 Daily Tasks

Summarize all that you did throughout the practicum training period . This information can be found in the log book .

2.3 Specific Tasks

Maybe some of you were assigned several specific tasks during the practicum. For example students who underwent their practicum at Pertubuhan Peladang Negeri had to man the booths of Pertubuhan Peladang at the Agricultural Expo. There were students placed at Golden Hope who were then sent to oil palm plantations for two weeks and other similar situations. State and describe specific tasks performed here.

CHAPTER THREE – APPLICATIONS OF ECONOMIC AND BUSINESS THEORIES

In our daily task whether directly or indirectly, we often apply economic and business theories This chapter requires a student's Bab ingenuity in explaining how these theories were applied in executing the tasks assigned. **You need to present and apply ONE theory only.** Nevertheless, you may also choose to apply two or more theories.

For example:

(a) Suppose you are working at Neilson Rating Agency, where you often do field work. First of all, you need to explain the problems you were trying to solve.Perhaps, there was a theory you had applied to solve the said problems. You also need to tell the method used for the field work learned in the research methods course.

(b) Suppose you worked at an Insurance company. You could include what was done in creating a new insurance product or what the company achieved when it created an insurance product. For example, an insurance product need to solve problems inherent in ASYMMETRIC INFORMATION.

(c) Suppose you were placed at the Regional Farmer's Organization (Pertubuhan Peladang Kawasan,some of your duties include visiting padi fields. You may fine many abandoned fields. You may report why they were abandoned or ask the Organization Officer or the farmers themselves for the reasons why. There may be economic theories that relate to and explain these problems .

(d) Suppose you worked at a company dealing in landed properties in Sungai Petani, you may explain why many houses had not been purchased.

In short, if there is a question or problem that you need to answer or resolve , there would e economic theories behind it. You need to an avid reader to find the relevant materials that provide detailed explanations. YOUR TASKS NEED NOT INVOLVE THEORIES BUT WHAT THE COMPANY DOES DIRECTLY OR INDIRECTLY definitely involves economic theory. You do not have to explain as detailed as those students writing theses BUT you still need to associate the problem to economic theory when solving or answering the problem encountered. Understanding the theoretical basis of micro and macro economics is sufficient to assist you , besides consulting your organization.

If there are any enquiries questions, please **email** your Practicum Report Supervisor.

CHAPTER FOUR – ISSUES AND SUGGESTIONS

The problems that you need to state and explain are the problems that arise during your practical training in the organization. These problems are not complaints about your organization but from your own shortcomings and also with the organization. REMEMBER!!!, Your report will be given to your supervisor. Hence, it is not wise if you say negative things about your organization.

For example, you might have had a problem in your organization because all the communication was in English. Therefore,, you need to explain how the problem prevented you from carrying out your duties efficiently. At the same time, it must be remembered that each organization has its own weaknesses. For example, PROTON EDAR, a PROTON car dealer, often telephones its customers in order to improve its service quality. If you are placed at PROTON EDAR, you should be able to witness the weaknesses at the dealership. One such example could be ,a weakness in terms of the procedures when customers make an appointment.Such weaknesses should be appointed out and your employer will be thankful to you for providing thoughtful inputs

4.2 Suggestions for Improvement

After you have stated and explained the above problem, next provide suggestions on how the problem in the use of English can be addressed and improved. These recommendations can be used by the future practicum students and also applied by your organization (like PROTON EDAR) in their attempts to improve the quality of their services.

CHAPTER FIVE – CONCLUSION

Explain what you have gained from this practicum training.

12. References (Refer to PE/Appendix -12)

(a) References should be placed **after the main text**. It lists the references made in the study/Project and mentioned in the text. The writing for each type of reference must be consistent and adhere to the following writing style:

(i) Entries of the references are arranged in *an underhug Single-spaced form*. Each entry begins at the edge of the left margin and the second line is indented four spaces. (See example).

(ii) Entries must be arranged alphabetically according to the last name of the author for English names , but by the full name for Malay names. For corporate directors, the entries are arranged according to the first word. (Not including articles such as "*The*", "*A*" and so on)

(iii) If there are two or more works by the same author, name repetition can be avoided by indenting 8 spaces from the edge of the margin. For example:

North, D. (1989). Institutions and Economic Growth: A Historical Introduction. *World Development*, 17(9), 1319-1332.

__________(1990). Institutions, Institutional Change and Economic Perfromance. Cambridge University Press.

(iv) If the author is unknown, the entry is arranged according to the first letter of the title of the article. (Not including articles "The", "A" and others).

(b) Items in the reference should be arranged alphabetically according to the **American Psychology Association (APA)** (**http://www.apa.org**) style. Reference to the listed items is made by mentioning the author and year.

Example:

Article from a journal , one author

Bekerian, D. A. (1993). In search of the typical eyewitness. *American Psychologist,* 48, 574-576.

Article from a journal, two authors , published according to issues

Klimoski, R., & Palmer, S. (1993). The ADA and the hiring process in organizations. *Consulting Psychology Journal Practice and Research,* 45(2), 10-36.

Article from a journal , between three and five authors

Borman, W. C., Hanson, M. A., Oppler, S. H., Pulakos, E. D., & White, L. A. (1993). Role of early supervisory experience in supervisor performance. *Journal of Applied Psychology,* 78,443 -449.

Article from a magazine

Posner, M. I. (1993, October 29). Seeing the mind. *Science*, 262, 673-674.

- o State the date found on the issue – monthly or month and date.
- o State the volume number.

Article from a daily newspaper without author

Caffeine linked to mental illness. (1991, July 13). *New York Times,* pp. B13,B15

- o List the writing without the author according to the first word of the title of the article
- o In the text use the short title in parentheses: ("New Drug," 1993).
- o Begin the page from a newspaper with "p." or "pp."

