



A TECHNICAL REPORT

ON

STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME (SIWES)

HELD AT

RADIO KWARA

NO. 2, POLICE ROAD, GRA ILORIN, KWARA STATE

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DEDICATION

I dedicate this technical report to Almighty Allah, the giver of knowledge, wisdom and who is rich in mercy.

ACKNOWLEDGEMENT

I am using this opportunity to express my profound gratitude and deep regards to Almighty Allah, the creator of heaven and earth, the one who knows the beginning and the end, the alpha and the omega, also to my parents (MR & MRS YUNUS), and to all those who have contributed immensely to the successful completion of my SIWES programme. The blessings, help and guidance given by them, time to time has carry me this far. I also take this opportunity to express a deep sense of gratitude to compliment my mentor for his cordial support, valuable information and guidance which helped me in completing my SIWES through various stages. I am also deeply grateful to the organization for accepting me, and also my regard to the school board of trustees and the staff a very big thanks to all and sundry.

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CHAPTER ONE

1.1 INTRODUCTION TO SIWES

Students Industrial Work Experience Scheme (SIWES) is a Skills Training Program designed to prepare and expose Students of Universities, Polytechnics, Colleges of Technology, Colleges of Agriculture and Colleges of Education for the Industrial Work situation they are likely to meet after graduation. The Scheme affords Students the opportunity of familiarizing and exposing themselves handling equipment and machinery that are usually not available in their institutions.

1.2 HISTORY OF SIWES

The Students' Industrial Work Experience Scheme (SIWES) was initiated in 1973 by the Federal Government of Nigeria under the Industrial Training Fund (ITF) to bridge the gap between theory and practice among products of our tertiary Institutions. It was designed to provide practical training that will expose and prepare students of Universities, Polytechnics, and Colleges of Education for work situation they are likely to meet after graduation.

Before the establishment of the scheme, there was a growing concern among the industrialists that graduates of institutions of higher learning lacked adequate practical background studies preparatory for employment in industries. Thus the employers were of the opinion that the theoretical education going on in higher institutions was not responsive to the needs of the employers of labour.

As a result of the increasing number of students' enrolment in higher institutions of learning, the administration of this function of funding the scheme became enormous, hence ITF withdrew from the scheme in 1978 and was taken over by the Federal Government and handed to National Universities commission (NUC), National Board for Technical Education (NBTE) and National

Commission for Colleges of Education (NCCE). In 1984, the Federal Government reverted back to ITF which took over the scheme officially in 1985 with funding provided by the Federal Government.

1.3 OBJECTIVES OF THE PROGRAMME

The specific objectives of SIWES are to:

- Provide placements in industries for students of higher institutions of learning approved by relevant regulatory authorities (NUC, NBTE, NCCE) to acquire work experience and skills relevant to their course of study
- Prepare students for real work situation they will meet after graduation.
- Expose students to work methods and techniques in the handling of equipment and machinery that may not be available in schools.
- Make transition from school to the labour market smooth and enhance students' conduct for later job placement
- Provide students with the opportunity to apply their knowledge in real life work situation thereby bridging the gap between theory and practice
- Strengthen employer involvement in the entire educational process and prepare students for employment in industry
- Promote the desired technological knowhow required for the advancement of the nation.

CHAPTER TWO

KWARA STATE BROADCASTING CORPORATION (RADIO KWARA)

2.1 HISTORICAL BACKGROUND

Kwara State Broadcasting Corporation is the corporate name of the station and Radio Kwara Ilorin remains the station's identity. Radio Kwara Ilorin is one of the public owned broadcasting media in the country; it is located at No 2, Police Road, GRA, Ilorin, Kwara State.

The station broadcasts on the medium wave meter band, popularly known as Amplified Modulation (FM) meter band. Precisely, Radio Kwara is on six one-two kilohertz, four-nine-zero meters medium wave band. It used to be known to the public as Ninety-nine dot one Mid-land FM station. The broadcasting house and corporate head-quarters of the station is located at number two, Police Road, GRA Ilorin, while its Mid-land FM Station is within the premises of the Kwara State Television service along the old Jebba Road, Apata Yakuba Area Ilorin.

The broadcast signal on the A.M meter band of the station directly travels to more than 27 states of the federation. Also, the Radio Kwara Midland F.M station covers more than 23 states and remains the most heard broadcast station in the entire north central region of the country.

2.2 OBJECTIVES AND CORE VALUES OF THE ESTABLISHMENT

As a dynamic and influential medium, Radio Kwara plays a multifaceted role in shaping societal narratives and influencing public discourse. Rooted in a commitment to serve the community, Radio Kwara strives to achieve several key objectives. These objectives encapsulate the dedication to information dissemination, entertainment, cultural reflection, and fostering inclusivity.

