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Academic and Employability Skills
(BMSW4001_LON)

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REFLECTION ON ACADEMIC &

EMPLOYABILITY SKILLS



INTENDED CAREER

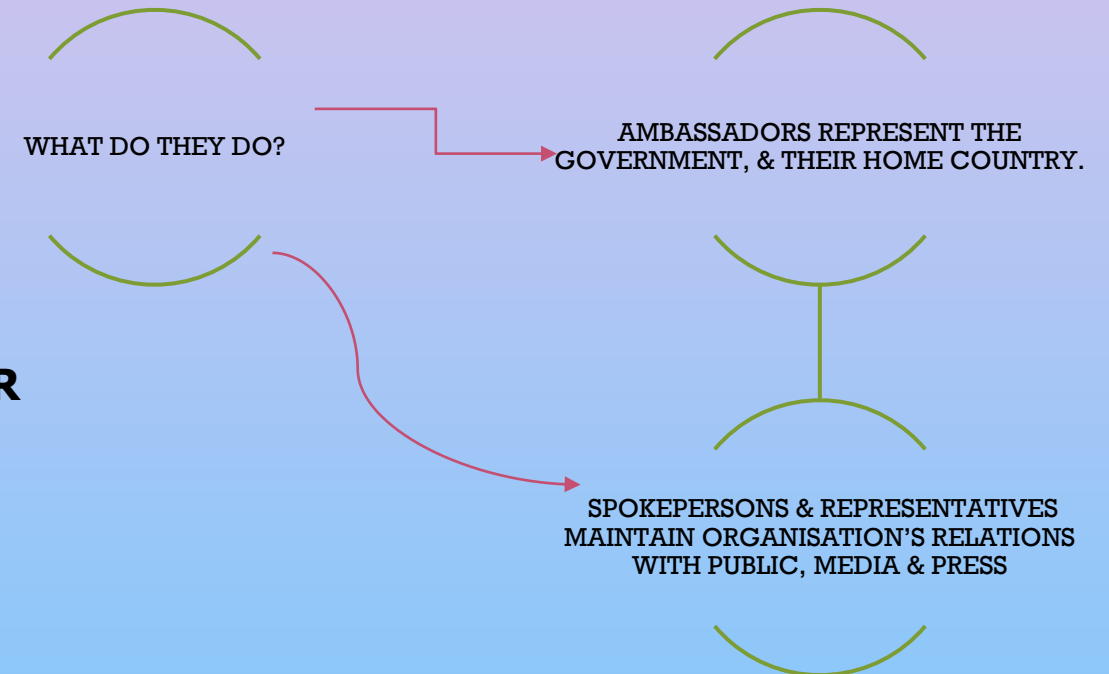
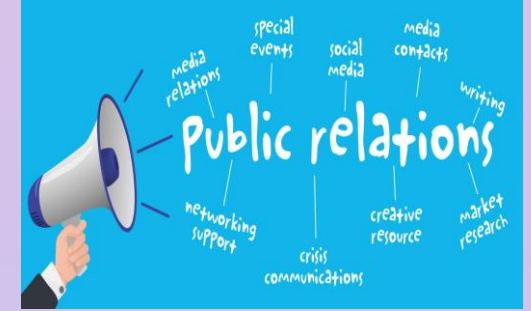
I WOULD LIKE TO WORK IN THE
PUBLIC RELATION SECTOR:

WHY?

- I HAVE ALWAYS BEEN PASSIONATE FOR HUMANITARIAN WORK
- I LIKE TRAVELLING & WORK IN MULTICULTURAL ENVIRONMENTS
- I HAVE HAD EXPERIENCE IN HUMANITARIAN WORK

TYPE OF ROLES

- **REPRESANTATIVE FOR HUMANITARIAN ORGANISATION**
- **GOVERNMENT AMBASSADOR**
- **PR SPECIALIST**
- **SOCIAL MEDIA MANAGER**
- **SPOKESPERSON**