Article from a newspaper , discontinuous pages

Schwartz, J. (1993, September 30). Obesity affects economics, social status. *The Washington Post,* pp. A1, A4.

- o If the article continues on the next page, list all the pages separated by a comma. (Example: pp. B1, B3, B5-B7)

Article from a monthly bulletin , letter to the editor

Markovitz, M. C. (1993, May). Inpatient vs. outpatient [Letter to the editor]. *APA Monitor*, p. 3.

The entire issue of a journal

Barlow, D. H. (Ed.). (1991). Diagnoses, dimensions, and DSM-IV: The science of classification [Special issue]. *Journal of Abnormal Psychology*, 100 (3).

Annual Publication

Fiske, S. T. (1993). Social cognition and social perception. *Annual Review of Psychology, 44*, 155-194.

Books

Ross, R.S. (1974). *Speech communication: Fundamentals and practice*. 3rd ed. Englewood Cliffs, N.J. Prentice-Hall.

Ahmad Lofti Alam dan John Kuppusami. (1988). *Potential for Agricultural Development in Kedah*, Alor Setar, Universiti Utara Malaysia.

Book, third edition

Mitchell, T., R., & Larson, J. R., Jr. (1987). *People in organizations: An introduction to organizational behavior (3rd ed.)*. New York: McGraw-Hill.

Report , a group of authors (government agency as publishers)

Australian Bureau of Statistics. (1991). *Estimated resident population by age and sex in statistical local areas, New South Wales, June 1990* (No. 3209.1). Canberra, Australia Capital Territory: Author.

Papers presented at Conference / Seminar

Deci, E. L. & Ryan, R. M. (1991). A motivational approach to self: Integration in personality. In R. Dienstbier (Ed.), *Nebraska Symposium on Motivation: Vol. 38. Perspectivees on motivation* (pp. 237-288). Lincoln: University of Nebraska Press.

Proceedings published on a regular basis

Cynx,J., Williams,H. & Nottebohm, F. (1992). Hemispheric differences in avian song discrimination. *Proceedings of the National Academy of Sciences, USA, 89,* 1372-1375.

Government publications

Malaysia, Jabatan Perangkaan (1977). *Malaysian fertility and family survery 1974: first country report.* Kuala Lumpur: Jabatan Perangkaan.

Malaysia (1971). *Universities and university colleges act 1971.* Kuala Lumpur, Jabatan Cetak Kerajaan.

Thesis

Abu Bakar bin Salleh (1978). Purification and Immobilisation of Uricase for Use in Automated Analysis. *Ph.D Dissertation*, University of St. Andrews.

Periodicals

Anuar Hamdan (1976). *Report on the Markets for Timbers Products in West Asian Countries.* Warta Perdagangan Kayu.

Lum. K. Y. & Wong H. K. (1976). Control of Bacteria Wilt of Tomatoes in the Lowlands Through Grafting. *MARDI Res. Bul 4(1); 28-33*.

(a) For more details about the citation of references and footnotes , please refer to the following books:-

(i) BALLOW, S.V. *A model for theses and research papers.* Boston; Hougton Mifflin, 1970. (LB 2396. B25)

(ii) CAMPBELL, W.G. and Ballow S.V. *Form and style: theses, reports, term papers.* 5th ed. Boston: Houghton Mifflin, 1978. (LB 2369 C3 1978)

(c) For the name of journal abbreviation, use abbreviations that follow the World List of Scientific Periodicals (Z 7403. W6 1963).

Example:

Australian Journal of Zoology	*Aust. J. Zool*
Malayan Orchid Review	*Orchid Rev.*
Journal of Nutrition	*J. Nutr.*
New Zealand Journal of	*N.Z.J.*
Agriculture	*Agric.*

Excerpts from computer software

Arend, Dominic N. (1993). Choices (Version 4.0) [Computer software]. Champaign, IL: U.S. Army Corps of Engineers Research Laboratory. (CERL Report No.CH7-22510)

Full-text database (e.g. : books, magazines, newspaper articles or reports)

The second date which follows is the date the user retrieved the material. No period follows an Internet Web address.

Schneiderman, R. A. (1997). Librarians can make sense of the Net. *San Antonio Business Journal, 11,* 58+. Retrieved January 27, 1999, from EBSCO Masterfile database.

Documents issued by private organizations without page numbers and dates

Greater Hattiesburg Civic Awareness Group, Task Force on Sheltered Programs. (n.d.). *Fund-raising efforts.* Retrieved November 10, 2001, from http://www.hattiesburgcag.org

Documents from universities or departments

McNeese, M.N. (2001). *Using technology in educational settings.* Retrieved October 13, 2001, from University of Southern Mississippi, Educational Leadership and Research Web site:http://www-dept.usm.edu/~eda/

