

Academic and Employability Skills

Task 1

Introduction

Introduction

Academic Skills

The approaches which get used by the students in terms of the whole learning procedure is known as the study skills, academic skill, or study strategies. It also includes

- ❖ a significant role in university life or academic life.
- ❖ consideration of good academic grades
- ❖ shapes ones' future professional skills.

Introduction

Employability Skills

Employability competencies may be

- ❖ a person's transferrable talents which can help them to make employment
- ❖ individuals' knowledge, values, and abilities
- ❖ one's ability to use and display these advantages to employers.

The approaches which get used by the students in terms of the whole learning procedure is known as the study skills, academic skill, or study strategies. Academic skills play a significant factor in university life for the consideration of good academic grades and also shapes ones' future

professional skills. Academic skills can be known as referencing skills, writing skills, summarization skills, etc. (Ohlsson and Borg, 2014). Employability competencies may be described as a person's transferrable talents which can help them to make employment. Employment depends on individuals' knowledge, values, and abilities and how one can use and display these advantages to employers. Academic skills are essential to acquire for gaining applicable abilities which is needed to be effective in working environment as employability becomes not just about finding a decent job (McConnell, 2011). Employability is all about a unique set of skills and characteristics which may make it potential for graduates to thrive in their professional career. It is consisting of variety of accomplishments comprising abilities, perspectives and personal characteristics which truly allow students to be highly qualified to get employment and being productive in their future professional life. In this presentation I am going to analyse different types of abilities and skills which are required for a specific job and I have analysed by personal abilities in relation with the job.

Analysis of a specific Job

The assessment of a job : Brand and Media Analyst

For a brand analyst in the FMCG sector,

- ❑ Special qualifications and capabilities are required.
- ❑ Requires competent and productive workers that can think outside the box.
- ❑ Efficiency in proposing and launching new goods or operations is needed.

The expertise and skillset needed for a job as a brand analyst at a global FMCG company like Unilever can be included as



For a unique professional role like a brand analyst in the FMCG sector, special qualifications and capabilities are required so that prospective job applicants can hold the complex characteristics of the company environment (McConnell, 2011). Most significantly, a diverse marketing department requires competent and productive workers that can think outside the box and are effective in proposing and launching new goods or operations lines to suit the needs of tech-savvy consumers (George,2020). So, I just saw a job advertising for Unilever and analyzed the different aspects of the advertisement. For its brands, the company has advertised openings for the position of media and brand analyst. As a result, this multifaceted work role requires a unique set of abilities in order for employees to deal with the complexity of the FMCG industry's business environment, which is critical to the company's image and long-term viability (Hammonds, 2014). As a result, this study has been produced by evaluating the set of skills and information needed for the work of a brand analyst using primary and secondary research techniques in order to position oneself as a competitive player in the business environment. The expertise and skillset needed for a job as a brand analyst at a global FMCG company like Unilever may be summarized as follows:

1. Networking ability: For clarifying a workers' position in a complicated environment, FMCG businesses want their employees to interact with individuals from all stages of the business environment so that the industry may better comprehend society's needs and act responsibly (Ohlsson and Borg, 2014). Additionally, social interaction allows workers to be exposed to new ideas.

2. Conceptual Skill: The marketing context is changing, and staff members of various renowned FMCG companies must learn the skills to define knowledge so that the situation or various social issues in the market can be recognized, and they can provide better ideas for improving the situation by responsibly displaying more creative behavior so that the customers can get the proper demanded products which get play as the new trends of the market.

3. Adaptive Thinking: As the market evolves, so does customer demand. Customers' tastes are always changing (Santos, 2014). As a result, in order to create competitive advantages, workers are required to behave precisely so that consumer demand may be recorded and unique product offers can be provided.

4. Technology Intelligence: Customers in today's world are empowered because they have access to information with the use of technology, additional facts (McConnell, 2011). When it comes to meeting people's demands, devices are receiving the most attention. With the aid of e-commerce, more interactive communication, and a shift in the connection between companies and consumers, purchasing habits are changing. People nowadays want to purchase experiences rather than goods. Because technology is influencing the business sector's behavior, multinational employees are expected to demonstrate greater technological intelligence so that web analytics, search engine optimizations, and customer buying intention assumptions can be more easily interpreted in the operational environment.

5. Operational Model-Related Knowledge: The use of various operational models should be the primary focus of multinational workers (Bennett, 2010). Understanding of the marketing mix and its composition, knowledge of long-term brand equity in mix models, methods to measuring cross-channel interaction, capacity to utilize Bayesian models, and so on are examples of this kind of knowledge.

6. Coding Expertise: Large FMCG or international companies have their coding done by an external analytics partner, but they need their workers to have some coding knowledge, such as Python, PySpark, or R, so that the workforce can assist the external partners through the difficulties.

Analysis of Personal Skills

Analysis of Personal Skills SWOT

A SWOT Matrix offers an individual person to analyze the opportunity and threats along with the strengths and weaknesses that got faced.

Strength 1. Critical Thinker 2. Proper Industry Knowledge	Weakness 1.Limited Tech Skills 2. Lack of Adaptation skills
Opportunities Group Work Scenario Need of good presenter	Threats Intense competition in the Industry No practical work experiences

In every organization the leaders play an important role in managing teams, working together, decision making, and guiding the organization's employees into a meaningful full direction. But in reality, the employees pose a strong position than the leaders because the ability of leaders depends on the fact that how employees are getting skilled with the help of the leaders (Gloet and Samson, 2016). With technological changes and other aspects, there need some development aspects for the people who are currently studying.

