



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**FACULTY OF COMPUTING**  
UTM Johor Bahru

### **ASSIGNMENT 4 (10%)**

Subject : Technology and Information System (SECP1513)  
Task : **NEWSLETTER** on Industrial Visit  
Title : Technology Information System  
Due : 22 Jan 2025 (before 5 pm)  
Submission : softcopy (in .pdf format) via e-learning and e-portfolio (LinkedIn and GitHub).

#### **Instruction:**

1. Students are required to prepare **THREE (3) PAGES NEWSLETTER** about this Industrial Talk
2. For this **Newsletter**, the content should include a description on:

#### **2.1. Introduction & Company Overview (*sets the context of the visit*).**

Required Content:

##### **a. Title of the Newsletter**

- Example:  
*Industry Visit to Johor Corporation*

##### **b. Introduction**

- Brief description of the industry visit
- Date and location of the visit
- Purpose of the visit
- Course or programme related to the visit

##### **c. Company Background**

- Overview of JCorp
- Nature of the company
- Importance of the company
- Brief mention of its role in global or regional

##### **d. Objectives of the Industry Visit**

- Close-up exposure to JCorp operations
- Understanding computer-assisted system in JCorp
- Exposure to integration of computing, networking etc

Include 1–2 relevant photos (company exterior, group photo).

## **2.2 – Key Observations & Technical Insights** (*the core technical content of the newsletter.*)

Required Content:

### **Role of Computing and Information Systems**

Students should clearly describe:

- Type of Computer system
- Enterprise systems
- Use of databases, ssytem where applicable

❖ *Optional:* Diagrams, process flow illustrations, or annotated photos.

## **2.3 – Learning Outcomes, Reflection & Conclusion** (*This part focuses on student learning and reflection.*)

Required Content:

### **a. Key Learning Outcomes**

Students should reflect on:

- New knowledge gained about JCorp
- Understanding of real-world applications of computing concepts
- Awareness of interdisciplinary collaboration (IT +JCorp)

### **b. Skills and Knowledge Development**

- Technical skills observed or understood
- Soft skills (communication, teamwork, professionalism)
- Awareness of industrial standards and practices

### **c. Relevance to Academic Studies & Career**

- Connection between the visit and their coursework
- How the visit enhances career awareness
- Potential interest in enterprise system, data analytics, or industrial computing careers

### **d. Conclusion**

- Overall summary of the visit
- Importance of industry exposure for students
- Final reflection on the value of the visit

### **e. Acknowledgement**

- Appreciation to JCorp
- Appreciation to lecturers, organisers, and staff involved

**\*\*Note:** The content of your newsletter is your own opinion and views. You may refer the rubric of newsletter in the next page.

3. Follow the **Format of Newsletter** as follows:
  - a. Portrait layout.
  - b. Justify alignment for text description.
  - c. Include the date in each newsletter.
  - d. Include your name & matric card at the bottom in each newsletter.
  - e. Design your newsletters using your own creativities.
4. You may refer the following link as your reference for your newsletter making:
  - a. <https://freshlearn.com/blog/how-to-write-a-newsletter/>
  - b. <https://www.postermywall.com/index.php/posterbuilder/copy/3a7b215731335fa7c81eb37d3fe661f6>
5. **PLAGIARISM** of the content is prohibited. If any of the content is known to be copied from other website/review/blogs, you will be given **ZERO (0) mark**.
6. You can get photos/information from other resources, but you must include **credits (In citation/link)** to the original owners.