The objectives and core values of the Radio Kwara are as follows:

- Informing the Public

- Entertaining the Public
- Educating the Public
- Cultural Preservation

The primary objective of Radio Kwara is to provide timely and accurate information to the public, serving as a reliable source of news and current affairs. Radio Kwara serve as a crucial conduit for disseminating information to the public, playing an integral role in keeping viewers abreast of current events, news, and relevant developments. According to Smith (2020), radio remains a potent medium for news dissemination, offering a dynamic platform that enhances the public's understanding of complex issues. The author emphasizes the role of radio as a source of reliable and up-to-date information, contributing significantly to the public's awareness and knowledge. Additional entertainment stands as a paramount objective for Radio Kwara, aiming to captivate audiences with a diverse array of engaging programs. As noted by Thompson (2018), the entertainment industry, including radio, plays a pivotal role in shaping cultural experiences and providing an outlet for relaxation and enjoyment. Radio stations strategically curate their content to cater to varied audience preferences.

Radio Kwara contribute to the educational landscape by broadcasting informative programs, documentaries, and content designed to enhance viewers' knowledge. According to Educational Media Review (2019), radio's audio nature facilitates effective learning experiences, making complex subjects more accessible. Educational programs on radio serve as supplementary tools that reinforce formal education and foster continuous learning among diverse audiences. Radio Kwara actively engage in the preservation and promotion of cultural heritage by showcasing programs that reflect the traditions, customs, and artistic expressions of the community. In the study conducted by Cultural Heritage Foundation (2021), Radio is acknowledged as a medium that

plays a vital role in cultural preservation, acting as a repository for diverse cultural narratives. By broadcasting culturally significant content, Radio stations contribute to the appreciation and understanding of the rich tapestry of human heritage.

2.3 FUNCTIONS OF THE ESTABLISHMENT

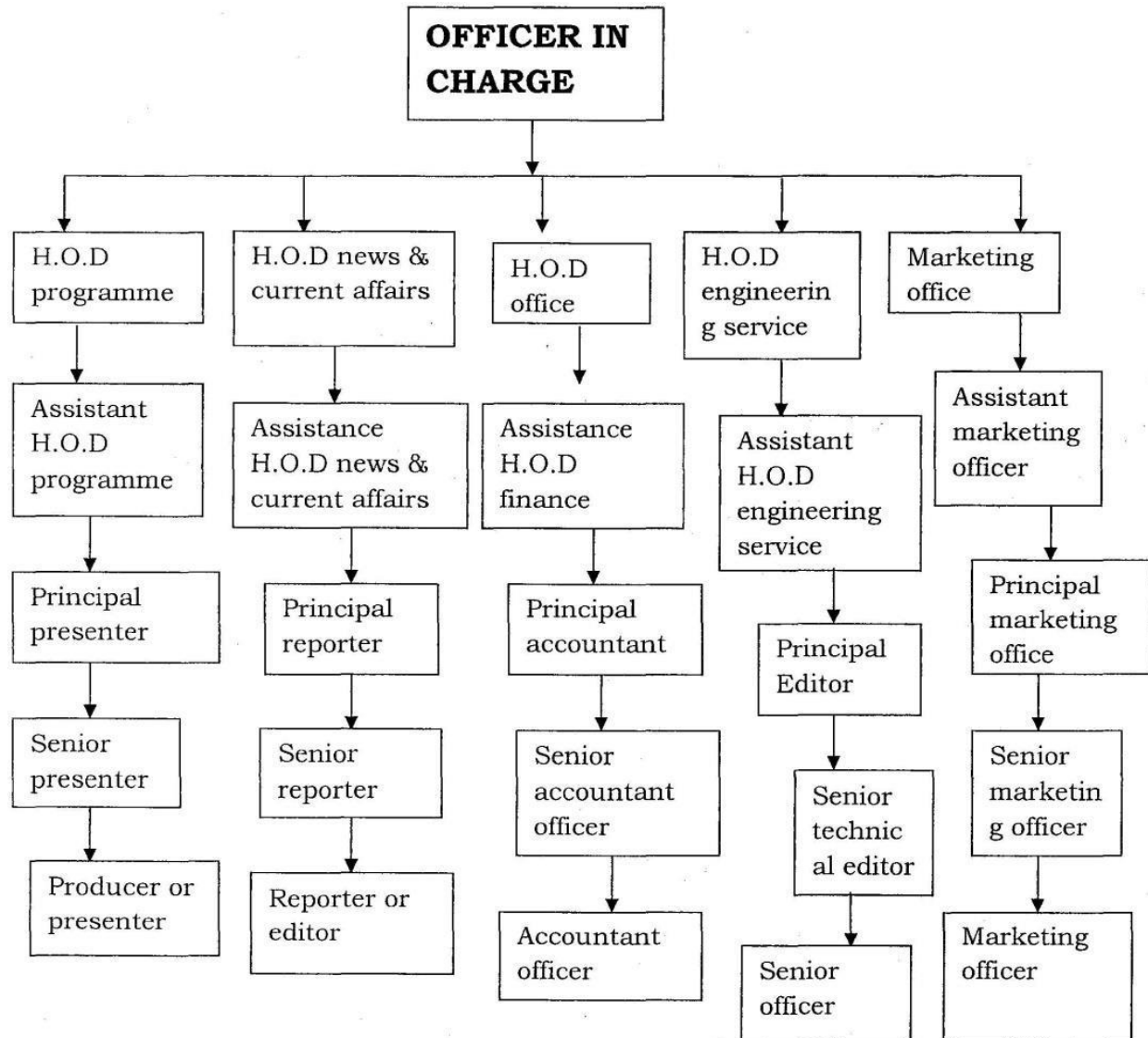
The following are functions of the establishment:

