

ACADEMIC AND EMPLOYABILITY

(BMSW4001_LON) **SKILLS**

Salima Bickdiche (2009857)

Profesor:

Mr. Peter Allen

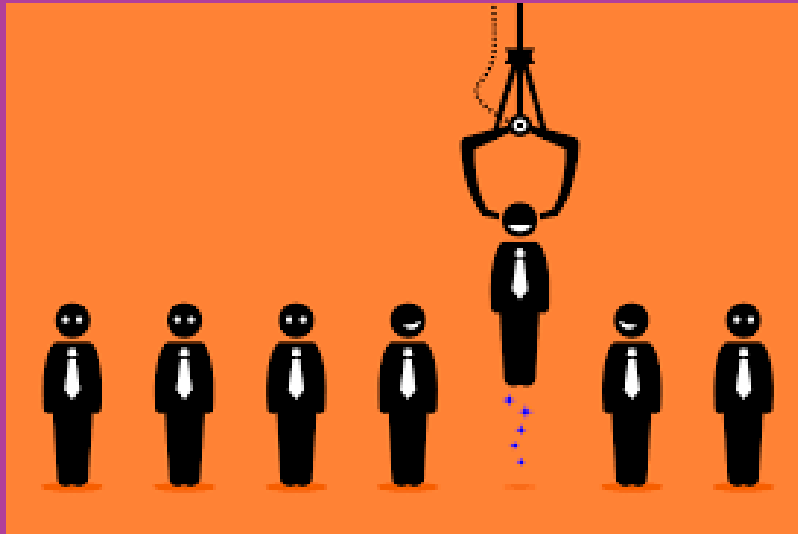
30/11/2020

WHAT IS ACADEMIC AND EMPLOYABILITY SKILLS ?

It is a set of goals of skills compression and personal attribution where they achieve a high level of probability to obtain work also success in their personal life.



ACADEMIC AND EMPLOYABILITY SKILLS IN COMMUNICATION AND INTERPERSONAL SKILLS



(Marketing)



- ❖ Goal and role in the sector .
- ❖ Make the first impressions matters.
- ❖ Making process and progress constantly.
- ❖ Providing, asking, answering, responding, orienting...
- ❖ Working with group (leadership).
- ❖ The demands and rewards of interpersonal work .

RESPONSIBILITIES

Impersonal skills

- Resistance
- Responsibility
- Motivation
- Active listening
- Empathy

Social skills empathy

- Integration capacity.
- Ability to accept criticism
- Communication ability

Methodical skills

- Analytical skills
- Organizational capacity
- Presentation techniques

OPPORTUNITY / ANALYSIS

- ◎ 1. Opportunity to learn more / maturity
- ◎ 2. Responsibility
- ◎ 3. Overcome methods and goals
- ◎ 4. Increase your self-esteem and self-confidence
- ◎ 5. Improve your development opportunities
- ◎ 6. More chances of getting a job

COMPARISON OF MY SKILLS

SKILLS FOR MY CAREER

1. Active listening
2. Empathy
3. Emotional validation
4. Non-verbal language
5. Conflict resolution and negotiation
6. Verbal language
7. Respect
8. Credibility
9. Persuasion

- 1.- Intercultural communication skills
- 2.- Excellent networking skills
- 3.- Collaboration
- 4.- Interpersonal influence
- 5.- Adaptive thinking
- 6.- Emotional intelligence
- 7.- Resistance

WHAT I NEED TO IMPROVE MY SKILLS

- ◎ 1. Visual contact /cultivate a positive outlook
- ◎ 2. Practice active listening
- ◎ 3. When on edge, take an active role and ask
- ◎ 4. Anticipate the other person's moments of discomfort
- ◎ 5. Avoid defensive postures/ control emotions
- ◎ 6. Keep in mind the important ideas to communicate, but don't memorize
- ◎ 7. Consider the context

CONCLUSION

Strong communication and interpersonal skills are important and essential for the marketers. The ultimate aim of marketing is to give a hard competitive edge to any company's products or services.

REFERENCES

- ◉ <https://www.avancepsicologos.com/8-consejos-para-mejorar-las-habilidades-comunicativas/>
- ◉ <https://www.ionos.es/startupguide/productividad/soft-skills/>
- ◉ futurelearn.com/info/courses/prepare-career-success/0/steps/21285
- ◉ https://books.google.com.tr/books?hl=es&lr=&id=TmbTDwAAQBAJ&oi=fnd&pg=P1&dq=communication+and+interpersonal+skills&ots=8BG0CNhO-z&sig=VHpY7PxqLltWRfVuyuu50WVqu2A&redir_esc=y#v=onepage&q=communication%20and%20interpersonal%20skills&f=false
- ◉ <https://pixabay.com/es/images/search/employability/>
- ◉ <https://sites.google.com/site/lacomunicacionysusbarreras/4-conclusiones>
- ◉ <https://mba.americaeconomia.com/articulos/notas/5-beneficios-de-estudiar-una-carrera-universitaria>