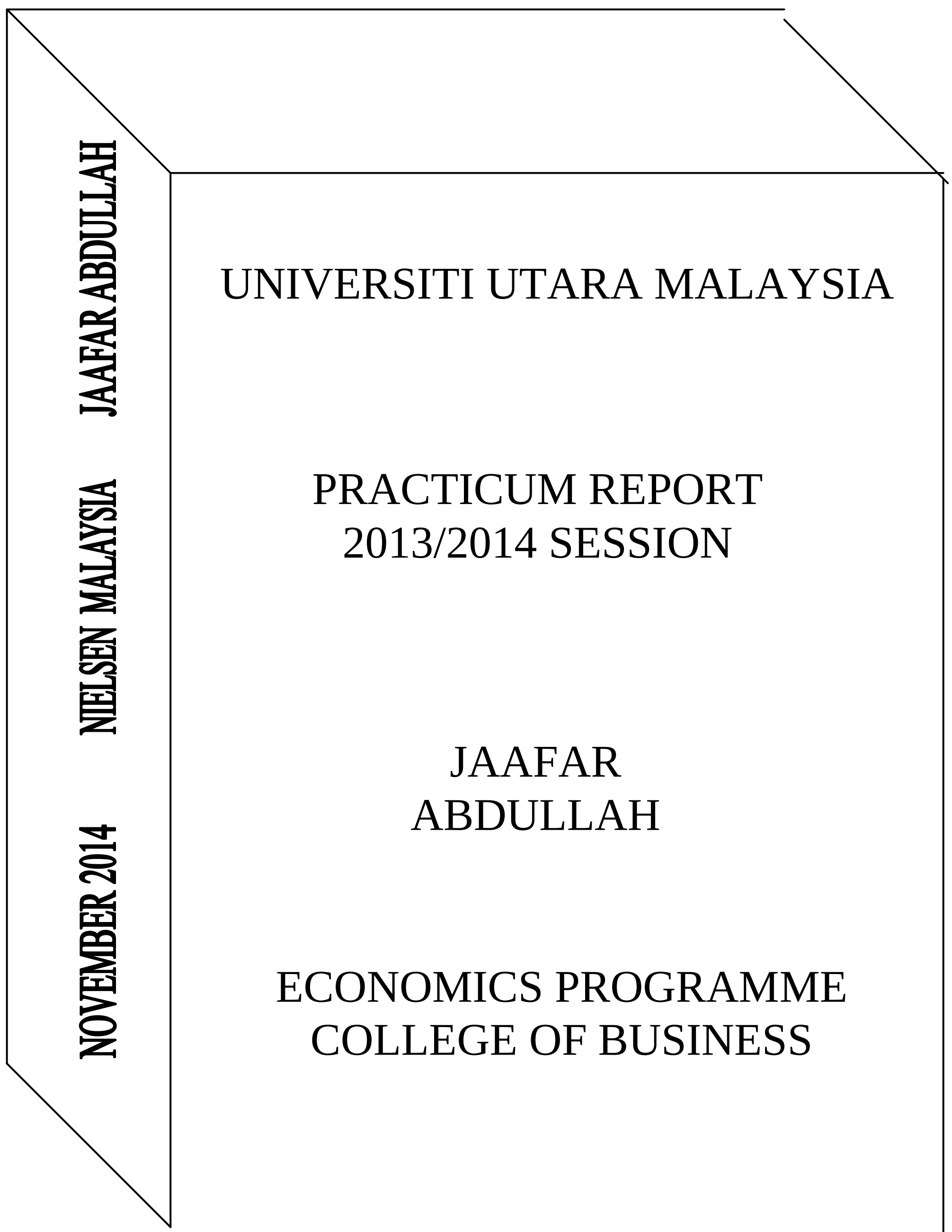
13. Appendices

Appendices (if there are any) **are placed after the reference list**. The details of the appendices are to be listed in the Contents page. The appendices do not have page numbers. If there is more than one appendix, use the letters A, B, C , D … as a title for each appendix. Each appendix should begin on a new page.

PE/Appendix-2

An example of a hard cover bound copy

An example of a hard cover copy of a former student:



PE/Appendix-3

An example of a title page

PRACTICUM REPORT

[NAME OF ORGANIZATION WHERE STUDENT WAS PLACED]
[TOWN/CITY/STATE]

An example of a Title Page of a former student:

PRACTICUM REPORT

ENFORCEMENT DIVISION
JABATAN AGAMA ISLAM MELAKA

Example of a declaration of fulfilment page

PRACTICUM REPORT

(NAME OF STUDENT)
(MATRICULATION NUMBER)

THIS PRACTICUM REPORT IS PREPARED AS PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF BACHELOR OF SCIENCE IN ECONOMICS (HONOURS)

COLLEGE OF BUSINESS
ECONOMICS PROGRAMME

UNIVERSITI UTARA MALAYSIA

NOVEMBER 2014

An example of a declaration of fulfilment page

PRACTICUM REPORT

(NAME OF STUDENT)
(MATRCULATION NUMBER)

THIS PRACTICUM REPORT IS PREPARED AS A PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE DEGREE OF BACHELOR OF SCIENCE IN ECONOMICS (HONORS)

COLLEGE OF BUSINESS
ECONOMICS PROGRAMME

UNIVERSITI UTARA MALAYSIA

NOVEMBER 2014

PE/Appendix-5

An example of an appendix for acknowledgements

ACKNOWLEDGEMENTS

(A) An example of an acknowledgement page of a past practicum report:

ACKNOWLEDGEMENTS

In the Name of Allah, Most Gracious, Most Merciful……

Thank God… with a sense of humility, I offer my thanks to the Almighty for His grace and blessings, this practicum report has been properly completed. Without doubt, during the practicum there were many challenges and difficulties faced. Nevertheless, with patience and persistence, this practicum report has been completed within the stipulated time.

First of all, I would like to thank Mr. Muzafarshah bin Mohd Mustafa, the practicum report supervisor who constantly gave his cooperation and guidance throughout the preparation of this report.

Next, I would like to express my sincere appreciation to my organisation supervisor, Tuan Haji Rahimin Bin Bani, the Principal assistant Director of the Enforcement Division of the Malacca Islamic Religious Department (JAIM) who gave me guidance and advice throughout the practicum training. My thanks to Ustaz Mohd Zakir Bin Darus , Ustaz Al-Hasyir Bin Abu Bakar, Puan Hartini and all staff of the Enforcement Division of JAIM who made matters clearer and guided me as well. All your good deeds will never be forgotten.

In addition, to my fellow comrades who provided much enthusiasm and assistance: May you be blessed by Allah. And finally, I would like to express my thankfulness to my beloved mother as well as to family members who have always prayed for my success until now. Thank you.