- 1. Information Dissemination:** One of the primary functions of Radio Kwara is to serve as a vital source for disseminating information to the public. Through news broadcasts, the station delivers timely and accurate coverage of local, national, and international events. Radio Kwara ensures that listeners stay informed about significant developments, fostering an informed citizenry. The news team at Radio Kwara employs journalistic principles to present unbiased and comprehensive reporting, contributing to the public's awareness and understanding of the world around them.
- 2. Cultural Representation:** Radio Kwara plays a crucial role in cultural representation by showcasing programs that celebrate the rich cultural heritage of the Kwara state community. Through documentaries, traditional events coverage, and indigenous programming, the station highlights the diversity of customs, traditions, and artistic expressions unique to the region. By doing so, Radio Kwara contributes to the preservation and promotion of the local culture, fostering a sense of pride and identity among its listeners.
- 3. Entertainment and Infotainment:** Radio Kwara serves as an entertainment hub, providing a diverse range of programs that cater to the entertainment needs of its audience. From locally Radio dramas, music, to engaging interview, the station ensures a well-rounded entertainment experience. Additionally, Radio Kwara incorporates elements of infotainment,

combining information with entertainment, in programs that educate and engage listeners simultaneously. This dual function enhances the overall listening experience, making the station a versatile source of content for its audience.

- 4. Education and Awareness:** Education is a fundamental function of Radio Kwara, achieved through the broadcast of programs that are informative, educational, and intellectually enriching. The station airs documentaries, informative talk programs, and educational series that contribute to the intellectual growth of its audience. Harmony FM's commitment to education extends beyond academic subjects to encompass public awareness campaigns, addressing social issues, health concerns, and community development initiatives. Through these programs, the station plays a pivotal role in raising awareness and promoting positive societal change.
- 5. Community Engagement and Social Responsibility:** Radio Kwara actively engages with the local community, acting as a platform for community voices and concerns. The station covers local events, highlights community initiatives, and provides a space for community members to express their opinions. Radio Kwara also undertakes social responsibility projects, collaborating with local organizations for community development and welfare programs. By fostering this sense of community engagement, the station becomes an integral part of the social fabric, reflecting and contributing to the aspirations and challenges of the local community it serves.

2.4 ORGANIZATION STRUCTURE OF THE ESTABLISHMENT



2.5 DEPARTMENT OF THE ORGANIZATION

At present the station has the staff strength of eighty six headed by the general manager and it has six departments namely:

1. Administrative Department
2. Finance Department
3. Marketing Department

4. Programme Department
5. News and Current Affair Department
6. Engineering Department

Each department is headed by H.O.D who is responsible to the officer in charge of the organization.

Aside contributing its quota in area of informing, educating and entertaining its viewers, the station has produced several award programme in area of drama documentary and children programme at the national level. The station in pursuit of its goal in its locality reads its news in local languages of English, and Yoruba since its installation, the station signal Audio and visual are being received very clearly in the state and some neighbouring state like Ilorin, Osun, Oyo, Ondo Ekiti State etc.

Locally, the station has received several awards in recognition of its excellent performance.

It is remarkable that the management and staff of the S.B.S Ilorin are united in their aim to ensure and sustain excellent service delivery.

CHAPTER THREE

ROLES AND RESPONSIBILITIES

During my SIWES at Radio Kwara, I was exposed to different aspects of the organization.