SWOT analysis

An SWOT Matrix offers an individual person to analyze the opportunity and threats along with the strengths and weaknesses that got faced. This helps an individual to concentrate on their strength and gives the opportunity to minimize flaws and grab the best opportunity. Here I have

analysed my potentials in my ways of achieving success in the related business industry in which I want to work. And further, the goal-setting aspect has been stated based on swot analysis.

Strength 1. Critical Thinker 2. Proper Industry Knowledge	Weakness 1.Limited Tech Skills 2. Lack of Adaptation skills
Opportunities Group Work Scenario Need of good presenter	Threats Intense competition in the Industry No practical work experiences

According to Unilever's advertisement, the primary responsibility and duties of the position are to analyze advertisements or brand-related material in order to ensure more sustainable brands and to suggest new strategies to strengthen existing ones in order to improve brand image and long-term financial performance from the clients' perspective. So, I believe I possess certain characteristics and abilities that will assist me in applying for that specific job and progressing in that position, and so the job will be advantageous to my career development. By analyzing personal attribute of mine and after doing a personal SWOT analysis, I have realized that I am a critical thinker because I can define everything from a different perspective and can get down to the root cause of any events or incidents. Also, I hold proper knowledge about the FMCG industry which will help me to gain more insight into the industry's operational activities. But there are some problems which I have detected from my current knowledge and activities. I have some tech related issues like I can't get comfortable with difficult technologies like coding knowledge and so on. So, it can put me into the challenge for the upcoming professional life. The opportunities which are getting emerged with industry and brand analytics are group work scenarios and the need for a good presenter. From my aspect, I am a good presenter with the proper industry knowledge and critical thinking ability, which will help me to do well in professional activities like meeting client needs or managing the work team along with proper insight and instruction. The work scenario is changing and competition is increasing day by day in the job market because every potential candidate is coming with different exceptional qualities from their academic life. So, it will become a problem for me if I failed to show practical work experience in that industry.

Part Personal Development Plan: Part 2

Analysis of Personal Skills PDP

- Personal development assessment is a method of formulation of a professional, educational, interpersonal or personality related action plan based on awareness, values, contemplation, goals setting and planning for personal growth.
- After the proper SWOT analysis of my personal capabilities, I have made a personal development plan or PDP which will help me to evaluate my activities and the plans which are required for developing or improving my weaknesses

Personal development assessment is a method of formulation of a professional, educational, interpersonal or personality related action plan based on awareness, values, contemplation, goals setting and planning for personal growth. After the proper SWOT analysis of my personal capabilities, I have made a personal development plan or PDP which will help me to evaluate my activities and the plans which are required for developing or improving my weaknesses. After the analysis of the personal attribute of mine, I will be sure about my qualities aligned with the job and will be able to make more concentration on the personal skill development activities. So, the personal development plan myself can be stated as

<u>What do I want to do?</u>	<u>What do I have to do?</u>	<u>What support and resources will I need?</u>	<u>How will I measure success?</u>	<u>The target date for the review?</u>
Getting Real Work experience	Practice the real office works and gain knowledge about the work	Internships, work related blogs, social media posts and	Successful completion of the internship period, having	30 th September 2021.

	environment during a	writings, writings from industry experts	the ability to solve real business world case studies.	
Leadership Skill	In the classroom, lead the groups and compete in various competitions.	Active listening, empathy for problem-solving, and team members who are helpful.	In terms of grades, the group's success will be the criteria	Following the collection of grades,
Technical Skill	Computer and the other tech device-related knowledge	Personal Computer, Internet connection tutorial videos from social media sites	Mock Tests from different websites	30 th August 2021
Adaptability	Gain knowledge about the current happenings and changes of the FMCG or the whole business industry.	Journals, Articles, newspapers, internet connection.	Marks on business adaptability - related quizzes.	25 th September 2021

The arrangement of a personal development plan can help me to accomplish the activities related to my weaknesses and threats. Thus I will be able to prepare myself for my future professional life and it will also help me to remove the gaps in my academic life and secure a good result.

Conclusion

Conclusion

- ❖ Brand and media analysts' work are very challenging
- ❖ Customer Retention mostly depends on them.
- ❖ Organization can more effectively capture customers so that their companies can make their brands sustainable by them.
- ❖ So, one has to be more eligible and competent for fixing them up in the job scenario.



For being better qualified for a career scope is certainly a rising problem for students and trying to develop their abilities from academic life should be highly encouraged. Looking into the future work environment, suitable personal traits and expertise are anticipated to be in demand for a particular sector of growth. Academic practices function as an important element towards improving employability credentials to become more efficient in workplace. From brand and media analysts' work are very demanding as they are working on product development, market development, product understating, competition survey, accounts, new and current technology services so that the organization can more effectively capture customers so that their companies can make their brands sustainable by capturing their products more effectively. A person must gain conceptual, theoretical knowledge and the actual application of the principles in order to be eligible. So, one has to be more eligible and competent for fixing them up in the job scenario.

Reference

- Bennett, R. (2010). What makes a marketer? Development of 'marketing professional identity' among marketing graduates during early career experiences. *Journal of Marketing Management*, 27(1-2), pp.8-27.
- Ohlsson, H. and Borg, H. (2014). *Career development*. New York: Nova Science Publishers.
- Hammonds, R. (2014). Mentoring and career development. *Career Development International*, 9(5).
- McConnell, C. (2011). The Manager's Career Development. *The Health Care Manager*, 28(1), pp.86-94.
- Niles, S. and Harris-Bowlsbey, J. (2016). *Career development interventions*.
- Santos, P. (2014). Career Dilemmas in Career Counseling Groups: Theoretical and Practical Issues. *Journal of Career Development*, 31(1), pp.31-44.