SKILLS NEEDED

ACADEMIC

- **TIME MANAGEMENT**
- **EFFECTIVE READING**
- **RESEARCH SKILLS**
- **REFLECTING AND CRITICAL READING**
- **MAKING NOTES**
- **ORAL PRESENTATION SKILLS**
- **DATA COLLECTION SKILLS**
- **ACADEMIC WRITING**
- **REFERENCING SKILLS**
- **E-LEARNING, IT , DIGITAL SKILLS**
- **TIME MANAGEMENT**
- **PRODUCING A CV**

(Bedford and Wilson, 2013)

PUBLIC RELATION EMPLOYABILITY

- **CLEAR ARTICULATION**
- **ENGAGING PRESENTATION SKILLS**
- **POWERPOINT SKILLS**
- **CONTROLLING PERFORMANCE ANXIETY**
- **KNOWLEDGE AND RESEARCH**
- **RELATIONSHIP-BUILDING SKILLS**
- **MULTI-TASKING IN A HIGH PRESSURE WORK ENVIRONMENT**
- **STRATEGIC THINKING**
- **SOCIAL MEDIA SAVVY**
- **INTERNATIONAL MINDSET**

(Mae, 2018)

SWOT ANALYSIS

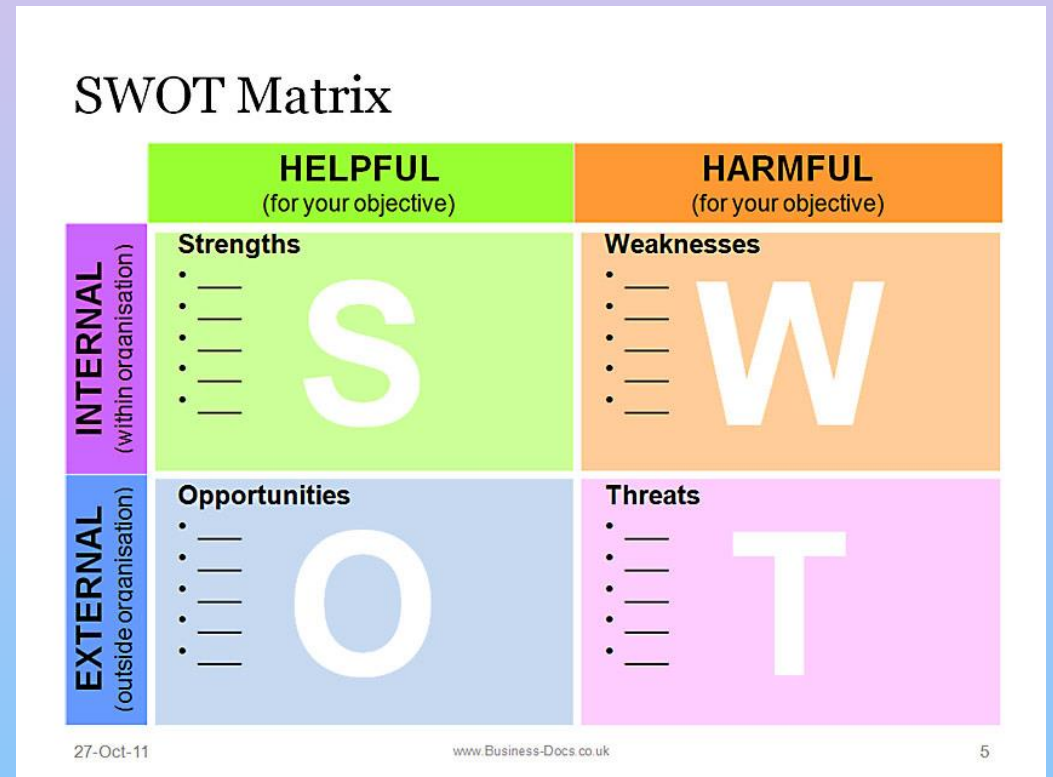
“Swot analysis is one of the most widely used techniques in strategic planning.

This tool is used to select and implement the best possible strategies to accomplish organizational objectives”.

(Abdel-basset et. Al. 2018)

SWOT ANALYSIS EXAMINES:

- STRENGTHS
- WEAKNESSES
- OPPORTUNITIES
- THREATS.