Example of a declaration page

COLLEGE OF BUSINESS
ECONOMICS PROGRAMME

UNIVERSITI UTARA MALAYSIA

CERTIFICATION

BEEX4908
PRACTICUM REPORT

I hereby acknowledge that this Practicum Report at _____________(name of organisation) was prepared by ________________(name of student and matriculation number) is accepted as fulfilling the terms for the award of a Bachelor of Economics with Honours degree.

Signature : _________________________

Practicum Report Supervisor :
[Name of lecturer]

iv

An example of the certification page of a former student:

COLLEGE OF BUSINESS
ECONOMICS PROGRAMME

UNIVERSITI UTARA MALAYSIA

TESTIMONIAL

BEEX4908
PRACTICUM REPORT

I hereby acknowledge that this Practicum Report undertaken at Bahagian Penguatkuasaan, Jabatan Agama Islam Melaka prepared by Mohd Khairol Bin Rasit 68865 be accepted as fulfilling the requirement for the award of the Bachelor's degree in Economics with Honours.

Signature : ___________________________

Practicum Report Supervisor : En. Muszafarshah Bin Mohd Mustafa

Example of a declaration page

COLLEGE OF BUSINESS
ECONOMICS PROGRAMME

UNIVESITI UTARA MALAYSIA

DECLARATION

BEEX4908
PRACTICUM REPORT

It is hereby declared that this Practicum Report at ____________(name of organisation) is prepared by _______________(name of student and matriculation number) and accepted as a partial fulfilment of the requirement for the Degree of Bachelor of Economics (Honours).

Signature : ________________________

Practicum Report Supervisor :
[Name of Lecturer]

Example of an Executive Summary Appendix

EXECUTIVE SUMMARY

An example of an Executive Summary from a former student:

EXECUTIVE SUMMARY

This practicum report was prepared by an Economics programme student in partial fulfillment of the requirements for graduation for the degree of Bachelor of Economics with Honours. Overall, this practicum report describes the function and organisation of the Enforcement División of the Melaka Islamic Religious Department. This división functions as a religious organisation which carries out " *Ammar makruf nahi mungkar*" duties as well as overcome other problems that arise in the community, especially those related to Muslims. One provision of the Islamic Law Enactment of Melaka is the basis for justice according to Islamic Law to eradicate evil, wrongdoings , sins , '*bidaah'*, and any other matters that may affect the purity of Islam. In the Enforcement Division of the Melaka Islamic Department, there are 4 main units, which are , the Preventive Unit, Operations Unit, Investigations Unit, and the Records and Information Unit. In the Preventive Unit, the main duty is to carry out preventive activities, such as campaigns, counselling sessions and fórums. Many of the activities are done in public places to educate the public in the imbibing of Islamic values. Other than that, the preventive unit also acts to provide counselling programmes, workshops '*pengislahan*' and awareness courses for syariah offenders. All these preventive activities are intended to bring about repentance of syariah offenders.

Meanwhile, the main task of the Operations Unit is to gather intelligence after receiving information and complaints from the public. After gathering intelligence, this unit will make inspections, upon receiving instructions from the head of operations. If there is a case, then arrests are made. The violators will be brought to a pólice station and a report made. Then they will be taken to the office of the JAIM Enforcement Division for questioning. Then the investigating officer will prepare a report of the arrest and investigation. In addition, the Operations Unit's task is to enforce the warrant of arrest.

The Investigations Unit in turn does a recording of the conversation and interrogation of detainees who were arrested. The Investigations Unit will also undertake the task of preparing documents related to the case of preparing related documents for a trial process in court. Other than that, this Unit is also responsible as a witness for the trial in court. Besides these, the Investigations Unit also prepares the case file to be forwarded to the Prosecution Division.

The Administration Unit, meanwhile, functions to carry out duties such as updating records, prepare data, and analyses of syariah cases and keeping records of movement of files up-to-date. In addition, the task of the Administration Unit is to update the registration of syariah crime cases. This Unit also functions in preparing the annual budget and overseeing the annual budget approved by the state governments. Furthermore, in this Practicum Report, my contributions throughout the practicum period at the Enforcement Division of the Melaka Religious Department are described. In this division, tasks assigned by my employer included assisting the Administrative Unit to prepare statistical graphs of syariah offences from the year 2003 until 2007 according to the Melaka Syariah Offences Enactment 1991. Furthermore, several daily tasks are also assigned. These include minuting administration files like circulars, statistics and others. It cannot be denied, that the tasks assigned assist in the operations of the Operations Unit. There is participation in various operations such as those involving gambling, alcohol, prostitution, vice and others.

Having undergone a practical training in this área, several economic theories and concepts may be applied to the impact of external realities. For example, the impact of rapid development without spiritual development was offset by the negative impact on the morality of society. Implementation of preventive measures like lectures, campaigns, and monitoring as well as operational activities provide positive effects on society. However, it was found that there were several hindrances such as limited computer and internet facilities as well as an old office building. Other than that, there was the problem of communication with the detained foreigners during interrogation. It cannot be denied that in the future there exists the problem of safety of operational staff carrying out their duty. It is hoped that several measures of improvement including providing better facilities, using translators, and the creation of a body to be known as *"Rakan Syariah"* (Friends of Syariah) and the setting up of a Patrol Unit in the future would improve the Enforcement división of JAIM.

In short, with the practicum training, there is a lot of experience and knowledge that is acquired throughout the period. It is through this practicum, also, that students acquire the competitive spirit and as well as presentable personal traits before entering the real working world.

