

LAPORAN AKHIR LATIHAN INDUSTRI DI
AVAGO TECHNOLOGIES (MALAYSIA) SDN. BHD.

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Laporan Latihan Industri Diserahkan Kepada

JABATAN PENGURUSAN DAN PEMASARAN
FAKULTI PENGURUSAN DAN EKONOMI
KOLEJ UNIVERSITI SAINS DAN TEKNOLOGI MALAYSIA

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APPROVAL SHEET

I, CHIN SZE WEI UK9511 hereby declare that the Report of Industrial Training for the course PGN 4799 is based on my original work. The content of this report are my personal views based on the theory and experience gained during my Industrial Training.

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EXECUTIVE SUMMARY

Industrial training is compulsory for every student in program of the Faculty of Management and Economics, Kolej Universiti Sains dan Teknologi (KUSTEM) to complete their degree. Every student is giving the opportunity to choose the private organization or government department to do their 12 weeks practical training. The main propose for this industrial training is to give students experience about the real working world. It will help students get the real experience to learn the systems in an organization and have an opportunity to see the real working environment. Students also have an opportunity to learn the structure and the management of the organization.

Avago Technologies starts their first three decades as part of HP, where they acquired a reputation for innovation, quality and superior customer service and accumulated an intellectual property portfolio of more than 2,000 patents. During the next few years they continued to diversify and grow as the semiconductor division of HP's spinoff, Agilent Technologies. Then in late 2005 they were acquired by KKR and Silver Lake Partners, and became an independent company. Avago Technologies is co-headquartered in San Jose, Calif., and Singapore, and begins operations with 6,500 employees of which 1,000 are analog design engineers.

During 3 months of industrial training, trainee is allocated in the Wireless Semiconductor Division (WSD) marketing department. In this department, trainee has an opportunity to gain the real experience and understand areas trainee has to improve. Trainee learns many skills and knows the important for each skill. In the WSD marketing department, trainee has opportunity to analyze the sales and it helps trainee identify that the theory learned in the textbook is different with the real working life.

Trainee also be given an opportunity to learn many system especially the changing information semiconductor wireless application and selection guides, oracle iProcurement system and helpdesk system. Trainee also has analyzed the 3 system and at the same time trainee gives the suggestion solutions and implication for each of them. Trainee try to relate the suggested solutions with the theory that trainee learn during classes. It is hoped that, this suggestion will help the organization to improve the system and work more efficiency and effectiveness.