ACADEMIC SWOT ANALYSIS

S: { STRENGTHS
W: { WEAKNESSES
O: { OPPORTUNITIES
T: { THREATS

S

- DIFFERENT LANGUAGES
- LIKE TO STUDY
- GOOD TIME MANAGEMENT

W

- SHY PERSONALITY
- NOT GOOD AT PUBLIC SPEAKING
- READ MANY TIMES

O

- TO SPEAK IN A PROFESSIONAL WAY
- IMPROVE MY ENGLISH
- DEGREE FOR MY CAREER
- TO IMPROVE PUBLIC RELATION SKILLS

T

- SOME TASKS ARE DIFFICULT & NEW TO ME
- LANGUAGE BARRIER

EMPLOYABILITY SWOT ANALYSIS

S: { STRENGTHS
W: { WEAKNESSES
O: { OPPORTUNITIES
T: { THREATS

S

- **GOOD CUSTOMER SERVICE**
- **FAST LEARNER**
- **TEAM WORKER**
- **PASSIONATE ABOUT THE JOB**
- **RESPECT TIME LINES**

W

- **LACK OF CONFIDENCE**
- **TOO MUCH PERSONAL SELF-CRITICISM**
- **EXTENDED PERFECTIONISM**

O

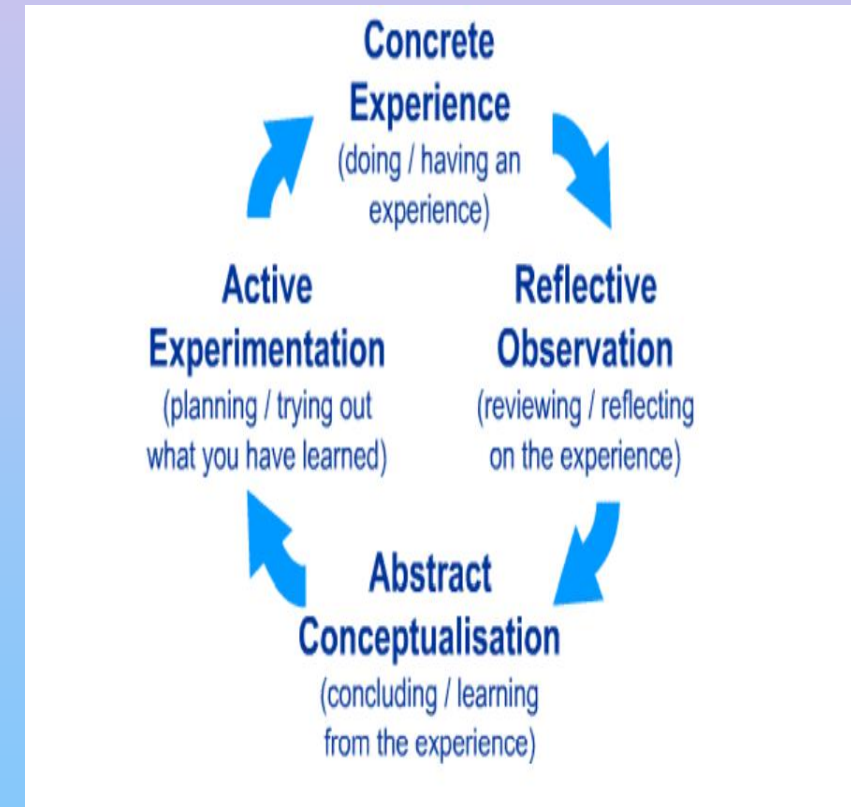
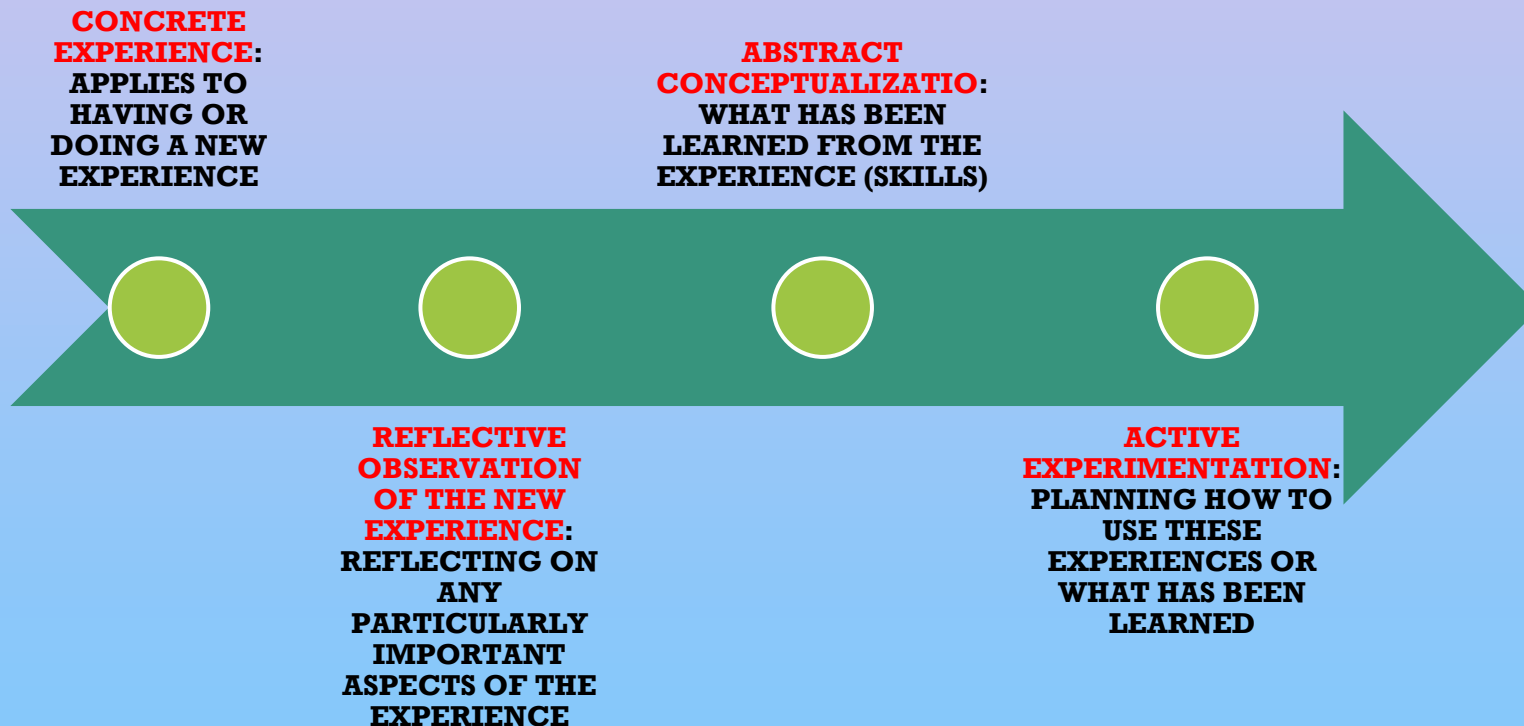
- **WORK IN OTHER SECTORS**
- **LEARN NEW SKILLS**
- **IMPROVE THE SKILLS ALREADY ACQUIRED**

