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Academic and Employability Skills

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Task 1

1) Introduction

There is diverse kind of skills that elevates the prospects of the individual to get recruited by the employer. The term, employability skills are known to encompass the attributes that proves to be prudential when it comes to recruiting the appropriate individuals (Rosenberg *et al.*, 2012). The presence of innovative skills and attributes improves the quality of the human capital and elevates the organizational performance as well as impart sustainability (Suto, 2013). The report is going to encompass the various employability skills. It is also going to shed light on the importance of academic skills. The report will also highlight on the improvement of the particular skill sets and is going to be illustrated in the skills gap section.

2) Employability skills

The employability skills are one of the aspects that the employer considers when it comes to the hiring recruits. It is because the hiring process has to be aligned with the recruitment strategy which is mainly influenced by the unique skills. The employability skills have a diverse set of attributes and the following three has been discussed in detail:

Problem solving skills

The problem solving skills play an important part in providing innovative solutions that imparts a sustainable competitive advantage to the virtues of the organization (Whimbey *et al.*, 2013). It is understood to be one of the most important skills in the competitive era. I feel the increase in the diversity of challenges which are posed by the varying trends of business environment has changed the manner in which the businesses carry out their process. One of the major reflections of such change is the development of a contingency plan that would support the business in times of adversity. In order to come good on such realization, one has to possess a good sense of credibility in the facets of problem solving skills, as it is the only attribute that will help in assessing the situation in accordance to its complexity and provide an appropriate solution. I feel having such skills will provide me with an assertive chance of landing a job in Unilever. The customer purchase behavior is observant to frequent trends and is one of the major challenges faced by the marketing department. Thus the presence of the problem solving skills helps in

developing a n appropriate response in the promotional strategy and hold onto the existing customer base.

Communication skills

The use of the communication skills is quintessential in order to express the thoughts with the appropriate sense of clarity and transparency (Spitzberg, 2015). It is understood to be the most important professional skills. It is extremely beneficial for a professional as it helps the individual to coordinate the team members and manage them accordingly. In the marketing department, the use of the communication skills is of paramount importance as the activities of marketing survey and STP requires team effort and could only be managed if there is a presence of an effective communication strategy. I think the presence of communication skills gives an edge to the prospects of getting employed as it is considered as a quality that would elevate the purpose of any designation or job position. I feel the communication skills will provide me with the platform of effective team management practices. I believe The implications of the communication skills is elevated when it comes to conducting marketing survey. It is because if the concerned individual is not able to relay the contents of the survey properly, then no respondents will be interested in participating in the survey. I think the knowledge of understanding body language and maintaining eye contact are the most important aspects of the communication skills.

Analytical skills

The analytical skills is an extremely important factor that one needs to consider when it comes to the evaluation of the employability skills. It is because, in the modern times the competition has increased immensely and the critical analysis of business data will provide information that could proved advantageous to the purpose of the organization. In order to reciprocate on such outcomes, the presence of human capital that is vested with the prowess of the analytics skills is essential. I think the use of the data driven analytics in the marketing department has become immensely popular among the enterprises. It is mostly being used in the customer profiling techniques and the prospects of being employed are high if a professional is well versed with the analytical skills.

3) Academic skills

Composition

It is the skill that enables then individual to reflect on effective academic writing (Folse *et al.*, 2015). It is one the essential skills that helps the individual to present their thought and analysis in well documented format. I feel the implications that is brought in by the particular attribute Is important to the growth of an individual in terms of writing conclusive reports. I think the attributes play a major part in the professional career as well. It is because the learning that has been amassed through the articulate and logical assertions of writing could reflect on the individual's ability of creating business report. It has been understood that the presence of academic skills are important for the growth in the professional domain.

Comprehension

One of the major skills that is considered as the essential prefects of academic skills is the ability to make constructive evaluation after reading a particular article thoroughly. This attribute is known as the comprehension skills. I think it benefits most of the individuals as it helps them to build up on their logical reasoning and analytical deduction. I feel the inclusion of such attributes would help me gain on a competitive edge.

Summarizing

The procedure regarding summarizing is no more than dealing with the facts briefly for making a statement, which is logical regarding whatever has been spoken during specific task. In addition, the procedure regarding management required for being verified as well as the service supplier should be administrated, through following a specific and significant procedure, which is accurate in manner as well. The process regarding summarizing gives support in order to provide appropriate direction for the learners, regarding whatever written informatively within the research paper (Passig and Maidel-Kravetsky, 2016). Moreover, it is additionally vital when an individual is within urgency for acknowledging the whole paper; in this case he or she have to read the summary of the document for getting an accurate overview of the research paper, instead of reading the whole paper. This is able to complete the task in less consumption of time. Through engaging the procedure of Gibbs reflection, it has been observed that it is much necessary for participating following an active manner in explaining the problems, which has

been organized through the situational administration. Moreover, the reflective models of Kolb have been taken under recognition as well as it has been observed that the concrete experience has been handled in order of making few up-gradations during the development of business also (Pirc and Pečjak, 2018). There are significant things, which require much concentration during summarizing any big report or journal or essay in order to maintain the effective and efficient quality regarding the summarize product. Those significant things, which need a high level of concentration, are mentioned in the following section:

- The summaries ought to be independent
- It ought to be coherent
- It needs to be concise
- Moreover, the summarize content requires for being comprehensive.
- It should be highly relevant with the topic; it should incorporate the vital information available in the entire document (Alan, 2016).

