# Technology and Information System (SECP1513)

# 2025/2026 Semester 1


ASSIGNMENT 3: INDUSTRIES TALK 2

Topic - Project Management dan System Development


Members:

Koo Yu Min (A25CS5013)

Chloe Khoo (A25CS5012)

Chan Qing Jia (A25CS5019)

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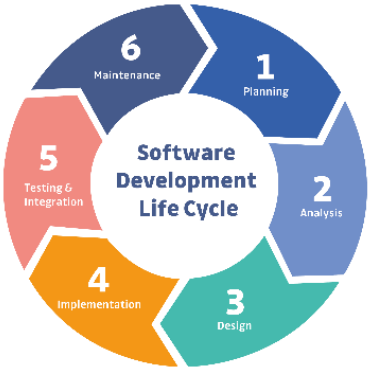
# Description of the speaker

Ts. Hj. Abdul Alim is an experienced IT professional and UTM graduate, currently leading Technology and Innovation at Serunai Commerce. He highlights the importance of connecting academic theory with practice, drawing from his own early-career challenges, such as explaining the SDLC. He advises students to value university learning in areas like project management, and to complement technical skills with communication, adaptability, and continuous learning.

# Project Management and System Development

System development is the process of planning, designing, building, testing, and maintaining a system to meet the user's needs. The Software Development Life Cycle (SDLC) provides steps and guidance for developing a project. This process is like what we experience in daily life. Project management helps us control chaos. It enables us to carry out a project as a team and learn how to cooperate and communicate with others. Project management has two main methodologies which are Waterfall and Agile. Waterfall follows a fixed and step-by-step process, while Agile uses flexible, iterative cycles to adapt to change.




## How is it used in Graphic and Multimedia?

The IJAERS study suggests that SDLC selection depends on project complexity rather than a universal framework. While Waterfall fits stable tasks, Microsoft uses incremental or iterative methods to adapt to change. Success requires aligning models like Agile or RUP with specific technical and stakeholder constraints. **(IJAERS, 2018)**

Teams can cross the "culture gap" between engineers and designers, balancing system stability with creative flexibility. This method optimizes expensive resources like CPU/GPU processing under pressure while maintaining smooth multidisciplinary teamwork. **(Lang, Michael, 2003)**

# Reflection

## Koo Yu Min

From this industry talk, I learned that I should try to solve problems by myself first, not just relying entirely on AI when I face difficulties in my studies. During my university years, I should focus on understanding what I have learned rather than merely memorizing content to cope with exams. I should retain the knowledge and skills acquired and apply them in future assessments or in my career.

## Lau Yu Xuan

This industry talk helped me understand the importance of applying knowledge in real life work environments. AI just a tool helps us in our study journey, don't rely on it too much. I learned that always catching up with new knowledge, continuous learning, improving our adaptability, and communication skills are important in the technology industry. Overall, the talk motivated me to better prepare for my future career.

## Chloe Khoo

From this industry talk, I know that AI is an agent that will help me work better and think of more sides to solve my difficulties in different ways such as cybersecurity, which is a new frontier for me to discover. To succeed in my studies in the next four years, I will improve my studies plan by planning it step by step. I will also try to use the knowledge I have learned in my studies, so I can gain more experience as every setback I met is a chance to learn.

## Chan Qing Jia

Through this industry talk, I realized that I should apply the concept of project management and system development by breaking down complex tasks into smaller steps. I also learned to treat design better, focusing on user logic rather than aesthetics. Moving forward, I will prioritize understanding the fundamentals of interactive media before using AI tools, in order to ensure I have the solid foundational skills needed for the industry.

# References


1. Devadiga, N. (2018, July 19). *A case study on Identifying Software Development Lifecycle and Process Framework*. https://ijaers.com/detail/a-case-study-on-identifying-software-development-lifecycle-and-process-framework/
2. Lang, M. (2003). A Comparative Study of Software Engineers and Graphic Designers in Web/Hypermedia Systems Development. https://www.researchgate.net/publication/215868243_A_Comparative_Study_of_Software_Engineers_and_Graphic_Designers_in_WebHypermedia_Systems_Development