



# Persuade Career

Academic and Employability Skills  
(BMSW4001\_LON)

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# Overview:



- ❖ What is a Career
- ❖ Skills
- ❖ Qualifications needed
- ❖ SWOT Analyses

# What is a career?



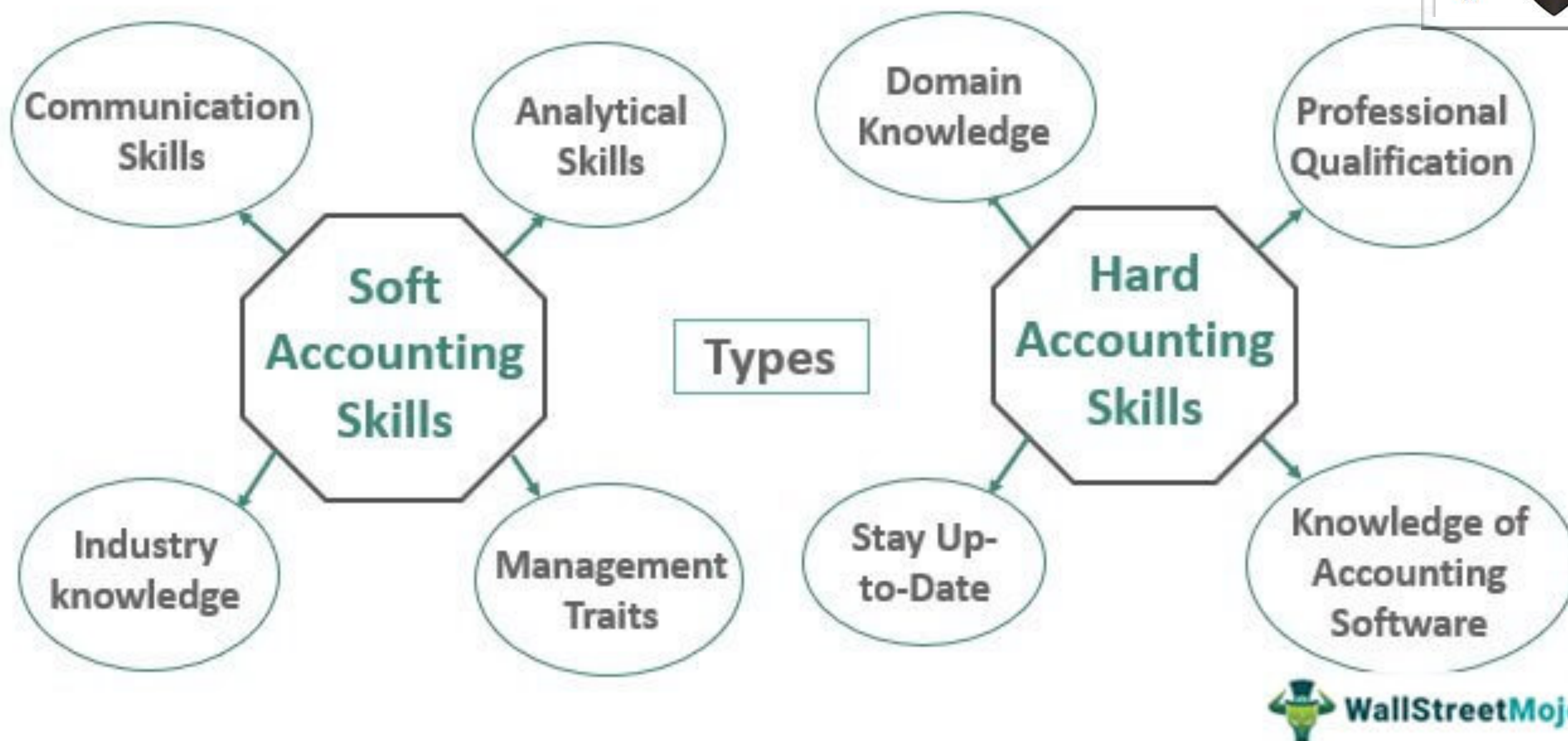
- ❖ Occupation
- ❖ Position
- ❖ Day Job



<https://www.flickr.com/photos/gotcredit/46716400022/>



# Accounting Skills



<https://images.app.goo.gl/kMPyuJuBFZp6PHVu6>

# My Accounting Career Path



## Qualifications

- ❖ AAT
- ❖ ACCA
- ❖ CIMA



<https://images.app.goo.gl/rkaur6NRQ9ELBDDj6>

# SWOT Analysis



<https://images.app.goo.gl/4ZJ5893HNkW1sVNt5>

- ❖ **Strengths**- ability to compete
- ❖ **Weaknesses**- to be reduced
- ❖ **Opportunities**- follow
- ❖ **Threats**-take into consideration

# Reference list



- ❖ Cambridge University Press (2021) *Career*. Available at: <https://dictionary.cambridge.org/dictionary/english/career> (Accesses 8th August 2021).slide 3(career)
- ❖ Accounting.com (2021) *Top Accounting Skills for Success*. Available at: <https://www.accounting.com/resources/top-skills-for-accountants/> (Accessed 10th August 2021). slide 5 (skills)
- ❖ ICS Learn (2021)*How to Choose the Best Qualifications for you*.Available at: <https://www.icslearn.co.uk/blog/posts/2021/february/how-to-choose-the-best-accountancy-qualification-for-you/> (Accessed 11th August 2021) slide 6 (qualifications)



<https://images.app.goo.gl/Frrnm9sCnHK6pQut5>