Example of a Table of Contents

Contents

vi

Example of a Table of Contents from a former student:

TABLE OF CONTENTS

Page

CHAPTER THREE – APPLICATION OF ECONOMIC AND BUSINESS THEORIES

CHAPTER FOUR – PROBLEMS AND SUGGESTIONS

Example of a List of Tables

LIST OF TABLES

An example of a List of Tables from a former student:

LIST OF TABLES

Example of a List of Charts

LIST OF CHARTS

viii

An example of a list of charts from a former student:

LIST OF CHARTS

Examples of Abbreviations

ABBREVIATIONS

JAIM	- Jabatan Agama Islam Melaka
MBMB	- Majlis Bandaraya Melaka Bersejarah
OKT	**-** Orang yang kena tuduh
OYDS	**-** Orang yang disyaki
PDRM	- Polis Diraja Malaysia
PHEI	- Pegawai Hal Ehwal Islam
PPHEI	- Penolong Pegawai Hal Ehwal Islam
PEM HEI	- Pembantu Hal Ehwal Islam
PT	**-** Pembantu Tadbir

An Example of References

REFERENCES

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**

Example of a complete list of references:

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PE/Appendix-13

Example of Log Book

Date : 2 - 6 - 2008

Time	Activity
8.30 am	Reading ethical code, of Syarikat ABC . The company's code of ethics covers a range of matters.
9.00 am	Attending a meeting with all practicum trainees and employer. The meeting was held to ....
1.00 pm	Consult with organization supervisor and discuss the daily and specific tasks which could be done throughout the four months of practicum. The supervisor has outlined the scope of duties to be done during the practicum period which include and …………… ……………………………………………………………………………………… ……………………………………………………………………………………… Signature of Organization Supervisor:

Note:

1. Entries in log book must be done each day.
2. Entries must be written in detail, clearly and neatly. See example in appendix
3. The Organization Supervisor must sign the log book once a week throughout the practicum period.
4. Two more entries must be entered after the completion of practicum training.

Example of a former student's log book :

– MONDAY –

Tarikh: 02/06/2008

Time	Activities (Task given)
9:30 am	Meeting with all internship trainees and managing director (Mr. Henry How Hon Heng)
	- Managing director brief us about the objectives, visions and missons of IEA Management Consultancy.
	- Other than that, we also introduced to other Colleagues.
	- We also set our expectation with managing director during this internship period.
	- I needed to read the rules and regulation of the organisation.
	- I had discuss with managing director about my job descriptions, daily tasks and Special tasks.
12:00 pm	Lunch time
	- Some of our colleague's lunch time is 1 pm, some are 12:30 pm.

Ulasan Majikan:

① Emphasize the important of On-time efficiency.

IEA Management Consultancy PG 164615-T

....

Tandatangan Majikan

– MONDAY –

Tarikh: 09/06/2008

TIME	ACTIVITIES DESCRIPTION / TASKS GIVEN
9:30 am	Specific Task – Today, I had been meeting up with a few of the investors, clients and event's stakeholders. – For the investor, who was a trader within Asia Pacific Country. (MR. JAMES). He loves to help youth to start up their own business. He had a resources centre that can provides youth the stok to start up own business. – We also met with some manufacturing staff who are intrested to attend workshop organised by IEA Management Consultancy & International Entrepreneurs Association (IEA-IIF). – Other than that, we also having lunch with them.
2:30 pm	During afternoon session, I wrote a report to my managing director on what I learned from the met with investors, clients and event's stakeholders.

Ulasan Majikan:

① Must try to listen carefully upon meeting up VIPs

② Aware of what to be spoken.

Tandatangan Majikan

— MONDAY —

Tarikh: 29 | 09 | 2008

TIME	ACTIVITIES DESCRIPTION / TASK GIVEN
9:30 am	This morning i and my colleagues having meeting with managing director ~~abc~~ regarding next month activity.
11:30 am	After the discussion with colleagues, we reported to managing director. He added some points that can strengthen our facts.
3:00 pm	Daily Task (1) IEA Management Consultancy - rearranging training schedule for october - documentation done for AEROLINE events.
	Learning outcome: All task run / implement more smoother and effective than before. Practice always made perfect. Practice more will get things done faster.

Ulasan Majikan:

Tandatangan Majikan

-TUESDAY-

Tarikh: 30/09/2008

TIME	ACTIVITIES DESCRIPTIONS / TASK GIVEN
9:30am	Today was the last day of my internship. So my managing director having a small discussion/ brain storming with me about my future. Other than that, he also given me some advices about the real business world. I had learned a lot from him.
	Today is a meaningful day for me as a trainee in this company. This is the last day i finish my university life.
	~~However, IEA Youth Chapter Malaysia~~ However, i will always ready to help IEA Youth Chapter to achieve it's goals which is "cultivating Entrepreneurship spirit" among youth.

Ulasan Majikan:

Tandatangan Majikan

-TUESDAY-

Tarikh: 30 / 09 / 2008

I would like to take this opportunity to thanks to managing director who ~~teac~~ taught me a lot of soft skills (negotiation skills, communication skills, project management skills, marketing skills, leadership skills and even entrepreneurship skills. Before my internship in IEA Management Consultancy i only had some basic soft skills. I had never realized that i had been improving a lot all the skills.

Moreover, during this internship period, ~~i had~~ i showed my talents in designing and creativing brochures, poster, and products. Managing director given me some advices to develop my talents i have. Overall, i learned to use Adobe Photoshop. Recently, there were a few products needs me to design the product packaging. "Turning your idea become product". In IEA Management Consultancy, i learned an important ~~to~~ characteristic to

Ulasan Majikan:

Tandatangan Majikan

— TUESDAY —

Tarikh: 30/09/2008

becoming a successful person. That is "confident".
Once we believing & confident in ourselve, you will
success once day. My confident level increase after
joining IEA Management Consultancy.

Other than that, managing director also provides
me the business opportunities to create my own
business. He always encourage youth to set up
their own company and be a young entrepreneurs.

With all the benefits that i grab from this company,
i strongly recommand my economics junior to join
this company. I am sure you will see the different
before having internship and after internship.

I am agreed and encourage my economics juniors
to taking internship / practicum. It is because
practicum ~~can prepare~~ is a way to prepare ourselves
before steping out to the real business world.

