

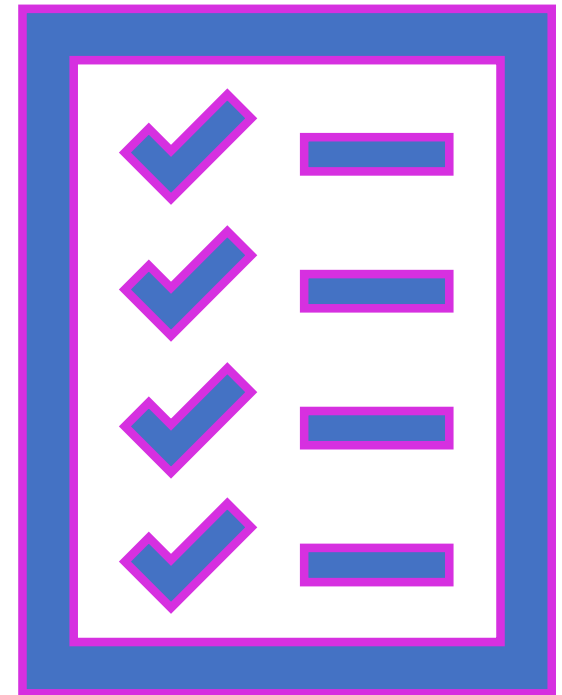


# Academic and Employability Skills BMSW4001

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# OVERVIEW

- SWOT ANALYSIS
- Time Management
- Note Taking
- CV Letter
- Cover Letter
- Personal Development Plan
- Conclusion
- References



## Swot analysis

- Strengths
- Note Taking
- Time Management
- Weaknesses
- CV Writing
- Cover Letter Writing
- Public Speaking



# Personal Development Plan

- Using PDP structured framework would help me study, identify and develop skills.
- Numerous Organization uses PDP to ensure about employees learning development. (Lejeune et al. 2016)

## *Time Management*

*"It really doesn't matter what numbers we apply. The important thing to remember is certain activities account for the majority of outputs."  
(Donna.2015p.127)*

## • 80/20 Rule

- Pareto principle or known as 80/20 was introduced by an Italian economist Vilfredo Pareto.
- According to the rule (20%) are vital and many (80%) are trivial. (Donna.2015p.129)
- Following this rule makes study easier and would help me being more effective in my further studies and work.

# CV Letter

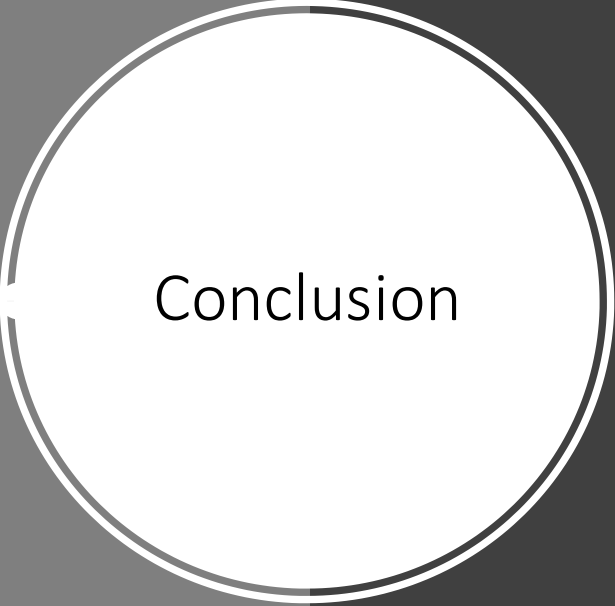
*Creating a professional CV is based on careful research on what recruiters require from job applicant. (Innes.2009)*

- Summary of academic and work history. (Innes.2009,p.10)
- Gives me the chance of getting the job I want.
- Primary aim to win successful interview.

# Cover Letter

"A cover letter is my best ticket to a great job". (Tamara.2003)

- Gives the opportunity to my recruiter to know me better.
- Possibility for the first good impression. (Tamara.2003).
- With the Cover Letter I can inform my recruiter about my experiences and relevant skills I have. (Tamara.2003).



## Conclusion

- With the help of 80/20 Rule I have a better study structure.
- I have discovered my strengths and weaknesses by Swot Analysis and, simultaneously aim to improve weaknesses by PDP.
- I have understood how important it is to have a good CV before applying for a job.
- During my study I have learnt what and how a Cover Letter should contain.

# References

- **Didier F, Mien, Simon B and Wim G.(2012) 'Effect of using PDP on learning', *Journal of Workplace Learning* 25, pp. 145-148.**
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- **James I,(2009) *Your definitive guide to writing the perfect CV. The CV Book* [Online] Available at: <https://www-vlebooks-com.ezproxy.uwtsd.ac.uk/Vleweb/Product/Index/1998537?page=0>**
- **Tamara B. (2003) 'Getting Hired' *Quiq Take* January pp.20-21 [Online] Available at: [Quick!\\_Take\\_cover!.pdf](#)**