Below are the key areas where I was actively involved:

3.1 MARKETING DEPARTMENT

During my time at Radio Kwara, I had the opportunity to gain practical experience in the **Marketing Department**, where I was actively involved in various key functions designed to promote the station and engage with its audience. One of my primary responsibilities was assisting in the creation of promotional materials. This involved designing flyers, posters, and banners to advertise upcoming programs and events. Additionally, I contributed to writing content for radio advertisements, jingles, and social media posts aimed at attracting more listeners and clients. I worked closely with the design team to ensure that the visual elements and messaging aligned with the station's branding and communicated effectively to our target audience.

Another significant aspect of my role was supporting the team in conducting market research and analyzing audience data. I participated in gathering feedback from listeners through surveys and questionnaires to better understand their preferences and interests. This feedback was crucial in helping the marketing team refine its strategies and ensure that the programs being aired resonated with the audience. I also assisted in studying competitors' marketing approaches, which provided insight into how Radio Kwara could improve its offerings and stay competitive in the industry.

In addition, I was actively involved in managing the station's digital presence. As digital marketing becomes increasingly important, I helped the marketing department by managing the station's social media accounts, including Facebook, Instagram, and Twitter. I posted engaging content, responded to listener comments, and promoted station events. My role also extended to increasing listener engagement on digital platforms through organizing contests, polls, and giveaways. Monitoring social media metrics like likes, shares, and comments allowed the team to assess the effectiveness of our online campaigns and make adjustments as needed.

One of the key areas where I gained practical experience was in assisting with sponsorships and advertisement sales. I helped prepare proposals for potential advertisers by presenting the station's audience data and advertising packages. I also tracked advertisement contracts to ensure that they

were properly executed, making sure advertisers received the promised exposure. Building and maintaining relationships with clients was also a critical part of my role, and I participated in follow-up communications to ensure advertisers were satisfied with the station's services.

I was also involved in the planning and implementation of various marketing campaigns. This included conceptualizing ideas for special radio events, contests, and promotional programs that were aimed at increasing the station's audience base. I helped coordinate the logistics for these events, working with other departments to ensure smooth execution. Monitoring the performance of these campaigns allowed me to evaluate whether they achieved their goals, such as boosting listenership or increasing brand awareness.

I contributed to Radio Kwara's brand management by ensuring that all marketing materials remained consistent with the station's values and image. Whether through radio advertisements or social media content, I worked to maintain the station's brand identity across all platforms. I was also involved in organizing brand-related events that helped to promote the station's image and values within the local community.

Through my time in the Marketing Department at Radio Kwara, I gained valuable skills in creativity, market analysis, and digital marketing. I learned how to think outside the box when creating promotional content and how to tailor marketing strategies to better engage the audience. The experience also helped me develop strong communication skills as I worked with both internal teams and external clients. Overall, my time in the Marketing Department was an enriching experience that gave me a deeper understanding of the practical side of business administration, particularly in the context of a media organization.

3.2 HUMAN RESOURCE DEPARTMENT

During my SIWES at Radio Kwara, I was also exposed to the **Human Resource (HR) Department**, where I was able to gain hands-on experience in various HR functions. One of my primary responsibilities was assisting with **employee recruitment and onboarding** processes. I helped review resumes, assisted in shortlisting candidates, and sometimes sat in on initial interview sessions. I learned about the importance of selecting the right candidates who fit the company culture and the role requirements. Additionally, I helped prepare and organize the necessary

documentation for new employees, such as employment contracts and induction materials, ensuring a smooth transition for newcomers into the organization.

I was also involved in **employee training and development** activities. I assisted in organizing training sessions for staff members, ensuring that training schedules were well-coordinated and that all employees had the resources needed for the sessions. This role allowed me to understand the importance of continuous learning and development within an organization, particularly for improving employee skills and enhancing overall performance. I also contributed by tracking attendance during training and updating the training records for various staff members.

Another important aspect of my role in HR was **employee record management**. I assisted in maintaining and updating personnel files, ensuring that all records were kept up to date and complied with the organization's policies. I learned how important it is to keep accurate and confidential employee records, as this is critical for payroll processing, performance reviews, and legal compliance.

I was also exposed to **employee welfare management**, where I helped track employee leave requests, sickness records, and other benefits. I assisted in maintaining accurate records for leave balances and helped coordinate the approval process for vacation days or sick leave. This allowed me to understand the critical role HR plays in ensuring that employees' needs are met, while also balancing the operational requirements of the organization.

I also supported the **HR department in performance management**. I observed how the department handles performance appraisals and employee feedback sessions. I helped gather performance data and organize feedback meetings, which are essential for recognizing achievements, identifying areas for improvement, and setting future performance goals.

