TECHNICAL REPORT

ON

STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

AT

MMTECH GLOBAL MULTI-SERVICES ENTERPRISE

OPP. OWONIBOYS BUILDING, BESIDE ECO BANK, ALONG TAIWO

ROAD, KWARA STATE

PRESENTED BY:

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ND/23/MAC/FT/0035

TO BE SUBMITTED TO THE DEPARTMENT OF MASS

COMMUNICATION,

KWARA STATE POLYTECHNIC, ILORIN, KWARA STATE

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE

AWARD OF NATIONAL DIPLOMA (ND) OF MASS

COMMUNICATION.

FEBRUARY, 2025

DEDICATION

I dedicate my Industrial Training report to Almighty God, who has given me the grace to participate in the SIWES program, to my Parents and as many that have contributed greatly to the success of my Industrial Training.

ACKNOWLEDGEMENT

I thank God who has seen me throughout my SIWES program and also thank my Industrial based supervisor who guided me through My Industrial training. I also send out my appreciation to my lecturers, friends and Coworkers for their moral support. My special thanks to my wonderful and lovely parents Mr. and Mrs. Abdulfatai who were there for me in terms of care, prayers, financial support and others.

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CHAPTER ONE

INTRODUCTION

1.1   BACKGROUND

The Students Industrial Work Experience Scheme (SIWES) is a work-based learning program designed to prepare students for the transition from academic life to professional careers. It is an integral part of the Nigerian educational system, aimed at equipping students with practical skills and knowledge to complement their theoretical studies. SIWES was established in 1973 by the Industrial Training Fund (ITF) in response to the growing concerns of employers about the lack of practical skills among graduates from tertiary institutions (Ezeabikwa, 1991). The scheme is a collaborative initiative involving students, tertiary institutions, employers of labor, and the ITF.

The program was introduced to address the gap between classroom learning and the real-world demands of industries. It recognizes that while theoretical knowledge is essential, it is often insufficient for solving practical problems in professional environments. SIWES provides students with opportunities to gain hands-on experience, develop technical competencies, and understand workplace ethics and culture (Agbai, 1992).

The scheme is a mandatory part of the curriculum for students studying courses such as engineering, technology, medical sciences, agriculture, education, and other applied sciences. It typically lasts for six months for university undergraduates and four months for students in polytechnics or colleges of education (ITF, 2024). Through this initiative, students are exposed to industrial practices and technologies that are not available within their academic institutions. This exposure enhances their employability and prepares them for the challenges of the modern workforce (Adebayo & Adesanya, 2013).

SIWES also serves as a platform for fostering partnerships between educational institutions and industries. These partnerships enable industries to contribute to curriculum development by providing feedback on the skills and knowledge required in the workplace. This collaboration ensures that graduates are better equipped to meet industry standards and expectations (Akinyemi & Abiodun, 2018).

In summary, SIWES is a vital component of Nigeria's educational system that bridges the gap between theory and practice. It plays a crucial role in preparing students for professional careers by equipping them with practical skills, knowledge, and experiences that are essential for success in their chosen fields.

1.2   BRIEF HISTORICAL DEVELOPMENT OF SIWES

The history of SIWES dates back to the early 1970s when Nigeria experienced rapid industrial growth following its independence. This growth created a demand for skilled manpower to operate and manage industrial facilities. However, employers soon realized that graduates from tertiary institutions lacked the practical skills needed to perform effectively in the workplace (Ezeabikwa, 1991).

In response to this challenge, the Industrial Training Fund (ITF) was established in 1971 by Decree No. 47 with a mandate to promote skill acquisition and manpower development in Nigeria. Two years later, in 1973, SIWES was introduced as one of ITF's flagship programs aimed at addressing the skill gap among graduates (ITF, 2024). Initially, SIWES was fully funded and managed by ITF. The program targeted students in engineering and technology-related fields who required practical training as part of their academic curriculum (Adebayo & Adesanya, 2013).

