

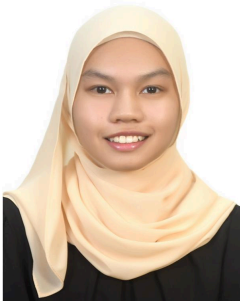


**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**ASSIGNMENT 3: ACADEMIC WRITING**

**INDUSTRY TALK 2 - PROJECT MANAGEMENT AND SYSTEM DEVELOPMENT**

**GROUP NUMBER** : 5 (*Error 404*)  
**SECTION** : 02  
**LECTURER NAME** : DR. ARYATI BINTI BAKRI  
**GROUP MEMBERS** :

		
MUHAMMAD HAFIZ BIN SUHAILI	NUR FARIZA ADLINA BINTI MOHAMMAD FAIZAL	GAN MEI LEE
A25CS0106	A25CS0310	A25CS0225

## **Industry Talk on Project Management and System Development**

The industry talk session held at Hyflex Classroom, N28a, Faculty of Computing was presented by Ts. Hj. Abdul Alim bin Muttalib, Head of Technology and Innovation of Serunai Commerce Sdn. Bhd. and founder of Sakupay & PilgrimPro. The talk began with an example on how to cook *nasi lemak* to elaborate on what software development life cycle (SDLC), while encompassing planning, analysis, design, implementation, testing, deployment and maintenance. The speaker also addressed the critical role of project management. He gave an example on how to differentiate waterfall and agile methodologies. Specifically, the 'Waterfall' model was characterized as the traditional methodology with defined milestones and structural ease of management, whereas 'Agile' frameworks such as Scrum were highlighted for their flexibility and capacity for rapid feedback.

Software development is a multifaceted discipline that extends beyond the sole task of writing code. The emergence of 'agentic coding' is a transformative shift, where AI assistance allows developers to increase productivity tenfold by entrusting syntax generation to machines, thereby allowing a deeper focus on system architecture. The foremost objective of software development is to develop a product that meets end user demands and business objectives efficiently, and reliably. Programmers, software engineers and software developers primarily conduct software development as these roles share core technical competencies, including code authorship and software validation.

Project management is the process of initiating, planning, monitoring, and testing the work carried out by a team, ensuring that all project objectives are met within the restriction of scope, time, and cost. Project management is vital for diminishing systemic complexity and developing the collaborative synergy required for success in the field. Project development skills help you in coordinating with designers, stakeholders, and other developers effectively. To successfully complete a project, the project managers must superintend various knowledge disciplines including integration management, scope management, schedule management, cost management, and other critical management domains.

In data engineering, strategic management is implemented to initiate robust projects, and ensure alignment between data structures and business objectives. Furthermore, students were warned against the 'FYP trap', which is the tendency to delay impactful project engagement until the final year, and were encouraged instead to pursue longitudinal skill development from the commencement of their academic journey. System development is crucial as it provides the structured methodologies and best practices required for design, deployment and iterative maintenance.

### **Reflection**

#### **Muhammad Hafiz bin Suhaili**

To strive in my journey as a Data Engineering prospect, I intend to prioritize a balanced mastery of both SDLC and project management methodologies. I will embrace agentic coding to streamline syntax generation, thereby allowing me to shift my focus into the complex data architecture and high-level system design. I am committed to enhancing my leadership and coordination skills within collaborative environments to effectively lighten system complexity. Ultimately, my main objective is to align modern data structures with strategic business goals to drive a meaningful innovation in my final year of study

### **Nur Fariza Adlina Binti Mohammad Faizal**

From the sharing, I learned that the key takeaways were the significance of proper planning and time management with a strong mindset. From the talk I can fully understand the definition of project management and system development by the example that has been given by the speakers. I also got to know that the waterfall and agile method was completely different. Waterfall is a traditional method that requires fixed requirements meanwhile agile is a modern method that requires fixed requirements and is more flexible. This session helped me to be more prepared for my future.

### **Gan Mei Lee**

This sharing session shed an important lesson that made me realise that we are not only focusing on improving our basic skills, but we also need to emphasize project management skills. To ensure a project can be done efficiently, we need to have unbreakable teamwork and collaboration between all members. For instance, every teammate plays a pivotal role to allow the project to be done in a perfect flow. From now on, I am going to take feedback, criticism and compliments from my future teammates, ensure the clear communication to achieve unified goals

### **Reference**

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**Poster 1:** Serunai Commerce Industry Talk 2



**Picture 2:** A group photo with data engineering students with Ts. Dr. Abdul Alim bin Muttalib