Through my time in the Human Resource Department, I gained a deeper understanding of how critical HR functions are to the success of an organization. I developed organizational, interpersonal, and communication skills, and learned the importance of confidentiality and fairness in managing employee-related matters. The experience also taught me how HR contributes not only to recruitment but also to the long-term development and satisfaction of employees within an organization. This exposure has given me a solid foundation in human resource management, which I can apply in my future career.

3.3 OPERATION DEPARTMENT

During my SIWES at Radio Kwara, I had the opportunity to work in the **Operations Department**, which provided me with valuable insights into the day-to-day functioning of a media organization. One of my primary responsibilities in the Operations Department was assisting in **scheduling radio programs**. I learned how the station organizes its programming schedule to ensure that all shows and segments are aired at the appropriate times. This involved coordinating with presenters, producers, and other staff members to confirm the availability of resources and ensure smooth transitions between programs. I also helped ensure that any changes in the schedule were communicated promptly to the relevant team members, keeping operations running efficiently.

In addition to program scheduling, I was involved in **resource management** within the department. This included monitoring the availability of studio equipment and ensuring that all necessary resources, such as microphones, computers, and broadcasting equipment, were in working order before shows began. I also assisted in coordinating with the technical team to address any technical issues or malfunctions that might arise, ensuring minimal disruption to the station's operations. This hands-on experience helped me understand the importance of

maintaining operational efficiency and the need for quick problem-solving when unexpected issues arise.

Another responsibility was assisting with **event coordination** for special programs or live broadcasts. This involved liaising with different departments, such as marketing and human resources, to ensure that all logistics were in place for events. I helped organize the details for these events, including booking studio time, preparing materials, and ensuring the appropriate staffing levels for smooth execution. These events were often time-sensitive and required precise coordination to ensure everything went as planned, which gave me a clear understanding of the complexities of managing live media events.

I also had the opportunity to observe and participate in the **management of external communications**. The Operations Department often worked with external stakeholders, including sponsors, advertisers, and event organizers. I assisted in coordinating these interactions, helping the department manage communication with these external parties. I gained insight into how Radio Kwara balances internal operations with external relationships to deliver high-quality programming and maintain business partnerships.

Additionally, I learned about the station's **daily operational routines**, which involved ensuring that all operational tasks were completed on time and without error. This included monitoring the performance of on-air programs, ensuring that advertisements were aired as scheduled, and troubleshooting any issues that might occur during live broadcasts. I assisted the team in keeping track of these daily routines to help minimize delays and ensure that the station's operations remained smooth and uninterrupted.

Through my time in the Operations Department, I developed a deeper understanding of the **logistics and coordination** required to keep a media organization functioning efficiently. I gained

skills in **time management**, **resource allocation**, and **problem-solving**, all of which are essential for managing day-to-day operations in any business setting. Additionally, I learned the importance of teamwork and communication within a fast-paced environment, as the smooth operation of Radio Kwara's programming depended on effective collaboration among different departments.

3.4 CUSTOMER SERVICE DEPARTMENT

During my SIWES at Radio Kwara, I had the opportunity to work in the **Customer Service Department**, where I gained valuable experience in interacting with the station's listeners and clients, handling inquiries, and ensuring customer satisfaction. One of my primary responsibilities was responding to **listener inquiries and complaints**. I was responsible for answering calls, emails, and social media messages from listeners who had questions about the station's programs or wanted to provide feedback. I learned how important it is to listen actively, address concerns professionally, and offer solutions in a timely manner. My interactions with listeners helped me understand how media organizations can build trust and loyalty by providing excellent customer service.

Another significant aspect of my role was assisting in the **management of advertising clients**. Radio Kwara relies on advertising revenue to fund its operations, and the Customer Service Department plays a key role in ensuring advertisers are satisfied with their experience. I assisted in coordinating communication between advertisers and the station, making sure that their campaigns were being executed as agreed. I helped address any concerns they had regarding ad placement, air time, and program content, ensuring that their expectations were met. This responsibility gave me insight into how crucial customer satisfaction is in maintaining long-term business relationships.

Additionally, I was involved in maintaining the station's **feedback systems**. This included gathering and organizing feedback from listeners and clients, which could be used to improve services and programs. I helped monitor and track listener preferences, which provided valuable data to the marketing and programming departments. This feedback was essential for improving the station's content and tailoring it to the audience's interests, ultimately enhancing listener satisfaction and engagement.

I also assisted in organizing **listener engagement activities** such as contests, giveaways, and promotional events. These activities were designed to keep the audience engaged and encourage more interaction with the station. I supported the logistics and communication for these events, ensuring that listeners had a seamless experience participating in them. I learned how important it is to keep the audience engaged, as it not only boosts listenership but also helps build a community around the station.