4) Skills gaps and which of the above skills I have to improve

Initially, the communication skills development is able to support multiple aspects of my life. Effective written as well as verbal aptitudes are necessary for delivering along with that for understanding the data appropriately as well as quickly also. Moreover, being capable of communicating efficiently is much significant skill of life as well as no need of being overlooked. The major reason to have an effective skill of communication is for understanding as well as for being understood through the other person (Simamora and Fathi, 2019). I have likewise understood that my correspondence and relational aptitudes has been created by working in-group. Correspondence aptitude has helped me to improve my character also. It is imperative to build correspondence among the colleagues and take an interest in the group exercises with the goal that odds of contentions can be diminished. I have confronted issues of misconception while working with a gathering in school, which has influenced the nature of undertaking. I have felt that I was not able to partake in settling the contentions and create techniques right away.

Effective skills regarding the management of time enables me for completing much task, through less consumption of time, which can provide me much free time that lets me for taking profit

regarding the opportunities of learning, for lowering the level of stress, as well as helping in focusing that detects me to get success in my life. Every profit regarding the management of time develops other aspect in my life. Then again, the nature of work can be influenced if the time the executives abilities are being organized. I have poor time the board aptitudes, as I will in general focus on the subtleties of any work (Precin, 2017). It tends to be considered as the purpose for the postponement of my work. I have felt that it is imperative to oversee time productively while working in a group. This aptitude assumes a key job in the advancement of an association. An association can have the option to build its efficiency if the time management skill is overseen appropriately.

Formulating a summary is much essential skill, which I can utilize during my academic years. Moreover, it supports for improving the specific and significant skill regarding reading, since the individual take out the major information in the whole reading. Moreover, it additionally supports my vocabulary aptitude, since the learners have to paraphrase the content, which helps to improve the grammatical ability as well (Dhanapala and Yamada, 2015). Separately it can be said that, I think I have to make a few adjustments in the summarizing procedure too. For this reason, I figure the best approach will be steady rehearsing and written falsification checking. This is going to help in making the pinnacle of progress in my expert life I that incorporates rewording in an exceptional sum. Going for a job of an instructor will be something to mull over in this activity records.

5) Conclusion

This discussion initially explains the separate kind of important skills of employability, such as, the problem solving skills, communication skills, analytical skills, along with that in the further section of the discussion it had discussed separate academic skills, such as, composition, comprehension as well as summarizing. In the final part of the discussion it had discussed about the skills gaps, and it identifies the skills from the aforementioned skills, in which I have to improve, in order to get much efficiency and effectively as well. From the above explanation, I have found that the aptitudes related with appropriate sort of employability abilities and scholastic abilities can be changed in an exact way. The usage of various models has helped me in making legitimate examination of the issues related with scholarly abilities investigation. It

tends to be additionally presumed that I have inferred a superior sort of information related with my abilities and different perspectives. The administration giving procedure is related the balanced methodology and in this portion, it is profoundly important to achieve the greatness, which is being searched for. I have broken down the issues and have inferred that I have to make alterations in my relational abilities and summarizing.

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Appendix

[Your Name] _____

[Address] _____
(for this exercise please leave blank)

[Hiring manager's name] Brown Edward

[Hiring manager's company name] Bistro restaurant

[Company address] _____

[Today's Date] 29.10.2019

Dear Mr/Mrs/Miss/Ms Brown

I wish to apply for the role of Restaurant manager currently being advertised on local newspaper.
Please find enclosed my CV for your consideration.

As you can see from my attached CV, I have over 10 years [time period] experience in the restaurant industry, and I believe i would make a valuable addition to your organisation during this time make me the right/perfect candidate for the role.

In my current role as a manager at Bistro, I have been responsible for substantial business development and revenue increase

[Now write about what you learnt during this experience - relevant to the role you are applying for]
mentally sales goals, Developing unique customer service and social media initiatives.
Ensuring compliance with policies, procedures, regulation.

All of this, coupled with my enthusiasm and dedication, [insert skills relevant to the role],
I have a solid educational foundations and a passion ^{level}
has helped to contribute to your business growth. I am confident
that I can bring this level of success with me to your organisation and help _____

_____. With my previous experience and expertise, I believe my
contribution will have _____.

Thank you for opportunity I look forward to being interviewed for
position.

Yours sincerely/Yours faithfully,

[Your Name] Dionisie G SAUCIU

[Signature - if desired] _____

Student Name: NIONISIE SAUCIVE Student ID: _____
Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with you Task 1 (part of the Assignment for this module).

Ex.1

Choose of the jobs provided by the lecturer. Read the chosen job description carefully. Write a cover letter as if you were going to apply for the job.