Ulasan Majikan:

....

Tandatangan Majikan

—TUESDAY—

Tarikh: 30/09/2008

However, good attidue and behaviour ~~needed~~ is a must for us (especially fresh graduate). Respect ~~younger~~ everyone no matter younger or elder. Listen to others and change immediately when done mistakes.

I really learned a lot from IEA Management Consultancy. If you ask me who i am now? I will tell you; "I having Mature mindset to figure out the best alternative to solve every challenges i face confidently."

Again, thanks to Mr. Henry How (Managing Director.)

Ulasan Majikan:

Tandatangan Majikan

*** You are reminded that two more entries are needed as explained in Section 4.4 Student's Responsibilities and Practicum Report Supervisor.

An example of Chapter 3 from a former student

CHAPTER THREE – APPLICATION OF ECONOMIC THEORY

IEA Management Consultancy has received a request from Fraser & Neave which is reengineering the whole structure of Fraser & Neave specific for carbonate drinks. IEA Management Consultancy is appointed as consultant in this project. My managing director assigned me to do research about carbonate drinks industry in Malaysia year 2006. My other colleagues are doing research of year 2007 and year 2008. The research included the structure market, industry behavior, evaluated the future profitability potential of the industry and suggestions on increasing the productivity of Fraser & Neave Sdn. Bhd. I am happy that I could apply the knowledge that I learn in the university into this real working world environment.

3.1 Classifying the industry

According to my research, i am focusing on 6 potential carbonate drinks firms in malaysia included Fraser & Neave Sdn. Bhd. The other firms that produce cabornate drinks is ACE Canning Corporation Sdn. Bhd, Spritzer Bhd, Yeo Hiap Seng (M) Bhd, Dunia Herba HPA and Permanis Sdn. Bhd.

For identifying and classifying the categories of the industry either perfect competition, monopolistic competition, oligopoly competition, or effective monopoly. To identifiyng the market structure, i am using Hirschman-Herfindahl Index atau HH Index to divides the spectum of market concentration.

14

HHI index is calculated by summing the squares of the individual market shares of all the firms in the industry. The market shares is apart of the annual total sales or asset or total profit in the market. This is represented as below:

$$\text{HH Index} = \sum (Xi/T)$$

$$\text{HHI} = S1^2 + S2^2 + S3^2 + S4^2 + \ldots\ldots + Sn^2$$

$$= \sum S^2$$

Where T is the total sales in the market, X1 is the total sales revenue for a firm and n is the number firm in the market or industry. The table below is shown the total sales revenue for the firms which produce carbonate drinks for the year 2006.

Number	Firm's name	Sales revenue (RM)	Sales revenue (%)
1	Yeo Hiap Seng (M) Bhd	1,036,857,800	0.94603
2	Permanis Sdn. Bhd	34,837,000	0.03178
3	ACE Canning Corporation Sdn. Bhd	20,879,849	0.01905
4	Fraser & Neave Sdn. Bhd	1,943630	0.00173
5	Spritzer Bhd	1,485,000	0.00135
6	Dunia Herba HPA	-	-
	Jumlah	1,096,003,279	

Table 1: Total sales revenue for the firms produce carbonate drinks for the year 2006.

According to the table above, the biggest firm in this industry is Yeo Hiap Seng (M) Bhd, Permanis Sdn. Bdn, dan ACE Canning Corporation Sdn. Bhd. So, the calculation for HH The total of the biggest firm in carbonate drinks is six firms but unfortunately i only able to obtain five firms only. Index is shown as below:

$$\text{HH Index} = S1^2 + S2^2 + S3^2 + S4^2 + S5^2$$

$$= (0.94603)^2 + (0.03178)^2 + (0.01905)^2 + (0.00173)^2 + (0.00135)^2$$

$$= 0.8962 \text{ or } (8962)$$

HHI	INTERPRETATION OF MARKET STRUCTURE
HHI ‹ 1000	Effective competitio or monopolistic competition
1000 ‹ HHI ‹ 1800	Monopolistic Competition or Oligopoly
HHI ‹ 1800	Oligopoly, Dominant Firm with a Competitive Fringe, or Monopoly

Table 2 : The table showns HHI market categories.

The DOJ and the federal Trade Commission Horizontal Merger Guideline (available at http://www.usdoj.gov/atr or http://www.ftc.gov) states that: "The agency divides the spectum of market concentration as measured by the HHI into three regions that can be broadly characterized as unconcentrated (HHI below 1000), moderately concentrated (HHI between 1000 to 1800, and highly concentrated (HHI above 1800)." So this industry can identify as monopolistic competition.

3.2 Market structure

Market structure of carbonate drinks industry is referred to the number and size distribution of firms in the economy, barriers to entry and product differentiation. For this carbonate drinks industry can be definite as monopolistic competition. This is because carbonate drink industry structure is definite as many sellers, differentiated from product selling, and this market do not have any barriers for entering the market.

Below is the figure shows the general relationship between market structure, concentration, and profitability. As we move from left (perfect competition) to right (monopoly) in chart 2, industry concentration increases. As industry concentration increases, the market power of firms in the industry will be increases. Typically, profit margins increase as market power increases. Other than that, the number of firms in an industry plays a role in determining whether firms explicitly take other firms' actions into account.

