

**GUIDELINE FOR PRACTICUM REPORT WRITING  
BACHELOR DEGREE OF TOURISM MANAGEMENT  
SCHOOL OF TOURISM, HOSPITALITY AND EVENT MANAGEMENT  
COLLEGE OF LAW, GOVERNMENT AND INTERNATIONAL STUDIES  
UNIVERSITI UTARA MALAYSIA**

Bachelor of Tourism Management (BTM) students who undertake the industrial training/practicum will be assessed based on the following components (**60% - UUM's Supervisor and 40% - Employer**)

<b>Component</b>	<b>Weighted Percentage</b>
UUM supervisor's evaluation on log book, attitude, and self-discipline	10%
Organization supervisor's evaluation on student's performance	40%
Practicum report	50%
<b>TOTAL</b>	<b>100%</b>

#### Requirements and Guidelines Format

1. Students **MUST** use computer to write their report with font of 12 (Arial).
2. The line spacing should be set at 2.0 (double spacing)
3. Paper: Size (A4 = 21.0cm x 29.7cm). Quality: 80gsm. Colour: White
4. Each major section must start on a "new page" 2.5cm from the top of the page.
5. Margins must be: Top, Bottom, Right = 2.5 cm; Left = 3.5 cm.
6. Every sheet of paper in the manuscript **MUST** be numbered. Arabic numerals (1,2,3...) are used for all pages. The page number must be centered at the bottom of the page.
7. The length of the report **MUST NOT EXCEED** 60 pages (excluding appendices)
8. One copy of the report need to be submitted for evaluation, **MUST** be bound with cover **ORANGE** in colour for BTM.

Information printed on the cover should be of between 18 and 24 point in font size, and should be as follows in exact order:

**TEMPLATE FOR FRONT COVER OF THE REPORT**

**COLLEGE OF LAW, GOVERNMENT AND  
INTERNATIONAL STUDIES (UUM COLGIS)  
UNIVERSITI UTARA MALAYSIA**

**PRACTICUM REPORT**

**TOURISM MANAGEMENT  
(SHZX 3998)**

**MONTH YEAR**

**(STUDENT'S NAME)  
MATRIC NO**

**(ORGANIZATION'S NAME & ADDRESS)**

**(UUM SUPERVISOR'S NAME)**

## Practicum Report (BTM)

No	Contents	Weighted Percentage
1	Acknowledgements Table of Contents List of Tables/Figures/Illustrations	5%
2	Introduction <ul style="list-style-type: none"> <li>➤ Background of the organization</li> <li>➤ Vision, missions, and objectives</li> <li>➤ Organizational structure</li> <li>➤ The products and services offered</li> </ul>	15%
3	Organization /Company Analysis <ul style="list-style-type: none"> <li>➤ Strengths and Weaknesses of the organization (Internal factors)</li> <li>➤ Opportunities and Threats of the organization (External factors)</li> <li>➤ Recommendations for improvement</li> </ul>	15%
4	Tasks and Duties <ul style="list-style-type: none"> <li>➤ Describe the tasks and responsibilities assigned</li> <li>➤ Duties and procedures conformed</li> </ul>	20%
5	Case Analysis Students are required to identify <b>TWO</b> issues/problems based on their experiences and/or observation during industrial training in the organization. <ul style="list-style-type: none"> <li>➤ Describe the issues/problems you have identified</li> <li>➤ What are the strategies or actions undertaken to overcome or to solve the problems/issues</li> <li>➤ Lessons learnt from the situations</li> </ul>	20%
6	Reflections <ul style="list-style-type: none"> <li>➤ Self-evaluation from the learning process you have experienced</li> <li>➤ Relevancy of the organization with your programme of study and expected goals</li> <li>➤ Organization's management readiness to cooperate and consider your suggestions and difficulties you have encountered</li> </ul>	20%
7	References Appendices	5%
	<b>TOTAL</b>	<b>100%</b>