[Your Name] ?
1 Any Street, Anytown

[Hiring manager's name] BROWN
[Hiring manager's company name] Unilever
[Today's Date] 05.11.2019

Dear MR. BROWN

I wish to apply for the role of MARKETING AND SALES ASSISTANT.
My name is NIONISIE SAUCIVE and I am a marketing specialist with 2 years experience in a digital event marketing. I was encouraged to apply because I believe I would be ideal candidate for the role. As a digital marketing coordinator with 2 years experience at Unilever Corporation, I established several successful campaigns, which lead to a 13% increase profits. I contributed to the Marketing department in a number of lasting and meaningful ways.

All social media campaigns, promotions and blog for customer. → this is not a sentence

I Managed and reported on the performance of key digital marketing and direct response campaign.

I Collaborated with department to follow the trends and demands of targeting.

I can think of no better place to apply my skills than a UNILEVER company.

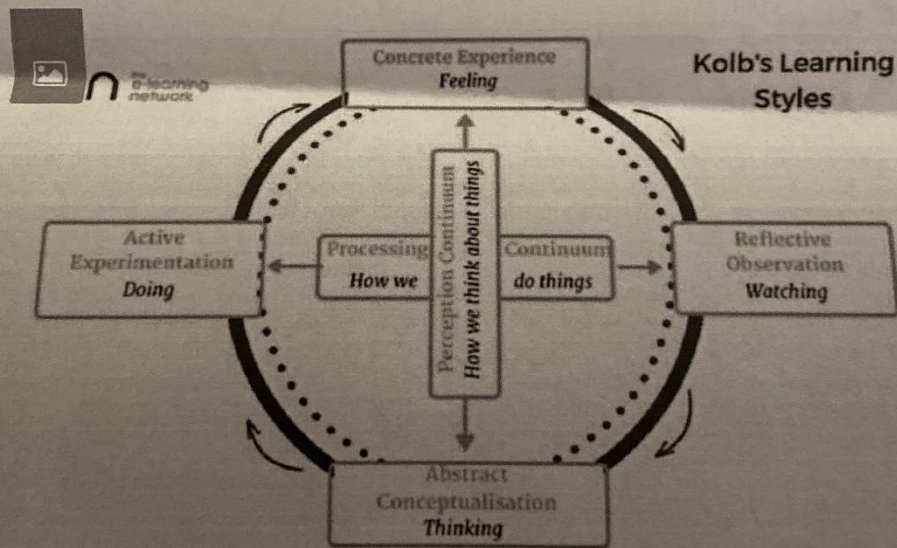
Thank you for your time and consideration

Lecturer's signature: _____

Date: 15.11.2019

David Kolb's learning styles model was developed from his experiential learning cycle theory in 1984. These theories have largely to do with the inner cognitive processes of one's mind. Kolb believes that effective learning occurs by a cyclic process of experiencing, reflecting, thinking, and acting; which he elaborates through his 4-stage experiential learning cycle theory (1974):

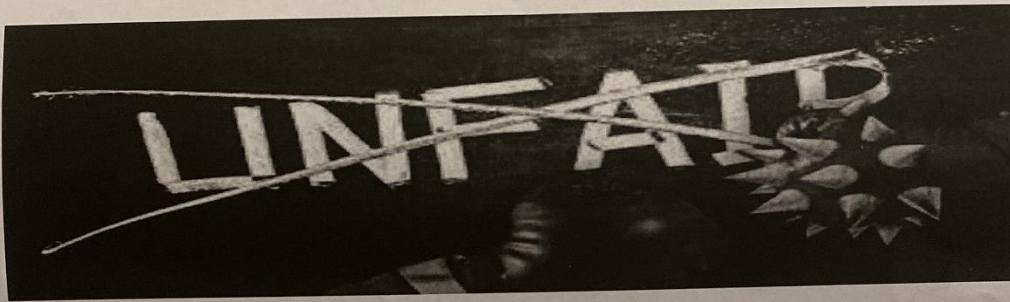
1. Concrete Experience – (CE): A new experience or a new meaning from a previous situation is experienced. This acts as a stimulus.
2. Reflective Observation – (RO): reflection on the new meaning/experience, especially on the discrepancy and gap between learner's understanding and the experience.
3. Abstract Conceptualization – (AC): new ideas or modified existing abstract thoughts stem from this reflection.
4. Active Experimentation – (AE): learner applies this to the outer world.



Dionisie Sauciuc – Student ID 1816175

Unfair Practice can be defined as an offence whereby a student gains an unpermitted advantage in an assessment or examination. Most commonly Unfair Practice occurs in the form of cheating in an examination, copying from another source (perhaps a book or website) or by copying from a fellow student.

Unfair practice includes cheating, attempts to cheat, plagiarism and collusion, and they also apply to any other similar allegation.



A handwritten signature in the bottom right corner of the page, consisting of stylized, overlapping loops and lines.



I look forward to hearing back from you
and discussing the position further if you
be reached on the phone and email.
0144839219 or email brandyourd36@yahoo.com

Sincerely,

Date

Brandon Saeve

05/11/2019

Lecturer's comments: A good attempt w/ some great examples.
Just make sure you always write in full
grammatical sentences.

Lecturer's signature: _____

Date: 15.11.2019