T

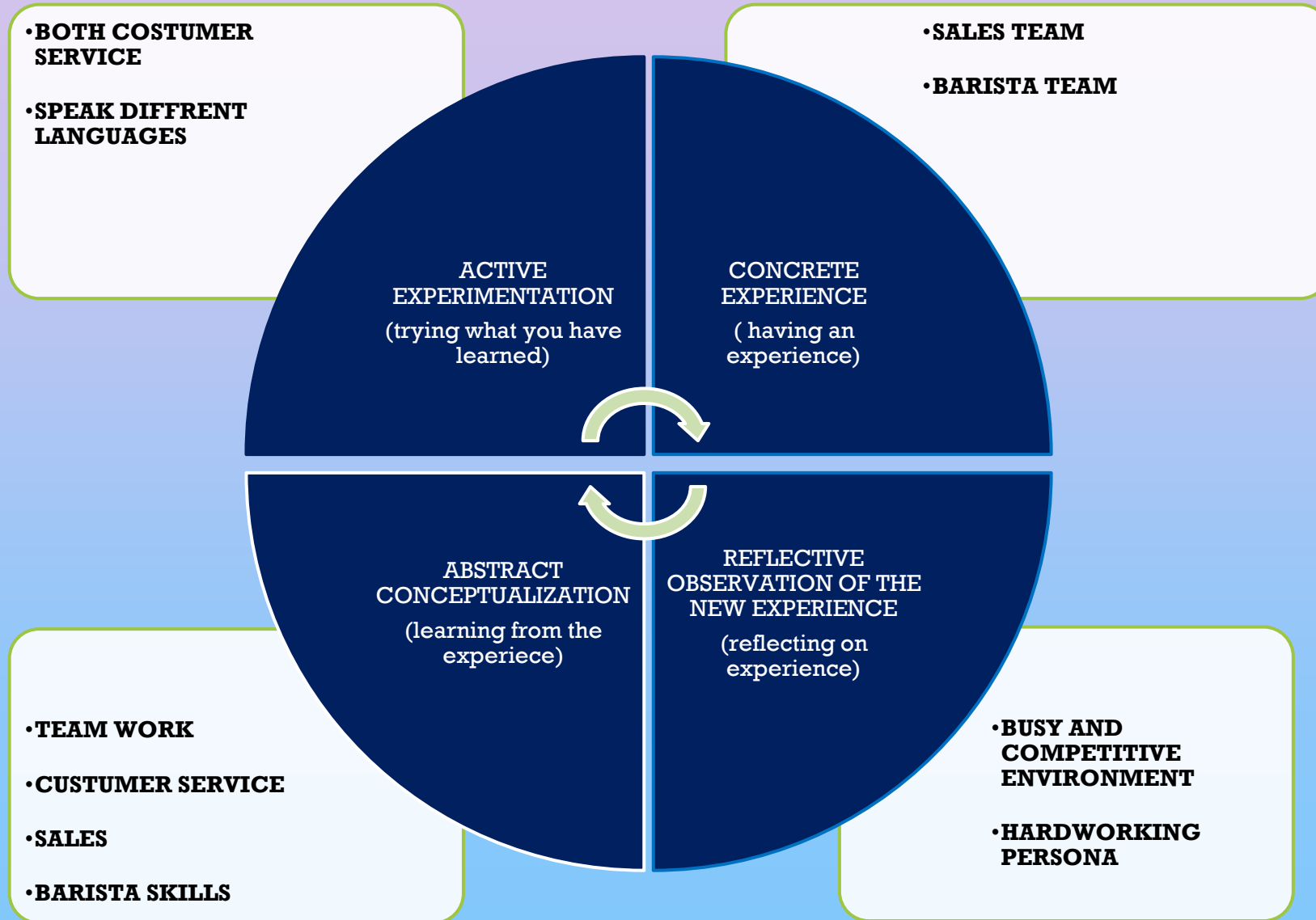
- **COMPETITIVENESS AMONGST WORK COLLEAGUES**
- **RIVAL COMPANIES**
- **DISMISSAL FROM WORK PLACE**