Furthermore, I gained experience in **record-keeping and data entry**. I helped maintain accurate records of customer interactions, feedback, and advertising transactions, ensuring that information was up-to-date and easily accessible for follow-ups or reporting purposes. This responsibility allowed me to understand the importance of organization and data management in customer service.

Through my work in the Customer Service Department, I developed a strong understanding of the importance of **effective communication** in a service-oriented role. I honed my skills in **conflict resolution, active listening, and problem-solving**, all of which are essential when dealing with a wide range of customer inquiries and concerns. I also learned about the significant role customer service plays in the **overall reputation** of a company and how positive interactions with customers can directly impact business success. My time in this department deepened my appreciation for the value of customer satisfaction and its impact on brand loyalty.

CHAPTER FOUR

LEARNING EXPERIENCED AND SKILLS ACQUIRED

The practical exposure at Radio Kwara allowed me to develop essential business administration skills and gain a deeper understanding of the operational and managerial processes within a media organization.

4.1 LEARNING EXPERIENCE

During my SIWES at Radio Kwara, I gained invaluable practical experience that allowed me to bridge the gap between the theoretical knowledge I acquired in my Business Administration studies and the real-world challenges of working in a media organization. One of the most important lessons I learned was the **importance of teamwork** in achieving organizational goals. Throughout my time at the station, I collaborated with various departments, including Marketing, Human Resources, Operations, and Customer Service. This collaboration taught me how essential it is for departments to work in harmony to ensure smooth operations. I learned how each department plays a critical role in the overall functioning of the organization, and how communication and coordination between teams are vital to the success of daily operations.

I also gained a deeper understanding of **organizational processes** and how businesses manage their day-to-day activities. For example, I learned about **program scheduling, resource management, and event coordination** in the Operations Department. These experiences taught me the importance of maintaining an efficient workflow and how planning ahead is crucial in a fast-paced environment. In particular, I learned how operations must be adaptable to unexpected changes, such as technical issues or last-minute program modifications, and how critical it is to resolve such challenges swiftly to avoid disruptions.

One of the most significant skills I developed during my time in the **Marketing Department** was **market research and analysis**. I learned how to gather audience feedback, analyze listener preferences, and use this data to improve marketing strategies. This experience helped me realize the importance of understanding your target market and tailoring your offerings to meet their needs. Additionally, I was involved in the creation of promotional materials and digital marketing efforts, which taught me how to create compelling content that resonates with a specific audience. I also gained firsthand knowledge of how to maintain a company's digital presence, manage social media platforms, and track campaign performance.

In the **Human Resource Department**, I learned the intricacies of **employee recruitment, onboarding, and training**. By assisting in the recruitment process, reviewing resumes, and helping to organize training sessions, I developed a deeper understanding of the role HR plays in supporting and developing an organization's workforce. I also gained insights into **employee welfare management**, including leave management and record-keeping, which further emphasized the importance of maintaining accurate records and ensuring compliance with company policies.

My time in the **Customer Service Department** provided me with critical interpersonal and communication skills. I learned how to interact professionally with both clients and listeners, handling inquiries and resolving issues efficiently. I also gained a deeper appreciation for how essential customer service is to an organization's reputation and success. I saw firsthand how maintaining positive relationships with listeners and advertisers can lead to increased loyalty and brand advocacy. Additionally, my experience with managing customer feedback helped me understand how feedback can drive continuous improvement in service delivery.

One of the overarching lessons I learned during my SIWES was the importance of **adaptability**. The media industry, like many other industries, is constantly evolving, and the ability to quickly adapt to new technologies, strategies, and challenges is crucial. Whether it was working with new software, dealing with live broadcast challenges, or adjusting marketing strategies in response to feedback, I learned that flexibility and quick thinking are essential in any professional environment.

Finally, my SIWES experience at Radio Kwara taught me the value of **professionalism** and **time management**. I was entrusted with several tasks that required attention to detail, adherence to deadlines, and effective communication. These experiences enhanced my organizational skills and made me more aware of how important it is to manage time effectively and meet expectations in a professional setting.

My learning experience at Radio Kwara was both enriching and transformative. I developed technical, organizational, and interpersonal skills that will be invaluable as I continue my studies and eventually transition into the workforce. The hands-on experience I gained not only deepened my understanding of business administration but also gave me a better appreciation for the complexities and dynamics of working in a media organization.