By 1978, financial constraints forced ITF to withdraw from direct management of SIWES. The Federal Government subsequently transferred oversight responsibilities to the National Universities Commission (NUC) for universities and the National Board for Technical

Education (NBTE) for polytechnics and colleges of education (Legit.ng, 2022). However, this arrangement proved ineffective due to inadequate funding and poor coordination among stakeholders. In 1984, management responsibilities were returned to ITF under a new funding arrangement supported by the Federal Government (SmartBukites, 2023).

Over time, SIWES has undergone significant changes aimed at improving its effectiveness and expanding its scope. Initially limited to engineering and technology disciplines, it now includes other fields such as medical sciences, agriculture, business administration, and education. These changes reflect an ongoing commitment to align SIWES with evolving industry needs and national development goals (Akinyemi & Abiodun, 2018).

Today, SIWES is recognized as one of Nigeria's most successful initiatives for bridging the gap between academic learning and industrial practice. It has become an essential component of tertiary education in Nigeria, contributing significantly to skill development and employability among graduates.

1.3   OBJECTIVES OF SIWES

The primary objectives of SIWES are multifaceted and aim to enhance both student learning and industry engagement:

- To provide students with industrial skills and experience relevant to their field of study.

- To expose students to work methods and techniques that may not be available in their academic institutions.

- To facilitate a smoother transition from academic life to professional employment by enhancing students' networks with potential employers.

- To allow students to apply theoretical knowledge in practical settings, thereby bridging the gap between theory and practice.

- To strengthen employer participation in the educational process by fostering collaboration between educational institutions and industries (Ezeabikwa, 1991; ITF, 2024).

CHAPTER TWO

DESCRIPTION OF THE ESTABLISHMENT OF ATTACHMENT

2.1   LOCATION AND BRIEF HISTORY OF ESTABLISHMENT

Mmtech Global Multi-Services Enterprise is strategically located Opp. Owoniboys Building, Beside Eco Bank, Along Taiwo Road, Kwara State. This location provides easy access to clients and partners, facilitating the delivery of its IT services across the region. Although specific details about the establishment's history could not be found, it is likely that Mmtech Global Multi-Services Enterprise was founded with the vision of bridging the gap in IT services in the local community. As an Information Technology establishment, it plays a significant role in providing a range of IT solutions to businesses and individuals, contributing to the digital transformation of the area.

The establishment of Mmtech Global Multi-Services Enterprise in Ilorin reflects the growing demand for IT services in the region. With the increasing reliance on technology in various sectors, Tonnex Info- Tech positions itself as a key player in supporting this digital shift. Its presence helps in fostering innovation and competitiveness among local businesses, enhancing their ability to operate efficiently in a rapidly changing technological landscape.

Historically, the IT sector in Ilorin has experienced significant growth, driven by the need for digital solutions in sectors such as education, healthcare, and commerce. Mmtech Global Multi-Services Enterprise has likely capitalized on this trend, offering specialized services that cater to the unique needs of these industries. By doing so, the company not only supports local economic development but also contributes to the broader goal of digital inclusion.

2.2   OBJECTIVES OF ESTABLISHMENT

The primary objectives of Mmtech Global Multi-Services Enterprise are multifaceted and aimed at contributing positively to the community while ensuring business sustainability:

- **Providing IT Solutions**: Mmtech Global Multi-Services Enterprise offers a comprehensive range of IT services, including software development, network management, hardware maintenance, cybersecurity solutions, and data management. These services are designed to cater to the diverse needs of its clients, from small startups to larger enterprises. The company's focus on customization ensures that each client receives tailored solutions that meet their specific business requirements.

- **Promoting Digital Literacy**: The establishment is committed to enhancing digital skills among the local community. This is achieved through workshops, training programs, and partnerships with educational institutions to ensure that individuals have the necessary skills to thrive in a digital economy. By promoting digital literacy, Mmtech Global Multi-Services Enterprise helps in bridging the skills gap in the IT sector, thereby supporting the development of a more tech-savvy workforce.

