

**E-BOOK ON COMPETENCY BASED TALENT MANAGEMENT(CBTM)**



**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

## BORANG PENGESAHAN STATUS LAPORAN

JUDUL: [E-BOOK ON COMPETENCY BASED TALENT MANAGEMENT (CBTM) ]

SESI PENGAJIAN: [2020/2021]

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E-BOOK ON COMPETENCY BASED TALENT MANAGEMENT (CBTM)

NUR ATHIRAH IZZATI BINTI SHAFIE



This report is submitted in partial fulfillment of the requirements for the  
Bachelor of [Computer Science (Interactive Media)] with Honours.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2020/2021

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I hereby declare that I have read this project report and found  
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## DEDICATION

To my dear parents and family, who have always given me encouragement and support throughout my education at this university. Also, to my supervisor Professor Ts. Dr Faaizah Binti Shahbodin who has always been my guide in making this project. Not forgetting also to all my friends who have guided, inspired and helped me complete my project.



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Lastly, I appreciate to all my fellow friends who helped me in solving problems and who always reminded me about some of my schedule for the preparation.

## ABSTRACT

This project is developed for Projek Sarjana Muda (PSM). Kotobee Author is a comprehensive eBook creator and EPUB editor, suitable for education, training, and publishing. E-book is an electronic book that looks like a textbook, but it is in digital way, which more sophisticated and efficient to use. For this project, the reason for making this eBook, is due to increase the understanding of employees in an organization related to Competency Based Talent Management. In addition, the project is to provide an alternative platform for employees that can help or enhance their knowledge sessions as well as provide new experiences in reading in this era. The methodology used for this project is a multimedia project development process which consists of three phases namely pre-production, production, and post-production. This research provides a perception of what an eBook is and the benefits, disadvantages, techniques, and structure of using it as a book that has a scholarly element.

## ABSTRAK

Projek ini dibangunkan untuk Projek Sarjana Muda (PSM). Kotobee Author adalah pencipta eBook yang komprehensif dan editor EPUB, sesuai untuk pendidikan, latihan, dan penerbitan. E-book adalah buku elektronik yang kelihatan seperti buku teks, tetapi dalam bentuk digital, yang lebih canggih dan cekap digunakan. Untuk projek ini, alasan untuk membuat eBook ini, adalah kerana meningkatkan pemahaman pekerja dalam organisasi yang berkaitan dengan Pengurusan Bakat Berasaskan Kompetensi. Di samping itu, projek ini adalah untuk menyediakan platform alternatif untuk pekerja yang dapat membantu atau meningkatkan sesi pengetahuan mereka serta memberikan pengalaman baru dalam membaca di era ini. Metodologi yang digunakan untuk projek ini adalah proses pembangunan projek multimedia yang terdiri daripada tiga fasa iaitu pra-pengeluaran, pengeluaran dan pasca-pengeluaran. Penyelidikan ini memberikan persepsi tentang apa itu eBook dan faedah, kekurangan, teknik, dan struktur menggunakannya sebagai buku yang mempunyai unsur ilmiah.

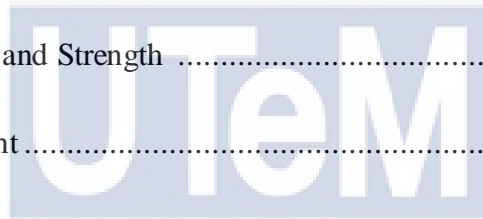
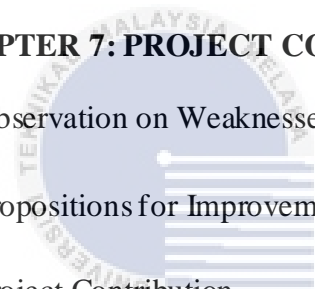


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**LIST OF ABBREVIATIONS**

<b>UTeM</b>	-	<b>Universiti Teknikal Malaysia Melaka</b>
<b>FYP</b>	-	<b>Final Year Project</b>
<b>eBook</b>	-	<b>Electronic Book</b>
<b>CBTM</b>	-	<b>Competency Based Talent Management</b>





## Chapter 1: INTRODUCTION

### 1.1 Introduction

Competency Based Talent Management (CBTM) is managing talent that defines the competencies required for organisational success and provides a framework for ensuring employees (people) are hired, developed and promoted and generally managed according to these competencies.