KOLB'S ANALYSIS

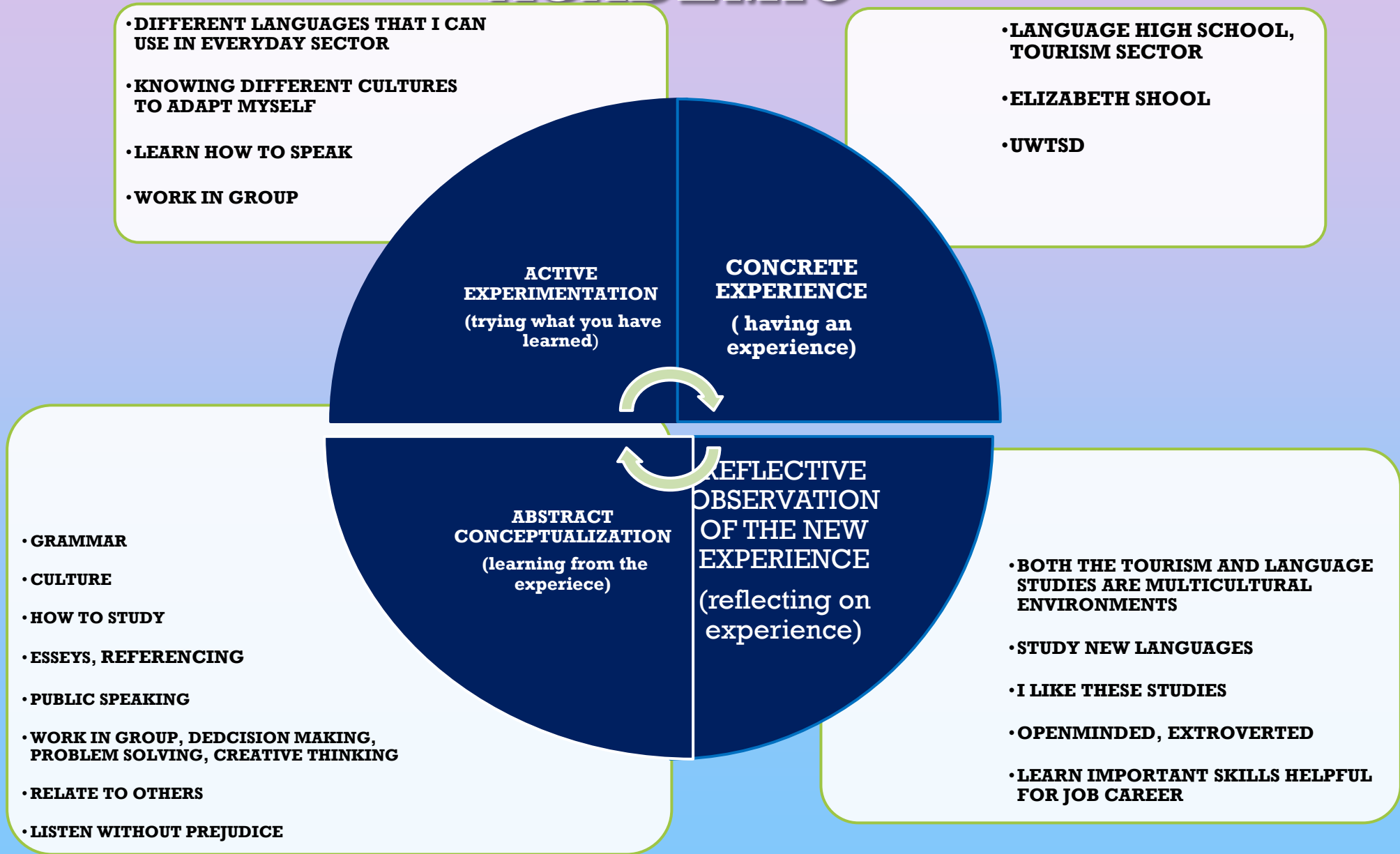
- “Learning is the process whereby knowledge is created through the transformation of experience” (Kolb, 1984)



KOLB'S LEARNING CYCLE: EMPLOYABILITY



KOLB'S LEARNING CYCLE: ACADEMIC



REFERENCE LIST

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- MAE, G., 2018. *11 SKILLS YOU NEED FOR A CAREER IN PUBLIC RELATIONS AND MEDIA - INTERNATIONAL CAREER INSTITUTE AUSTRALIA*. [ONLINE] INTERNATIONAL CAREER INSTITUTE AUSTRALIA. AVAILABLE AT: <[HTTPS://ICI.NET.AU/BLOG/11-SKILLS-YOU-NEED-FOR-A-CAREER-IN-PUBLIC-RELATIONS-AND-MEDIA/](https://ici.net.au/blog/11-skills-you-need-for-a-career-in-public-relations-and-media/)> [ACCESSED 7 APRIL 2021].
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