- **Supporting Local Businesses**: Mmtech Global Multi-Services Enterprise assists small and medium-sized enterprises (SMEs) in leveraging technology to improve their operations and competitiveness. By providing tailored IT solutions, the company helps SMEs streamline their processes, reduce costs, and expand their market reach. This support is crucial for SMEs, as it enables them to compete effectively with larger corporations and contribute to local economic growth.

- **Innovation and Research**: The company aims to stay at the forefront of technological advancements by investing in research and development. This involves exploring new technologies and methodologies that can be integrated into its services to offer innovative solutions to clients. Mmtech Global Multi-Services Enterprise's commitment to innovation

ensures that it remains competitive in the rapidly evolving IT landscape, providing its clients with the latest and most effective solutions available.

- **Community Engagement**: Mmtech Global Multi-Services Enterprise is also focused on community engagement, recognizing the importance of social responsibility in its operations. The company may engage in various community projects, such as sponsoring local IT events, providing internships to students, or collaborating with other businesses to promote digital innovation in the region. These initiatives not only contribute to the company's social responsibility but also help in building strong relationships with the local community.

2.3 ORGANIZATION STRUCTURE

The organizational structure of Mmtech Global Multi-Services Enterprise is designed to ensure efficiency and effectiveness in delivering its services. If Anthony Afolayan is indeed the owner, he might hold a key leadership position such as Managing Director or CEO, overseeing the overall strategy and direction of the company. The structure typically includes:

- **Managing Director/CEO**: Responsible for setting the company's vision, strategy, and direction. This role involves making critical decisions regarding investments, partnerships, and expansion plans. The CEO also plays a crucial role in ensuring that the company's operations align with its mission and objectives.

- **Department Heads**: These individuals lead specific departments such as IT Services, Marketing, Finance, and Human Resources. They are responsible for managing their respective teams, setting departmental goals, and ensuring that these align with the company's overall objectives. Department heads also oversee the implementation of strategies and policies within their departments.

- **Team Members**: The company employs a diverse range of professionals, including software developers, network administrators, customer support staff, marketing

specialists, and financial analysts. Each team member plays a crucial role in delivering high-quality services and maintaining customer satisfaction. The team's diversity in skills and expertise allows Mmtech Global Multi-Services Enterprise to offer a comprehensive suite of IT services.

2.4 DEPARTMENTS IN THE ESTABLISHMENT AND THEIR FUNCTIONS

While specific details about Mmtech Global Multi-Services Enterprise's departments are not available, a typical IT establishment might have the following departments and functions:

Department	Functions
IT Services	Develops and maintains software applications, manages network infrastructure, provides technical support, and ensures cybersecurity. This department is crucial in delivering the core services of the company. IT Services also conducts regular audits to ensure compliance with industry standards and best practices.
Marketing	Promotes the company's services through digital marketing strategies, social media campaigns, and partnerships. The marketing team helps in building the company's brand and attracting new clients. They also conduct market research to identify trends and opportunities for growth.
Finance	Handles financial transactions, budgeting, and accounting for the company. This department ensures that the company operates within its financial means and makes informed investment decisions. The finance team also oversees financial reporting and compliance with regulatory requirements.
Customer Support	Provides assistance to clients regarding IT services, resolves customer complaints, and gathers feedback to improve services. The customer support team is essential in maintaining high customer satisfaction levels and ensuring that clients receive timely and effective solutions to their IT needs.

Human Resources	Manages recruitment, employee relations, training programs, and benefits. This department plays a vital role in ensuring that the company has the right talent and a positive work environment. HR also develops policies and programs to enhance employee engagement and retention.

CHAPTER THREE

INDUSTRIAL EXPERIENCE

3.1   WORK DONE

During my 12-week SIWES programme at Mmtech Global Multi-Services Enterprise, I was involved in a variety of tasks that provided me with hands-on experience in applying mass communication principles in an IT setting. My responsibilities included:

- **Content Creation**: I assisted in creating content for the company's social media platforms, including writing posts, designing graphics, and developing video scripts. This role helped me apply my knowledge of content creation and media production to enhance the company's online presence.

