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Academic And Employability Skills(ACE) BMSW4001

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ACE Practical Portfolio

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*Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives*



www.uwtsd.ac.uk

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1. Becoming An Entrepreneur
“when the going gets tough, the tough get going”
(Robert, Rich Dad's Cashflow Quadrant, 2011, p.9)
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Essential skills...

Acquired

1. Leadership & management
2. Strategic thinking
3. Digital marketing
4. Technology
5. Financial skills
6. Teamwork
7. Problem-solving

Learned

8. Time management
9. Critical thinking
10. Communication
11. Presentation
12. Collaboration

To-do

13. Networking
14. Public speech

(Academic and Employability Skills (BMSW4001_LON), online)

Opportunity



www.ecoceylon.co.uk

- Specialist Tour Operator to Sri Lanka
- Tailor-made Holiday, Pre-designed & Group Tours

An opportunity exists for the following reasons:

1. The annual statistical report by Sri Lanka Tourism Development Authority (2019) shows 4% - 20% growth YOY.
2. In 2022, Sri Lanka expects 2mn international visitors.
3. Within the industry ecotourism is growing at a steady rate of 5% per year and the adventure travel is growing at 10%.

(SLTDA, 2019, online)

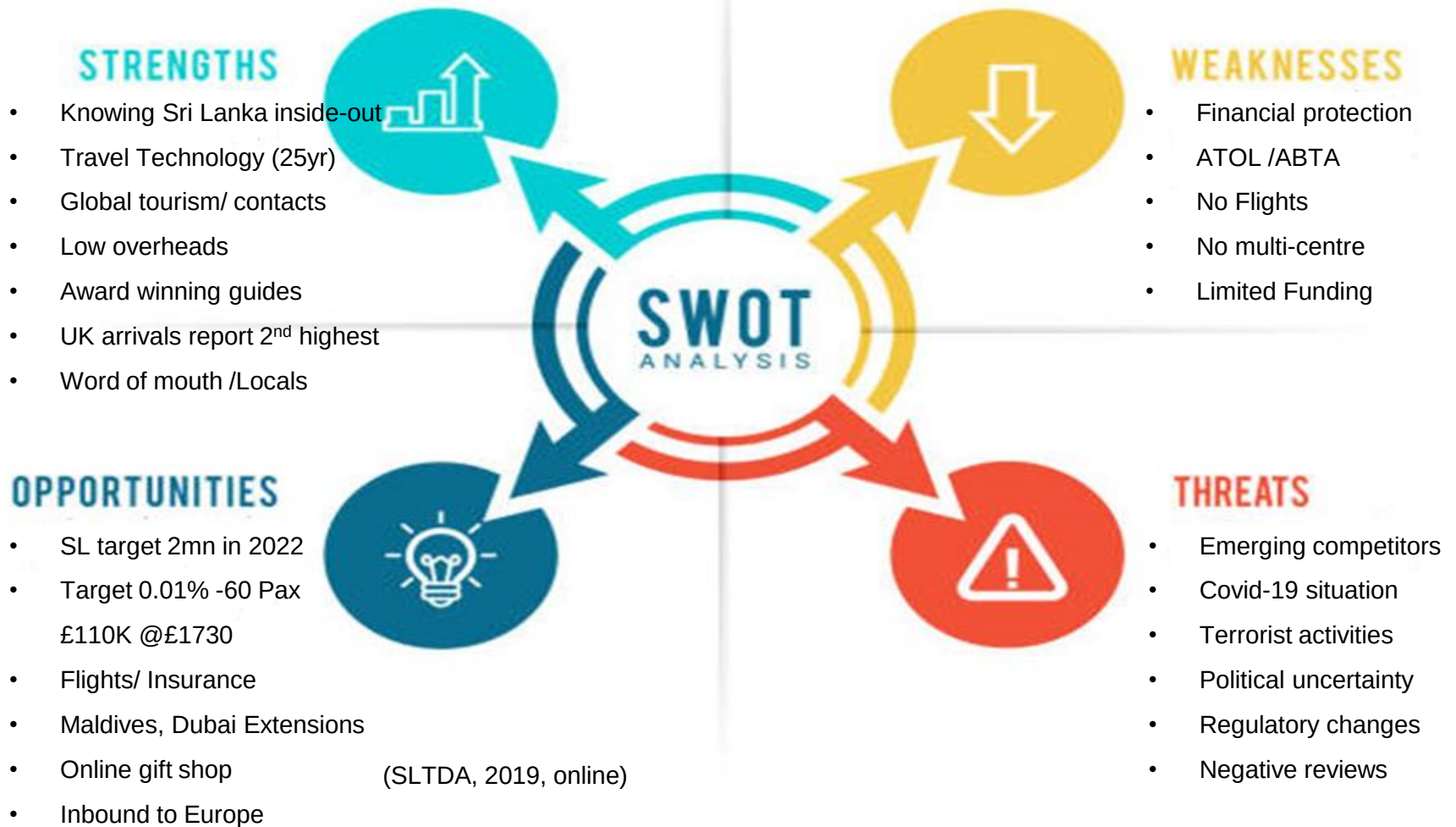
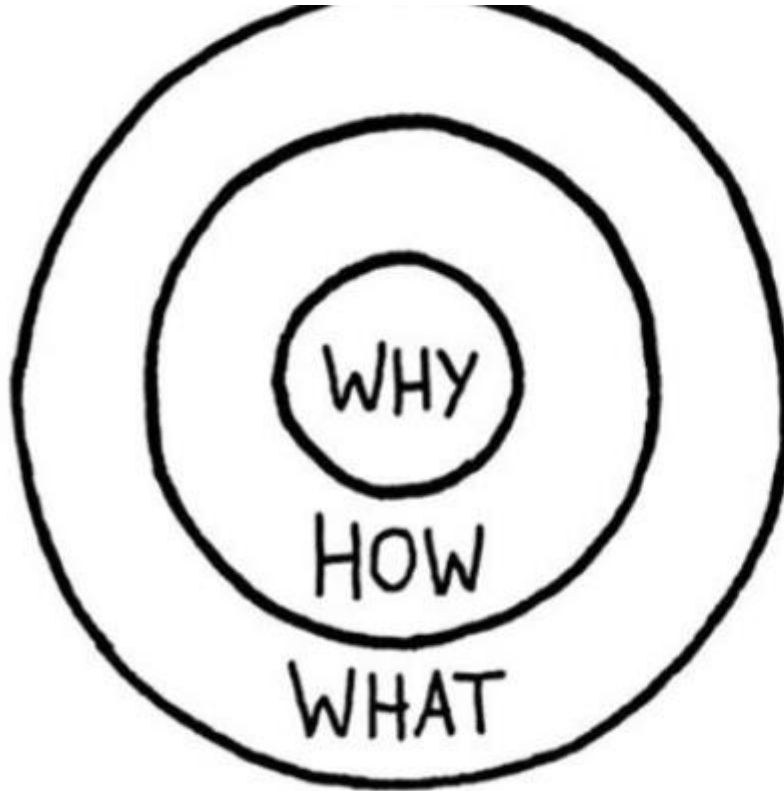


