

ACE Practical Portfolio

Student name: Dan Prisecaru

Student number: 2020834

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Module: Academic and Employability Skills

Lecturer's name: Joanna Walsh



Introduction

In order to recognize as a valuable and potential employee the significance of academic and employability skills can't be overlooked. Academic skills help a student to excel in his academic life to obtain better grades. Besides, employability skills enhance the performance of the employee by lessening errors, enhancing collaboration while working with coworkers and so on.



Selected tool for analyzing academic and employability skill:

There are myriad of academic and employability skills that will be explored in this part and those will be illustrated in the light of SWOT analysis, which has been taken as the selected tool. In this way, by in depth analysis the following skills will help me to excel in my professional career in my expected company to perform the role of a marketing manager in a proper way.

Academic skills: Though these skills initially helps a student to prosper in his academic life. However, in the long run these attributes help him/her to possess better employability skills in the corporate sector as well.

- Time management: As a student, he/she gets total 168 hours in a week. Though it seems lots of times to be spent on the study purpose, however, if various others type of activities and times spent on it are deducted then there is not so much time.



Academic Skills

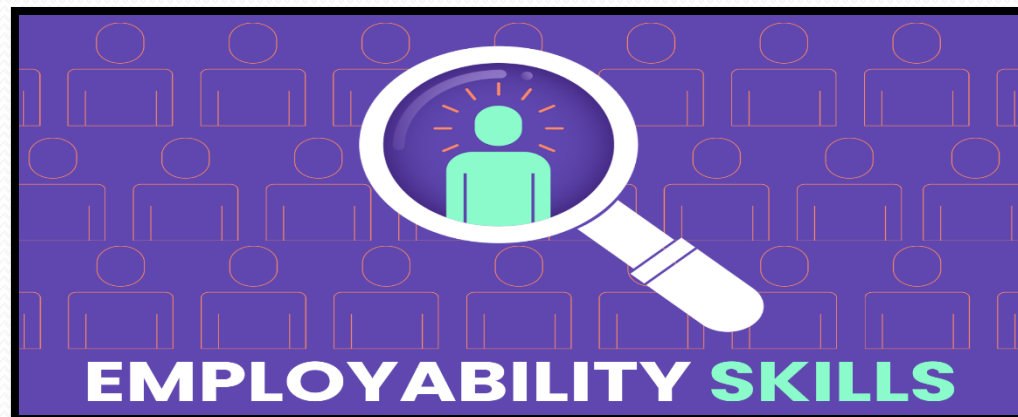
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- **Essay writing:** Writing an essay is also considered as one of the challenges that are faced by the contemporary students of different universities. It is because, there is plethora of terms that defines and make differences from one essay to another.
 - **Note taking:** Taking notes in the academic life is another important academic skill.

- **Research:** Research is another academic skill that is not only helpful while studying in any university but also in the corporate world.



Employability skills: These skills help an individual to become a potential asset to the company and conduct the assigned activities successfully.

- Communication skill: This skill is considered as one of the most noteworthy skills because of its nature. Almost in all kinds of jobs communication is a must factor.
- Problem solving skill: This skill helps a candidate to separate form others due to the capacity to identify the main issues, having proper understanding of the problem and thus providing the best solution from it.



- **Leadership quality:** Almost every organization seeks for candidates having better leadership quality for the sake of organizational welfare.
- **Self management:** Self management attribute is nothing but performing the assigned job that has been delegated from higher authority with a little bit of supervision or no overseeing.



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- **Teamwork:** In order to obtain a shared goal of the organization, teamwork skill can help an individual to reach its desired aim.
 - **Organization and planning:** it is another significant skill that helps the organization and manager to save time, money as well as efforts so that better projects can be illustrated.
 - **Working under pressure:** There are numerous companies in the market and that's why the market is really competitive and the pressure is high for the employees to attain success in their respective aspects.



Conclusion

In this way, the skills and attributes that I need to become a successful marketing manager in my desired organization have been explored and analyzed with SWOT analysis. Thus by ensure such skills better services can be provided as well.



Thank you

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