4.2 SKILLS ACQUIRED

During my SIWES at Radio Kwara, I had the opportunity to develop a wide range of skills that have significantly enhanced my professional growth. One of the most important skills I acquired was **effective communication**. Throughout my time in various departments, I interacted with colleagues, clients, listeners, and external stakeholders. Whether it was answering calls, drafting emails, or participating in meetings, I learned how to communicate clearly, professionally, and

concisely. In the Customer Service Department, I particularly honed my ability to handle customer inquiries and resolve complaints, which reinforced the importance of clear communication in maintaining positive relationships.

Another skill I developed was **time management**. Working in a fast-paced environment with multiple tasks and deadlines taught me how to prioritize effectively and manage my time efficiently. Whether it was coordinating schedules in the Operations Department or meeting deadlines for promotional materials in the Marketing Department, I learned how to organize my workload and ensure that tasks were completed on time without compromising quality. This ability to manage time effectively will be crucial in any future role I undertake.

In the Marketing Department, I gained a deep understanding of **market research and data analysis**. I was involved in gathering and analyzing feedback from listeners and clients, which taught me how to use data to make informed decisions and improve marketing strategies. This experience enhanced my ability to assess audience preferences, track campaign performance, and understand market trends, which are critical skills in today's business environment.

I also acquired **digital marketing skills** through my involvement in managing social media platforms and creating digital content. I learned how to craft engaging posts for social media, increase online audience engagement, and track the effectiveness of digital campaigns. Additionally, my experience in creating promotional materials, including flyers and posters, helped me develop a sense of design and creativity in marketing communications.

Through my involvement in the Human Resources Department, I developed skills in **employee recruitment and training**. I assisted in reviewing resumes, conducting preliminary interviews, and organizing training sessions for new employees. This experience gave me a deeper understanding of the recruitment process and the importance of selecting the right candidates for

the job. I also gained insight into the **administrative side of HR**, including record-keeping and maintaining employee files, which reinforced the importance of organization and attention to detail in HR functions.

In the Operations Department, I acquired **problem-solving skills**. Whether it was addressing technical issues or managing unexpected scheduling conflicts, I learned how to think quickly and come up with solutions to ensure that operations ran smoothly. This experience sharpened my ability to remain calm under pressure and find effective solutions to challenges that arose.

I also gained a significant understanding of **teamwork and collaboration**. Whether it was working with various departments to organize events or collaborating on marketing campaigns, I learned the importance of cooperation, trust, and mutual respect in achieving common goals. I realized that teamwork is essential for accomplishing tasks efficiently and fostering a positive work environment.

My SIWES experience at Radio Kwara equipped me with a broad set of professional skills, ranging from technical and organizational skills to communication and problem-solving abilities. These skills have not only strengthened my business administration knowledge but have also prepared me for success in my future career.

CHAPTER FIVE

CHALLENGES ENCOUNTERED, CONCLUSION AND RECOMMENDATION

5.1 CHALLENGES ENCOUNTERED

During my SIWES at Radio Kwara, I encountered several challenges that tested my problem-solving abilities and helped me grow both personally and professionally. One of the biggest challenges I faced was **adapting to the fast-paced work environment**. Working at a media organization meant that tasks had to be completed quickly and often under tight deadlines.

Whether it was helping prepare promotional content in the Marketing Department or coordinating events in the Operations Department, I had to learn to manage my time effectively and work efficiently under pressure. Initially, I found it difficult to balance multiple tasks at once, but with time, I developed stronger organizational skills and learned how to prioritize my responsibilities.

Another challenge I faced was **navigating the use of new software and tools**. In the Marketing and Operations Departments, I was introduced to various tools for scheduling programs, managing social media, and creating digital content. I had little prior experience with some of these tools, and it took time to become comfortable with them. At times, I faced difficulties in understanding the full functionality of the software, which affected my efficiency. However, I overcame this challenge by seeking help from colleagues, taking the time to practice using the tools, and engaging in continuous learning to improve my proficiency.

Additionally, **dealing with technical difficulties** during live broadcasts in the Operations Department was another challenge I encountered. Broadcasting requires seamless coordination between various teams and equipment. Sometimes, technical issues arose unexpectedly, which disrupted programming and put pressure on the team to resolve problems quickly. As I had no

prior experience in troubleshooting technical equipment, this situation was stressful. However, I learned how important it is to remain calm in such situations and how to rely on teamwork and effective communication to quickly address issues and minimize disruption.

In the **Customer Service Department**, I faced the challenge of handling **difficult customer interactions**. While most of the listener and client interactions were positive, there were occasions when customers were dissatisfied or upset, particularly when there were issues related to ad placement or program scheduling. At first, I found it challenging to manage these situations professionally and diplomatically. However, I learned how to stay patient, listen actively, and empathize with the customer's concerns. Over time, I became more confident in resolving complaints and turning negative experiences into positive outcomes.