This project is an eBook project that based on Competency Based Talent Management (CBTM). This eBook contains interactive elements such as videos, audio, images gallery, 3D objects and games. This eBook is intended specifically for people who is an organization. This eBook is made to replace a book to attract people to read the book.

### 1.2 Problem Statements

- **Difficulty of people in understanding the text in the book:**
  - People use all three methods, namely visual, auditory and kinesthetic to receive and learn new information and experiences. So, the printed book has only visuals where some people who are dominant with auditory and kinesthetic methods do not understand the content of the book.
- **Boring reading a book:**
  - Printed books are usually black and white that have static text and pictures only. There is no multimedia element to interest reader to read it.
- **Printed books do not follow current circulation technology :**
  - The use of printed books does not follow the trend of the use of current technology.

### 1.3 Objectives

This project embarks on the following objectives:

1. To explore the features of Kotobee Author that can be used to develop an interactive eBook
2. To develop an interactive eBook on Competency Based Talent Management (CBTM)
3. To measure user satisfaction of using an interactive eBook on Competency Based Talent Management (CBTM)

### 1.4 Scope

- **Target User:**

- The main target user is employee who are in an organization, but can also be read by other users. The eBook can be downloaded to all devices to make it easier for users to read the eBook whenever and wherever they want.

- **Specific Functionality:**

No.	Module	Description
1.	Text	Text is indeed needed in the making of books including digital books.
2.	Video	Allow people to watch the videos provided in the eBook. This video was self -produced by developer.
3.	Graphics Images	Allows people to view the image, touch it to get more information.
4.	Audio	Allows the user to play the audio contained in the eBook
5.	2D Animation	To make it easier for readers to better understand the contents of the eBook and as entertainment so that readers do not feel bored.
6.	Quiz	Allows the reader to answer the quiz provided so that the reader can see the level of understanding of the reader through the quiz.

7.	3D Model	In addition to inserting 2D images, users can view the examples provided in the 3D model.
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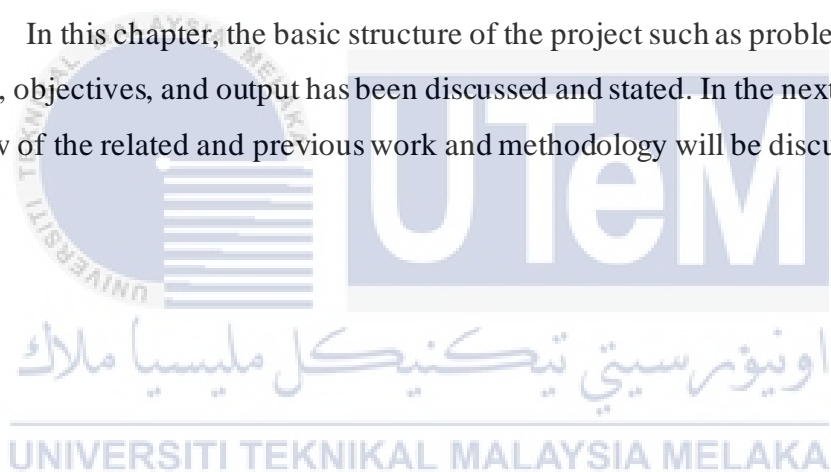
**Table 1.1 Specific Functionality**

### 1.5 Project Significant

This project gives importance to the targeted users using the eBook app for find out about Competency Based Talent Management (CBTM). Suitable for employees in an organization, they can learn about good management competencies. This eBook can also attract readers to gain knowledge from this eBook because there are multimedia elements that can attract readers to read it.

### 1.6 Conclusion

In this chapter, the basic structure of the project such as problem statement, scope, objectives, and output has been discussed and stated. In the next chapter, the review of the related and previous work and methodology will be discussed.



## **CHAPTER 2: LITERATURE REVIEW AND PROJECT METHODOLOGY**

### **2.1 Introduction**

This chapter will discuss about the findings and research of the related topic about the approach of learning tools with multiple approach such as image, video, animation etc. Besides, this chapter also cover the project methodology to show the process and direction of the development and the requirements such as software and hardware in order to develop the application.