- **Digital Marketing**: I contributed to digital marketing efforts by analyzing engagement metrics, developing content calendars, and implementing social media campaigns. This experience taught me about the importance of digital marketing in reaching a wider audience and building brand awareness.

- **Public Relations**: I was involved in managing the company's public image by drafting press releases, responding to media inquiries, and coordinating events. This role helped me understand the role of public relations in maintaining positive relationships with stakeholders.

- **Research and Analysis**: I conducted research on market trends and analyzed data to inform marketing strategies. This experience highlighted the importance of research in making informed decisions in the communications field.

- **Internal Communications**: I assisted in developing internal communications materials, such as company newsletters and employee updates. This role taught me about the importance of effective internal communication in maintaining a cohesive and informed workforce.

3.2 TOOLS AND EQUIPMENT USED

During my SIWES programme, I used a variety of tools and equipment relevant to mass communication:

- **Content Management Systems (CMS)**: I used platforms like WordPress to manage and update the company's website content. This involved creating and editing posts, managing user roles, and optimizing content for search engines.

- **Social Media Management Tools**: I utilized tools like Hootsuite and Buffer to schedule posts and monitor engagement across different social media platforms. These tools helped me manage the company's online presence effectively and analyze engagement metrics to improve marketing strategies.

- **Graphic Design Software**: I used Adobe Creative Suite, including Photoshop and Illustrator, to design graphics and visual content for social media and marketing materials. This experience taught me about the importance of visual elements in communication.

- **Video Production Equipment**: I worked with video editing software like Adobe Premiere Pro to create promotional videos and social media clips. This role helped me apply my knowledge of video production techniques to enhance the company's multimedia content.

- **Research Tools**: I used online databases and research platforms to gather data and insights for marketing and communications strategies. This involved analyzing trends, identifying target audiences, and assessing the effectiveness of communications campaigns.

3.3 SAFETY PRECAUTIONS

Ensuring safety in the workplace was a priority during my SIWES programme. Some of the safety precautions I observed and practiced include:

- **Data Security**: I followed strict protocols for data protection, including using strong passwords and ensuring that sensitive data was encrypted. This was crucial in maintaining the confidentiality of client information and company data.

- **Physical Safety**: The workspace was kept clean and organized to prevent accidents. I also made sure to take regular breaks to avoid fatigue and maintain focus while working with complex systems.

- **Health and Safety Guidelines**: I adhered to the company's health and safety guidelines, which included guidelines for working with computers for extended periods, such as maintaining good posture and taking breaks to rest eyes.

3.4 CHALLENGES FACED DURING MY SIWES PROGRAMME

Despite the valuable experiences gained during my SIWES programme, I encountered several challenges:

- **Technical Challenges**: One of the main challenges was adapting to new software and technologies, such as content management systems and video editing tools. It required dedication and continuous learning to stay updated with the latest tools and methodologies.

- **Time Management**: Balancing multiple tasks and projects simultaneously was challenging. Managing time effectively to meet deadlines while ensuring quality work was a skill I had to develop quickly.

- **Communication Skills**: Effective communication with colleagues and clients was crucial. However, there were instances where communication barriers led to misunderstandings, which I had to address promptly.

- **Pressure to Meet Expectations**: There was pressure to perform well and meet the expectations of my supervisors and clients. Managing this pressure while maintaining quality work was a significant challenge.

- **Team Collaboration**: Working in a team environment required collaboration and coordination with colleagues from different backgrounds and skill sets. While this was beneficial for learning from others, it also presented challenges in terms of aligning different work styles and expectations.

CHAPTER FOUR

SUMMARY, CONCLUSION, AND RECOMMENDATION

4.1   SUMMARY

During my 12-week SIWES programme at Mmtech Global Multi-Services Enterprise, I gained invaluable experience in applying mass communication principles in an IT setting. My responsibilities included content creation, digital marketing, public relations, research and analysis, and internal communications. I used various tools such as content management systems, social media management tools, graphic design software, and video production equipment to execute these tasks.