## **Rubric for Two (2) Pages Newsletter**

| Criteria                   | Excellent<br><b>10-7</b>  | Fair<br><b>6-4</b>  | Poor<br><b>3-0</b>  | WEIGHTAGE | MARKS            |
|----------------------------|---|---|---|-----------|------------------|
| Informative and Attractive | <ul style="list-style-type: none"> <li>Provide accurate information (content).</li> <li>All required information is presented in a logical order.</li> </ul>  | <ul style="list-style-type: none"> <li>Some information (content) is inaccurate, but presented in a logical order.</li> <li>Very few required information is missing and presented in a logical order.</li> </ul> | <ul style="list-style-type: none"> <li>Most Information (content) are inaccurate, or not presented in a logical order, making it difficult to follow.</li> <li>Most required information is missing and not presented in a logical order, making it difficult to follow.</li> </ul> | 10        | <hr/> X 10<br>10 |
| Contents                   | <ul style="list-style-type: none"> <li><b>Newsletter - contents:</b> <ul style="list-style-type: none"> <li><b>2.1) Introduction &amp; Company background</b></li> <li><b>2.2) Key Observations &amp; Technical Insights</b></li> </ul> </li> </ul> |   |   | 60        | <hr/> X 60<br>10 |
|                            | <ul style="list-style-type: none"> <li>All contents included</li> <li>Very good presentation of content and well organized.</li> <li>Use many graphics and pictures.</li> </ul>   | <ul style="list-style-type: none"> <li>Included but not well covered</li> <li>Moderate presentation of content and well organized</li> <li>Use moderate graphics and pictures.</li> </ul>                         | <ul style="list-style-type: none"> <li>Included but poorly covered</li> <li>Lack of content and not organized properly.</li> <li>Use inappropriate graphics or pictures.</li> </ul>   |           |                  |
| Features                   | <ul style="list-style-type: none"> <li>Include all required features, such as main article, graphics with captions and editorials.</li> <li>All features relate to the subject and are</li> </ul>   | <ul style="list-style-type: none"> <li>Not all required features, such as main article, graphics with captions and editorials.</li> <li>All features are almost related to the subject and</li> </ul>             | <ul style="list-style-type: none"> <li>Lack of features, such as main article, graphics with captions and editorials.</li> <li>All features are unrelated to the subject and are inappropriate</li> </ul>   | 10        | <hr/> X 10<br>10 |

| Criteria                   | Excellent<br><b>10-7</b>  | Fair<br><b>6-4</b>   | Poor<br><b>3-0</b>  | WEIGHTAGE | MARKS          |
|----------------------------|---|--|---|-----------|----------------|
|                            | appropriate for the targeted audience. <ul style="list-style-type: none"><li>• The layout is creative.</li></ul>  | are appropriate for the targeted audience. <ul style="list-style-type: none"><li>• The layout shows some degree of creativity but is not organized logically and/or is cluttered.</li></ul>    | for the targeted audience. <ul style="list-style-type: none"><li>• The layout is messy, disorganized or cluttered.</li></ul>  |           |                |
| Organization and Structure | <ul style="list-style-type: none"><li>• Structure of text is interesting and organized very well, easy to understand.</li></ul>   | <ul style="list-style-type: none"><li>• Structure of text is quite interesting and organized.</li></ul>  | <ul style="list-style-type: none"><li>• Most parts of the structure of text are not really interesting and unorganized.</li></ul>   | 10        | <u>10</u> X 10 |
| Text                       | <ul style="list-style-type: none"><li>• All texts are easy to read and clear explanation.</li><li>• Use appropriate font size.</li><li>• Use not more than three different font styles.</li></ul> | <ul style="list-style-type: none"><li>• Most texts are easy to read and clear explanation.</li><li>• Use appropriate font size.</li><li>• Use more than three different font styles.</li></ul> | <ul style="list-style-type: none"><li>• Some texts are difficult to read unclear explanation.</li><li>• Use medium font size.</li><li>• Use more than four different font styles.</li></ul> | 5         | <u>10</u> X 5  |
| Timeliness                 | <ul style="list-style-type: none"><li>• Due on time</li></ul>   | <ul style="list-style-type: none"><li>• Due one day late</li></ul>   | <ul style="list-style-type: none"><li>• Due more than one day late</li></ul>  | 5         | <u>10</u> X 5  |
| <b>Total</b>               |   |  |   | / 100     |                |