



**A TECHNICAL REPORT ON
STUDENT INDUSTRIAL WORK EXPERIENCE SCHEME
(S.I.W.E.S)**

UNDERTAKEN AT:

**FREEDOM RADIO KANO
SHARADA ESTATE KANO STATE**

BY:

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DEDICATION

This report is dedicated foremost to God Almighty for his favor, mercy and grace upon my life especially during my 4 months SIWES program at **FREEDOM RADIO KANO**

I would also like to dedicate it to my parents and siblings for their love and support and everyone else that contributed towards making my SIWES training a fun and successful one.

ACKNOWLEDGEMENT

My appreciation goes to the Industrial Training Fund (ITF) for their foresight in putting this program in place and also to the Kwara State Polytechnic, for providing a platform on which I was engaged on the training. I appreciate the siwes Coordinator, Many thanks to my supervisor for taking time to supervise me during my training. I also express my profound gratitude to all members and staff of **FREEDOM RADIO KANO** who gave me training an exciting and blissful one. Also to my parents and siblings thank you all for your moral and financial support.

I am deeply indebted to God Almighty, the giver of all wisdom, knowledge and understanding without whom I would have achieved nothing at all.

Finally to my Industrial based supervisor **Mr.John** for his support and to my other friends and colleagues. Thank you all I am highly grateful.

CHAPTER ONE

INTRODUCTION

1.1 Background of SIWES

The Student Industrial Work Experience Scheme (SIWES) is a program initiated by the Industrial Training Fund (ITF) in 1973 to bridge the gap between theoretical knowledge acquired in classrooms and the practical demands of various industries. It provides students with hands-on experience in real-life work environments, helping them develop professional skills relevant to their field of study.

SIWES is an essential part of a student's academic curriculum, especially for students in Business Administration, Accounting, Marketing, Banking & Finance, and other management-related disciplines. The program allows students to gain insight into business operations, management principles, and corporate decision-making processes.

1.2 Objectives of SIWES

The primary objectives of the SIWES program are:

- To expose students to the practical application of classroom theories in a real business setting.
- To develop students' professional and technical competencies in business administration.
- To enhance students' ability to analyze, solve, and adapt to real-world business challenges.
- To prepare students for the job market by equipping them with relevant

skills and experience.

- To provide students with opportunities for networking and career development.
- To help students understand workplace ethics, teamwork, and corporate culture.

1.3 Organization of the Report

This report consists of five chapters, structured as follows:

Chapter One: Introduction, background of SIWES, and objectives.

Chapter Two: Description of the organization where the training was undertaken.

Chapter Three: Industrial training activities, tasks performed, and experiences gained.

Chapter Four: Challenges encountered, observations made, and recommendations.

Chapter Five: Conclusion and overall impact of SIWES on career development.

CHAPTER TWO

DESCRIPTION OF THE ORGANIZATION

2.1 Brief History of the Organization

Freedom Radio Kano, also known as Freedom Radio Muryar Jama'a (Voice of the People), began broadcasting in 2003. It was the first private radio station in northern Nigeria.

Licensing

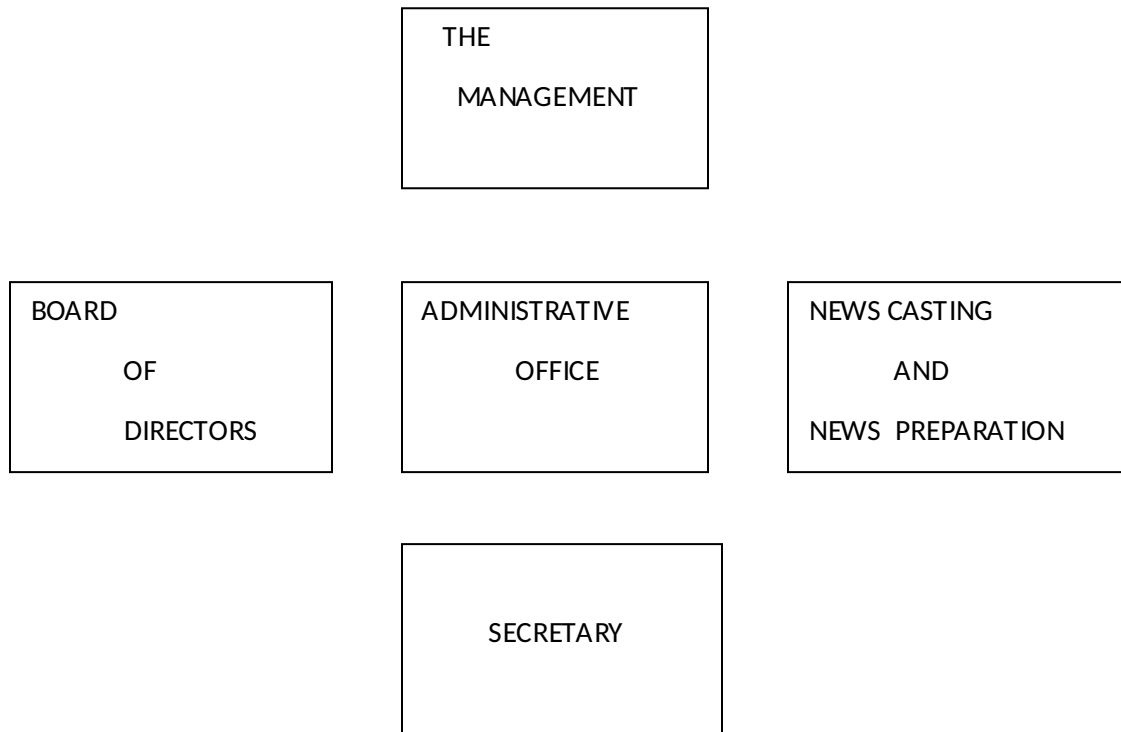
- In 2002, Film Laboratory and Production Services Limited licensed Freedom Radio Kano to operate as Savannah Radio Kano
- On December 1, 2003, the station began broadcasting as Freedom Radio FM
- In 2011, Freedom Radio was licensed to open stations in Kano, Sokoto, Kaduna, and Maiduguri

