

The background is a deep blue gradient with a starry space texture. On the left side, there are several overlapping circular patterns. One large circle has a scale from 140 to 260 in increments of 10, with tick marks. Other circles are smaller and some have dashed lines or arrows, suggesting a technical or scientific theme.

ACADEMIC AND EMPLOYABILITY SKILLS IN THE ENTREPRENEURSHIP FIELD

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ACADEMIC SKILLS

ACADEMIC SKILLS – The skillset needed to succeed in school/university.

Academic skills are: academic writing, adaptability to change, working under pressure, working with deadlines, presentation, and persuasion skills, conducting research, specific skills related to the academic field (SWOT analysis, Market analysis, coding, business plan development, etc.)

ACADEMIC SKILLS AND THEIR IMPORTANCE

Apart from being crucial for academic success, the academic skills develop the habits needed in the post-graduate career. It is not only the knowledge gained while at school, it is also the routine of completing tasks that are essential for any future endeavour.

EMPLOYABILITY SKILLS

Employability skills – the needed abilities to create a competitive advantage for yourself while being in the labour market

Types of employability skills/qualities

- Being initiative and proactive
- Adaptability and creativity
- Communication and persuasion
- Tech savvy and flexible
- Foreign language is always a plus

EMPLOYABILITY SKILLS AND THEIR IMPORTANCE

Some scholars differentiate between technical and employability skills. The latter tended to be in excess while the first is difficult to achieve.

Professional development depends on interpersonal skills, as well as on the individual abilities to create an effective and productive working environment. Although technical abilities are a must in any corporation, it is problem-solving and critical thinking that was hard to find.

Moreover, employers focus on “thinking outside of the box” employees because they are those who are the main drive to innovation, change, and progress.

WHAT IS ENTREPRENEURSHIP AND WHICH ARE THE REQUIRED SKILLS?

Entrepreneurship – creating a business while solving a problem

Required employability skills:

- Innovation – to differentiate on the market
- Analytical thinking – to solve problems
- Interpersonal skills – to communicate with staff/suppliers/buyers
- Efficiency and productiveness – to be able to avoid overspending and underproduce
- Self-confidence – believing in your abilities to succeed
- Opportunity-seeking & Risk-taking – accumulating the chances for creating a profit

WHAT IS ENTREPRENEURSHIP AND WHICH ARE THE REQUIRED SKILLS?

Required academic skills/knowledge:

- Reflective writing – develops the ability to share your thoughts in a concise manner
- SWOT analysis – Strengths, Weaknesses, Opportunities, Threats
- Marketing mix analysis – Product, Place, Price, Promotion, People, Process, Physical Evidence
- Project management skills – Any business is a project that needs a certain management plan
- Research – often needed in any business
- Presentation skills – required to attract attention
- Persuasion skills - required to attract investors

THE ACQUIRED PERSONAL ACADEMIC SKILLS

- SWOT Analysis
- Marketing Mix analysis
- Strategic financial decision making
- HR strategies
- Time management
- Public speaking
- Academic writing
- Teamwork

THE ACQUIRED PERSONAL EMPLOYABILITY SKILLS

- Creativity— while being an intern for an innovative start-up company. I was part of the creative marketing team and on a daily basis we were brainstorming about various online campaigns
- Interpersonal skills – being part of a team is a great plus when it comes to employment. Big companies are not relying on sole players
- Problem-solving – As often, while being an intern, I and the team were involved in the process of finding solutions for optimization of the marketing strategy of the start-up in order to minimize costs and maximize efficiency
- Flexibility and adaptability – On a daily basis, we had to create also pitches for the companies we had worked in a collaboration with; we had to adapt to their industry as there were various industries we had to cover and being as flexible as possible to meet the exact needs of each one of them. The main goal was to bring higher results (in sales) while being able to adapt to the market volatility

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