#### **2.1.1 Literature Review**

Excerpted from the “Capterra.com” website, Kotobee Author is a comprehensive eBook creator and EPUB editor, ideal for education, training, and publishing. Kotobee Authors is the winner of the 2016 Academic Choice Smart Media Award. You can easily create interactive eBooks rich in video, audio, 3D, book widgets, questions, and more. Customize the look and feel of your eBook app and emulate the results on different platforms and devices. Export your eBook to 10+ different formats, such as web applications, mobile applications, and electronic libraries. Kotobee Author got 4.6 /5.0 stars, which most users gave positive reviews about the use of this application. Unlike the Turning eBook, Turning contains a powerful set of audience engagement tools to increase participation and retention. Create exciting online courses and quizzes in minutes and enhance your presentation with interactive whiteboards and customizable remote response devices. Most people give 4.1/5.0 stars for this software (Capterra.com).

Based on price, Kotobee Author is much more expensive for premium than Turning. The price of Kotobee Author can reach 150 \$ compared to Turning which costs 1 \$. Through user reviews, they find it easier to use Kotobee Author than Turning. Features are also more numerous in Kotobee Author than Turning. Both can be used in Windows and Mac. Finally, many suggest the use of Kotobee Author over Turning. (Capterra.com)

## 2.2 Domain

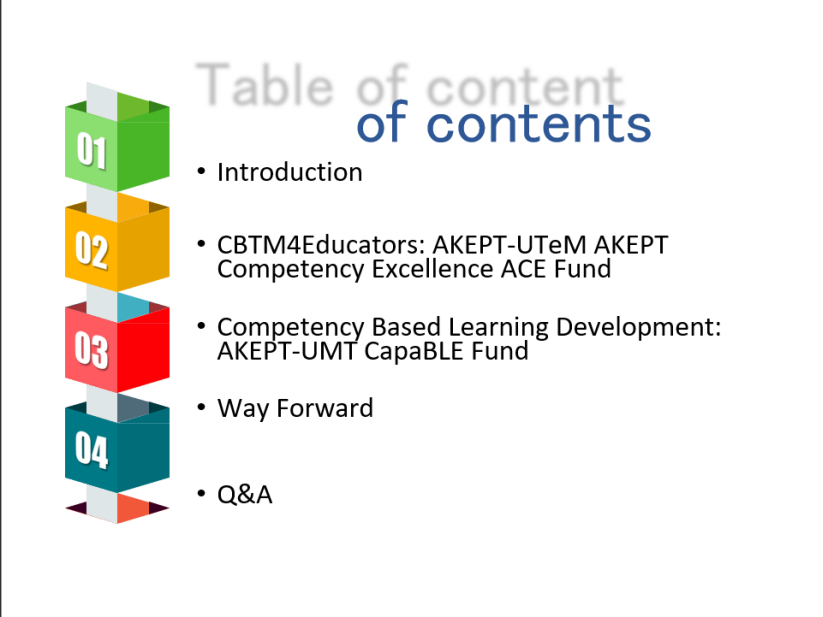
Based on the Cambridge dictionary, education is the process of teaching or learning, especially in school or college, or the knowledge you gain from the environment. Education also thinks about teaching strategies and speculation. This is a way to provide general information, improvement and understanding about something. Education is not only for students, but for everyone including employees to acquire any knowledge.

Nowadays, many technologies are increasingly advanced to convey knowledge other than textbooks. Among them are electronic books or better known as e-Books. Agree with Britannica.com, the E-book, in a full electronic book, is a digital file containing a body of text and images suitable for electronic distribution and display on screen in a manner like a printed book. E-books can be created by converting a printer's source file into a format optimized for easy download and on-screen reading or can be retrieved from a database or a group of text files that were not created just for printing.

This project focuses on the knowledge conveyed through electronic books written through the Kotobee Author application. The main reason for using this e-Book is because it has many multimedia elements that can grab the reader's attention and a lot of knowledge that the reader can get about talent competency management.

## 2.3 Existing System

- i) CBTM notes in power point form



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of contents**

01	• Introduction
02	• CBTM4Educators: AKEPT-UTeM AKEPT Competency Excellence ACE Fund
03	• Competency Based Learning Development: AKEPT-UMT CapaBLE Fund
04	• Way Forward
	• Q&A

**Figure 2.1 CBTM notes in power point form** (Source: Note from Prof Ts. Dr Faaizah)

CBTM notes in the form of power point has a complete note guide to be used as a reference for making eBooks. There are many educators listed in this note which include lecturers from various local universities including UTEM.

But this note has only pictures and writing. Interactive multimedia elements are not implemented. The arrangement of the notes is also cluttered, difficult to understand. In addition, this note is only held by educators who do research related to this CBTM topic only. So, it is difficult to get information related to this topic in Malaysia.

- ii) Textbook Competency Based Talent And Performance Management