Lastly, **balancing multiple responsibilities across different departments** posed a challenge. Since I had exposure to several departments—Marketing, HR, Operations, and Customer Service—I often found myself juggling various tasks. Each department had its own set of priorities, and it was sometimes difficult to manage conflicting deadlines. However, this challenge helped me develop better time management skills, as I learned how to coordinate with different teams, set realistic expectations, and delegate tasks when necessary.

Despite these challenges, my time at Radio Kwara was incredibly rewarding. Each challenge I faced provided an opportunity to learn and grow, helping me develop key skills like problem-solving, communication, time management, and adaptability. These experiences have equipped me with the tools I need to face future challenges in my career with confidence.

5.2 CONCLUSIONS

my SIWES experience at Radio Kwara, Ilorin, was an invaluable learning opportunity that provided me with hands-on experience and practical knowledge in various aspects of business administration. Throughout my time at the station, I gained exposure to multiple departments, including Marketing, Human Resources, Operations, and Customer Service, each of which contributed significantly to my professional development. I developed essential skills such as effective communication, time management, problem-solving, and teamwork, which are critical for success in any business environment.

The challenges I encountered, including adapting to a fast-paced environment, learning new software, handling technical difficulties, and managing customer interactions, helped me grow both personally and professionally. These experiences enhanced my ability to think critically, remain adaptable, and stay focused under pressure. Additionally, the exposure to real-world business practices has deepened my understanding of the complexities involved in running an organization, especially in a media setting.

My SIWES at Radio Kwara has been a rewarding experience that has prepared me for the challenges of the business world. The skills and knowledge I have gained will serve as a strong foundation for my future career in business administration. I am grateful for the opportunity to work with a talented and supportive team, and I am confident that the lessons learned during this internship will play a pivotal role in my professional growth moving forward.

5.3 RECOMMENDATIONS

1. **Enhanced Training for Interns:** Although my time at Radio Kwara was insightful, I believe that providing more structured training at the beginning of the SIWES program would help future interns adapt more quickly to the station's environment. A detailed orientation session that covers the use of internal tools, software, and the general workflow of each department would make interns feel more confident and reduce the time spent on learning processes.
2. **Mentorship Program:** A mentorship program would be beneficial for future interns. Pairing interns with a more experienced staff member could provide personalized guidance and support. This would help interns better understand departmental operations and provide them with the opportunity to ask questions, receive feedback, and gain deeper insights into their roles within the organization.
3. **Increased Exposure to Cross-Departmental Projects:** While I had the opportunity to work in multiple departments, I recommend a more structured approach that ensures interns have the chance to engage in cross-departmental projects. This would allow them to see how different departments collaborate and the interdependence of their roles in achieving organizational goals. Such exposure could foster a more holistic understanding of the business operations of a media organization.
4. **Focus on Hands-On Technical Experience:** During my time in the Operations Department, I noticed the importance of technical skills in the smooth running of broadcasts and events. Offering interns the chance to gain hands-on experience with technical equipment, such as broadcast systems and audio software, would be incredibly valuable. A practical understanding of technical operations will not only benefit interns in the media industry but also prepare them for roles in other sectors that require technical proficiency.

5. **Improve Intern Feedback Channels:** It would be helpful for future interns to have a more formalized feedback mechanism throughout the duration of the program. Regular feedback sessions would allow interns to address any challenges they face, discuss their progress, and receive constructive feedback. Additionally, this can help improve the overall quality of the SIWES program by providing the station with insights into the intern experience.
6. **Increase Job Shadowing Opportunities:** I recommend that the station increase job-shadowing opportunities, where interns can observe senior staff members in their roles. This will provide interns with a deeper understanding of the specific responsibilities and decision-making processes of various positions. Job shadowing also allows interns to ask questions, get advice, and gain practical insights into the day-to-day responsibilities of professionals in their field.
7. **Promote More Interactive Engagement with Listeners:** Based on my experience in the Customer Service and Marketing Departments, I recommend that Radio Kwara explore more interactive ways of engaging listeners, especially through social media and live events. Encouraging listener participation through contests, polls, and Q&A sessions could further strengthen the station's relationship with its audience and increase engagement.
8. **Development of Interns' Soft Skills:** While technical and departmental knowledge is important, soft skills such as leadership, emotional intelligence, and conflict resolution are essential for personal and professional growth. I recommend that Radio Kwara incorporate workshops or seminars that focus on developing these critical skills, which will better equip interns for their future careers.

These recommendations are designed to help improve the SIWES program and provide valuable insights for future interns.