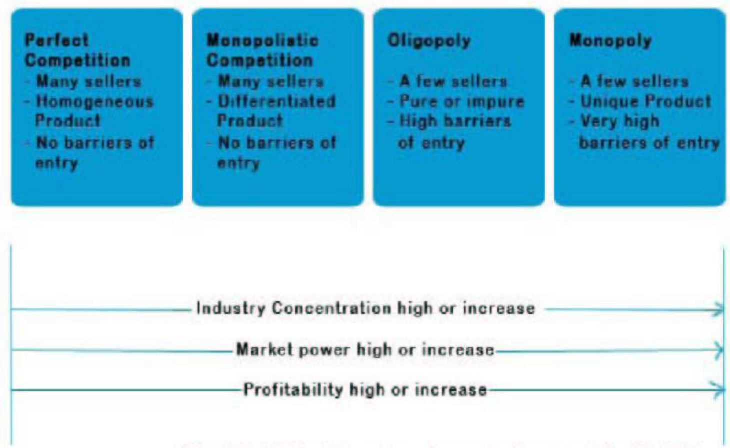


Chart 2: Market Structure, Concentration, and Profitability.

For example: in monopolistic competition, the multitude of firms makes it unlikely that they explicitly take into account rival firms' responses to their decisions. However, in oligopoly, with fewer firms, each firm explicitly engages in strategic decision making – taking explicitly account of a rival's expected response to a decision being made.

3.3 Future profitability

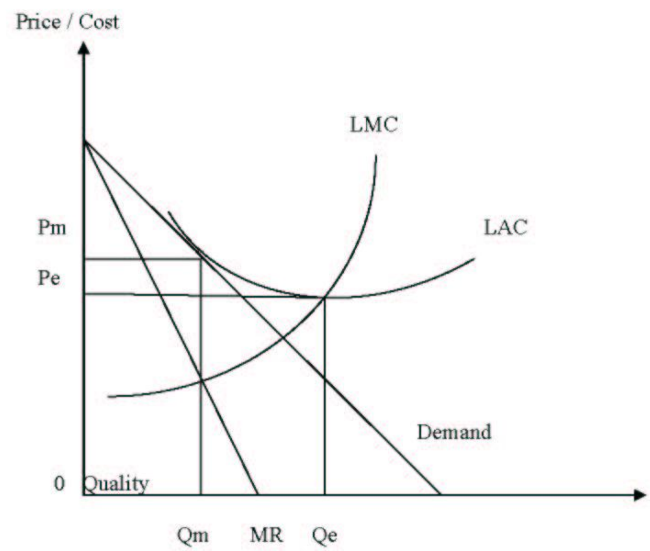
In determining the number of sellers and buyers, I analysis the bargaining power of buyers on how effective are the buyers in negotiating price and terms of sale with firm in carbonate drinks industry. This is because the buyer bargaining power and supplier bargaining power might be reduced carbonate drinks industry's profitability.

Each of the Porter's Five Forces (bargaining power of supplier and buyers, threat of entry and substitute and carbonate drinks industry's competitor) must be weight together for an overall picture of the future profitability potential of the industry. An evaluation of the five forces must consider:

- The relative importance of the force to specific industry
- How each force can potentially impact industry profitability
- Whether some forces dominate others or are counteracted by others
- How the interaction of the forces affects current and future profits in the industry

In monopolistic competitive there is more or less the same as perfect competition, except the market product of perfect competition is homogeny but monopolistic competition is differential. This factor causes the market having some power to control the market price.

According to figure below, the demand curve slope down from left to right, so in the short term in monopolistic competitive the firm can either get positive profit, normal profit or loss. The firm in carbonate drinks industry obtain positive profit in short term. This will encourage the other firm enter to the industry due to the barrier of entry for the industry is low. The supply will be increase and the price of the product will be decrease until the firm will obtain normal profit. For some of the firm that continuously loss less than average variable cost, the firm need to be stop operation or out of the industry. This factor will increase the market price again. In long term of the industry, the firm in carbonate drink will be obtaining normal profit.



Graph 3: Long term equilibrium for monopolistic competitive.

3.4 Product positioning

After done the research on industry analysis, I also done extra research on product positioning of the relevant industry. Product positioning refers to how customers think about; proposed and/ or present the organization branding in market. With the product positioning, a company will be able to build a sustainable competitive advantage on the product attribute either tangible or intangible mindset of the customer.

To determine the market product positioning, I need to understand the market for building up the brand positioning. For an example, if the target market is a new market for the product or services, the firm must define and communicate effectively with the advantage offered by the product or any other relevant services to the new market. If the target market already accept or using the brands within this industry or market, the firm must then determine the advantages of the brand that will offer to fulfill the target market. If there is no substantial differentiation of the importance to the target market, the firm will have trouble of getting the existing customers switching to our product.

The area of the differentiation of the Fraser & Neave product positioning is refers to differences for the brand related to the competition that are important to the market. The firm may differentiate the brand on each and every single particular or some combination of the **4 P's**: Product, Promotion, Place, and Price. **Product** differentiation may result from a new attribute, improved performance on an existing attribute a strong brand name, a new or enhance service offering.

The differentiation of **promotion** may create perfection about the brand in customers' minds. For intangible attributes such as status or image, promotion may be used to make a product seems "cool" or "hot". **Place** differentiation may result from a new distribution channel or innovations in an existing channel. Recently, we have seen the emergence of the internet as a channel of distribution. For business-to-business, the internet appears to offer a more efficient way to manage the supply chain and facilitate re-order. For business-to customer, the international provides greater convenience and variety for many products. The importance of branding and driving consumers to the site has prevented profitability, enabling many of the existing companies in the other channels to catch up to and overtake business that pioneered this new channel.

The last P is **pricing**. Pricing or Costing is to differentiation is usually the last way that a company wants to pursue. To be successful in differentiation based on a lower price, the firm must have a sustainable cost advantage. A high price point may also be a source of differentiation; however, the firm must have the product quality or brand image or perceptions to reaffirm to the customer that indeed the product is worth the premium price.

Individual firms in monopolistic competition face a downward sloping demand curve based on product differentiation. Thus, each firm has some market power. A segment of customer loyal to a particular brand may will to pay more for some feature or attribute of the brand. The firm's brand may add value for this segment because these consumers perceive and value the differentiating characteristics. A firm's competitive strategy will be to price the brand based on the customers' value for differentiation.