image source: <https://media.istockphoto.com/vectors/analysis-infographic-element-vector-id1201457979?s=170667a>

Vision Golden Circle...

"People don't buy what you do. They buy why you do it!"

(Simon S., 2010, online)



Why = The Purpose

What is your cause? What do you believe?

Apple: We believe in challenging the status quo and doing this differently

How = The Process

Specific actions taken to realize the Why.

Apple: Our products are beautifully designed and easy to use

What = The Result

What do you do? The result of Why. Proof.

Apple: We make computers

Image source: https://d226aj4ao1t61q.cloudfront.net/go5yclnqy_image2020-01-17at11.36.54am.png

Mission

1. We aim to provide simple and affordable holiday solutions for people visiting Sri Lanka.
2. We are connecting people - we will motivate and mentor our team to be a part of our journey.
3. We firmly believe travel should improve life for the people and places we visit.
4. We promote Sri Lanka's best eco-hotels, ideal for travelers who want to experience nature supporting ecotourism.

source: <http://ecoceylon.co.uk/#/about>

Planning (Time Management)

	Task	Priority	Who?	Start date	Status	JAN	FEB	MAR	APR	MAY	SEP	OCT	NOV	DEC
1	Website contents /assets	1	Anil	01/08/2020	Complete									
2	Web development	1	Kelum	10/10/2020	In Progress									
3	Blog contents and creation	1	Anil	20/09/2020	Complete									
4	Tours and itineraries	1	Anil	12/11/2020	Complete									
5	Hosting arrangements	1	Jamith	06/01/2021	Complete									
6	Enquiries and emails	1	Kelum	03/03/2021	In Progress									
7	Social media/ marketing	1	Anil	03/06/2020	In Progress									
8	Terms/ Privacy policy	1	Anil	03/03/2021	Complete									
9	On Page SEO/ backlinks	1	Anil	04/04/2021	Complete									
10	Virtual office/ staff training	2	Anil	01/04/2021	Complete									
11	Agent framework	4	Anil		Not started									
12	CMS integration/ booking management	4	Kelum		Not started									
13	Live chat integration	2	Anil	05/04/2021	Complete									
14	Pricing	2	Anil	10/02/2021	Complete									
15	Offers	3	Anil		Not started									
16	Hotel database	1	Anil	04/02/2021	In Progress									
17	Google Analytics (GTM /SC)	3	Anil	06/01/2021	In Progress									
18	PPC campaigns	3	Anil		Not started									
19	Business Plan /Funding	3	Anil	16/04/2021	In Progress									
20	Languages /currencies	4	Ruwan		Not started									

(Academic and Employability Skills (BMSW4001_LON), online)

(Entrepreneur Handbook, 2019)

Personal development plan

1. What is important to me?– quality of life
2. Learn new skills every day
 - Read a book 30 mins a day
 - Watch related videos/ audios
 - Participate in networking events
 - Write a blog
3. Think big, start small
 - Focuses on continuous improvement through small, gradual steps.
4. Action plan - practice what I have learn (1 week)
 - Change paragraph structures of my website
 - Building back links using referencing techniques
 - Paraphrase to remove duplicate content /canonical links
5. Evaluate progress

Questions?

References

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