Expansion

- In 2007, Freedom Radio opened a second station in Jigawa State called Freedom Radio Dutse
 - In 2011, Dala FM 88.5 began broadcasting in Kano
 - In 2012, Freedom Radio Kaduna 92.9 began broadcasting
- #### Content
- Freedom Radio provides news, current affairs, and creative programming
 - It is known for its independent and investigative journalism
- #### Popularity
- Freedom Radio has become a household name and is one of the most popular radio groups in its coverage areas

Core Business Activities: Business consulting, financial management, human resource services, and marketing solutions.

Organizational Structure: The company is structured into departments including Administration, Finance, Human Resources, Marketing, and Customer Relations.



2.2 Mission and Vision of the Organization

Mission Statement: To provide top-tier business management solutions that help organizations grow and achieve their objectives.

Vision Statement: To be the leading business consulting firm in Africa, offering innovative and result-driven strategies.

2.3 Departments and Functions

The organization consists of several key departments, including:

1. Administration Department: Handles office management, clerical duties, and internal communications.

2. Finance and Accounts Department: Manages financial transactions, bookkeeping, and payroll processing.

3. Human Resources Department: Responsible for recruitment, staff training, and employee relations.

4. Marketing and Sales Department: Develops marketing strategies, manages customer relations, and oversees sales operations.

5. Operations and Logistics Department: Ensures smooth execution of business operations and supply chain management.

CHAPTER THREE

TRAINING ACTIVITIES AND EXPERIENCES

3.1 Job Roles and Responsibilities

During my SIWES training at Freedom Radio Kano, I was assigned to the Administration and Human Resources Department. My daily tasks included:

Administrative Tasks: Organizing files, managing schedules, and assisting in business correspondence.

Human Resources Support: Assisting in the recruitment process, organizing training sessions, and managing employee records.

Customer Relations: Responding to inquiries, handling complaints, and ensuring customer satisfaction.

Financial Documentation: Assisting in budget preparation, invoice processing, and data entry in accounting software.

Marketing Support: Conducting market research, preparing promotional materials, and helping with social media campaigns.

3.2 Tools and Techniques Used

During my training, I used several business tools and software, including:

Microsoft Office Suite (Word, Excel, PowerPoint): Used for documentation, data analysis, and presentations.

QuickBooks: Assisted in financial record-keeping and accounting.

CRM Software (Zoho, Salesforce): Used for managing customer interactions and sales.

Project Management Tools (Trello, Asana): Helped in organizing and tracking

tasks.

CHAPTER FOUR

CHALLENGES, OBSERVATIONS, AND RECOMMENDATIONS

4.1 Challenges Faced

During my SIWES program, I encountered several challenges, including:

Adapting to the Workplace: Initially, adjusting to the structured work environment was challenging.

Time Management: Handling multiple tasks and meeting deadlines required improved time management skills.

Technical Difficulties: Learning new software and business tools took some time.

Communication Barriers: Interacting with senior employees and understanding business terminologies was initially difficult.

4.2 Observations

Through my experience, I made the following observations:

Teamwork is Essential: Collaboration among departments plays a vital role in business success.

Business Ethics Matter: Professionalism, punctuality, and integrity are key values in the workplace.

Technology is Transforming Businesses: Digital tools and automation streamline business operations.

Customer Satisfaction is Key: A company's success depends on excellent customer service and client relations.

4.3 Recommendations

Based on my experience, I suggest the following improvements:

Extended Training Period: A longer SIWES duration would allow students to gain more in-depth knowledge.

Hands-on Learning: More practical training sessions should be introduced in universities.

Improved Student-Industry Collaboration: Institutions should partner with more organizations to provide better internship opportunities.

CHAPTER FIVE

CONCLUSION

5.1 Summary of Experience

My SIWES experience at Freedom Radio Kano was highly educational and enlightening. I gained practical knowledge in business administration, customer relations, finance, and marketing. The program helped me develop essential professional skills, such as communication, teamwork, problem-solving, and time management.

5.2 Contribution to Career Development

SIWES has given me a solid foundation for my career in business administration. It helped me understand real-world business operations, improve my professional competencies, and prepare for future job opportunities.

5.3 Conclusion

In conclusion, SIWES is an invaluable program that bridges the gap between theory and practice. It provides students with real-world exposure, preparing them for the demands of the corporate world. I am grateful for the opportunity to participate in the program and for the valuable experience I gained.