3.5 Government regulation

For controlling the food production and the usage of carbonate drinks, the government expels an act called Act of Food, 1983. This act is enforcing by Health ministry to make sure the drinks is fulfill the standard quality for producing carbonate drinks. The main purpose of this act is to protect the health of the consumer. Food regulation 1985 is to make sure every product especially food and beverage needed to put on the label of the product. The content of the label must have the ingredient of producing the product that will not threatening the health of the customer.

Other than that, the firm needs to fulfill the need from Malaysian which is produce *halal* carbonate drinks. According to the Syariah Enactment Wilayah-Wilayah Persekutuan, Act and Enactment of *Kesalahan Jenayah Syariah 1997 Section 42* mention:

> *"Mana-mana orang yang mempamerkan pada atau berkenaan dengan mana-mana makanan dan minuman yang tidak halal, apa-apa tanda yang menunjukkan bahawa makanan atau minuman itu adalah halal adalah melakukan satu kesalahan dan apabila disabitkan boleh didenda tidak melebihi lima ribu ringgit atau penjara selama tempoh tidak melebihi tiga tahun atau kedua-keduanya."*

The main department who are enforcement the regulation of drinks industry is Ministry of trade and consumer affair and Ministry of Health Malaysia (GMP dan Garispanduan Keselamatan Makanan).

3.6 Suggestion strategy to increase the productivity for Fraser & Neave Sdn Bhd

After the research of mine, I could see that there is a lot of ways to improve the productivity of Fraser & Neave Sdn Bhd. The suggestion of improving can be divided into a few parts which are pricing or non pricing strategy, product strategy, and merger/ collaborate/ affiliate.

A. Pricing or non pricing strategy

Pricing strategy is a strategy which related in setting a price to restrain the entry of the other firm into the industry. These strategies can be divided into two which is *harga pemangsa* and *harga batasan*. However in this case or research, pricing strategy is not suitable to apply to improve the profitability of the company. This is because most of the product pricing of carbonate drink industry is moderately similar. In the other hand, Fraser and Neave Sdn. Bhd. need to focus on non pricing strategy.

Non pricing strategy is a behavior where a firm providing more facility, carrying out more promotion or discount, providing a better customer care services and doing advertisement. All this method is to differentiate the different of F&N products with other brand products. The method several being use by the firm or organization is advertising in the media.

B. Product strategy

Product strategy is a strategy to differentiate F&N product with other brands' product. The unique of a product will give them some market power to the firm and the firm will having some power on setting the price in relevant industry. There is some strategy that F&N can differentiate with others company which is culture or lifestyle of the resident, packaging or branding and the image of the product.

There is a direct relationship between culture, lifestyle and location. More research needed to be done to identify the flavor of the resident in the location before produce a new taste of carbonate drinks. For example, if Malaysian prefers healthy concept drinks, F&N needs to mortify some drinks that suitable to the market's need. More research needed to be done to identify the latest market trend.

Most of the consumers willing to spend extra money for buying the product's packaging. There are three ways to increase the brand name of the product. The first way is linking the carbonate drinks with some related issues. The second way is to inculcate the relevant moral value to inspire their customer to be loyal and support F&N carbonate drinks.

C. Merger

Most of the firms in carbonate industry in Malaysia using merger method. Although the firm needs to use a lot of incentive in merger process but the firm still able to increase the profit in long term. Through merger, the firm will able to increase the market power. Merger can be defining as a perfect market if there is does not have deception among the firm. Merger also can increase the efficiency and effectiveness for the whole industry. Other than that, for long term collaboration, it will brings the positive impact to the welfare for society.

D. Merger and Acquisition Angel (M&A)

According to the research done by CIMB Estimates, Bloomberg, CI holding offered a package for helping the food and beverage sector and industry in Malaysia.

> *"We maintain our forecasts and Buy call but raise our target price from RM1.13 to RM1.42 as we roll it a year forward to end-08 while still tagging a forward P/E (price-earnings) of 15 times. This is based on a 20% discount to the average valuation of the biggest F&B producers, namely Nestle (Neutral), F&N and Dutch Lady (Not Rated).(The Edge Daily, 31st October 2007)*

CI Holdings

FYE June 30	2006	2007	2008F
Book value (RM)	0.6	0.7	0.7
Cash flow (sen)	5.8	16.1	19.0
Earnings (sen)	(2.9)	6.0	5.7
P/E (x)	nm	16.6	17.6
P/Book value (x)	1.6	1.5	1.4
ROE (%)	(4.6)	9.0	11.6
Net gearing (%)	88.7	83.4	83.2

Source: Company, CIMB Estimates, Bloomberg

Table 2: CIMB Estimates, Bloomberg.

CI Holding intended to help Malaysia's food and beverage sector to produce more products and export to Indonesia especially Jakarta, Bandung dan Surabaya. According to CIMB research shown that the CI Holding had given RM 8 million to Pepsi to launched a campaign orientated youth market for the year 2007. This campaign is very success which estimate to increase the Total sales from RM 5million to RM 7.5 million for the first quater of year 2008. Yet, CI holding also helps othet firms to maintain the total sales revenue for food and beverage industry.

PE/Appendix-15

PRACTICUM GRADING FORM
BSc (Econ) & BSc (Agribus. Mgmt)

MATRIC NO: ________________

1. **PRACTICUM REPORT(60%)**

Chapter 3 Application of theory (30%)		
Other chapters/ overall (30%)		
Deduction of marks (if any): Contact time (max 10%)	–	
Total	/60	/100*

2. **REPORT FROM EMPLOYER (40%)**

	/40	/100*

TOTAL **/100**

* For entry of marks in the portal, the scores of each component is converted to 100%.