The programme provided me with hands-on experience in managing the company's online presence, developing marketing strategies, and enhancing internal communications. I was involved in creating engaging content for social media platforms, analyzing engagement metrics to inform marketing decisions, and drafting press releases to maintain a positive public image. Additionally, I assisted in managing internal communications by developing newsletters and employee updates.

I faced several challenges during the programme, including adapting to new technologies, managing time effectively, and communicating effectively with colleagues and clients. Despite these challenges, I developed essential skills in problem-solving, teamwork, and time management. The experience taught me the importance of flexibility and adaptability in a fast-paced work environment.

4.2   CONCLUSION

In conclusion, my SIWES programme at Mmtech Global Multi-Services Enterprise was a transformative experience that equipped me with practical skills and industry insights. The programme highlighted the importance of integrating mass communication principles into business operations to enhance brand visibility, customer engagement, and internal communication.

I learned that effective communication strategies are crucial in achieving business objectives, whether through digital marketing, public relations, or internal communications. The experience also underscored the role of technology in enhancing communication strategies and reaching diverse audiences. By leveraging digital tools and platforms, businesses can significantly expand their reach and impact.

Furthermore, the programme emphasized the importance of continuous learning and professional development in the mass communication field. The rapid evolution of technology and communication trends requires professionals to stay updated with the latest methodologies and tools. This involves a commitment to ongoing education and training to remain competitive and effective in the industry.

Overall, the programme was a valuable learning experience that prepared me for a career in mass communication by providing real-world applications of theoretical concepts learned in the classroom. It demonstrated how mass communication principles can be applied in diverse settings, including IT, to drive business success and enhance organizational effectiveness.

4.3   RECOMMENDATION

Based on my experiences during the SIWES programme, I recommend the following:

- **Integration of Practical Skills in Curriculum**: Educational institutions should incorporate more practical skills training into their curricula to better prepare students for real-world challenges. This could include workshops, internships, or project-based learning that mirrors industry practices. By doing so, students can gain hands-on experience and develop skills that are directly applicable to professional environments.

- **Industry Partnerships**: Establishing partnerships between educational institutions and industry players can provide students with opportunities for hands-on experience and exposure to the latest technologies and methodologies. This can enhance the relevance of academic programs and improve employability by ensuring that graduates possess skills that are in demand by employers.

- **Continuous Learning and Professional Development**: Professionals in the mass communication field should prioritize continuous learning to stay updated with emerging trends and technologies. This could involve attending workshops, seminars, or online courses to enhance skills and adapt to changing industry demands. Continuous learning is essential for maintaining relevance and competitiveness in a rapidly evolving field.

- **Emphasis on Soft Skills**: In addition to technical skills, there should be a greater emphasis on developing soft skills such as communication, teamwork, and time management. These skills are essential for success in any professional environment and can significantly impact career advancement. By focusing on both technical and soft skills, individuals can become more effective and versatile professionals.

- **Feedback Mechanisms**: Companies should establish robust feedback mechanisms to ensure that interns and employees receive regular feedback on their performance. This helps in identifying areas for improvement and supports professional growth. Feedback is crucial for learning and development, as it provides insights into strengths and weaknesses and guides personal and professional development strategies.

- **Mentorship Programs**: Implementing mentorship programs can provide students and young professionals with guidance and support as they navigate their careers. Mentors can offer valuable advice, share industry insights, and help mentees set realistic goals and develop strategies for achieving them.

- **Cross-Disciplinary Collaboration**: Encouraging collaboration between different departments and disciplines can foster innovation and creativity. By bringing together individuals with diverse skill sets and perspectives, organizations can develop more comprehensive and effective communication strategies that leverage the strengths of multiple disciplines.

- **Community Engagement**: Companies should engage in community outreach programs to promote digital literacy and support local development. This can involve sponsoring IT events, providing internships to students, or collaborating with other businesses to promote digital innovation in the region. Community engagement not only contributes to social responsibility but also helps build strong relationships with the local community.

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