

UNIVERSITY OF WALES TRINITY SAINT DAVID

CERTIFICATE IN HIGHER EDUCATION: SKILLS FOR THE WORKPLACE

DIGITAL SKILLS AND RESEARCH METHODS

LECTURER NAME: BALENDRAN KANDASAMY

PREPARED BY ANDRE MENDES - 1809313

1-INTRODUCTION

This report aims to evaluate the effectiveness of the use of modern technologies in the workplace and explore social media as a marketing tool, collection and communication in the workplace, creating their own professional online presence for illustrate and evidence this research.

Talk about the great technological partners of communication and underline the great advantages they bring to our coexistence in general and particularly to communication in the workplace.

we are in an age where the great importance of the technological advances in our lives is undeniable. Therefore, the best thing to do is to enter this wave of the connected world.

2-TECHNOLOGIES

Today, talking about technology is talking about one of the best discoveries of our existence. I say this because it is almost impossible to live in the world today without an almost total dependence on technology.

everything is computerized, digitized, and we are all linked by the technological current. particularly addressing my workplace, the renowned Steak & Co restaurant in central London, in the heart of Leicester Square, clearly demonstrates the efficiency of technology in the business field. It is undeniable throughout the process for the normal operation of our restaurant, from contact with the suppliers of the products we use, ordering and receiving the products, the relation with the customers, advance reservations of the tables, orders of the desired dishes, online payment, markings by telephone, available website for client to give your opinion about the restaurant, etc. A relationship of proximity, between restaurant and customer, very strong and very beneficial for both parties.

Between employees and the company's own direction are fast and effective ways of constant communication through emails, messages and WhatsApp groups. all to keep us always connected and be able to respond efficiently and quickly to the demands of the company.

The corporate world is increasingly globalized - and this was only possible thanks to the technological evolution, which allowed a complete diffusion of communication, among these evolutions, technology in communication has grown and has become an essential reality for any company. The status of communication technology in companies has changed since it has ceased to be a follow-up activity and with little importance.

Technological development has produced another effect for consumers. There is no longer a significant time interval from one invention to another. The phone (smartphone) is a good example of this: every year, new models and innovations emerge, since talking is just another of the many features that users are looking for.

In my work place we have been invoicing a lot in the last years, thanks to an optimal use of all the technological tools, possible, for the development of the company.

According to Leone Schultz, "the most important thing is that communication technology is a great support tool and brings benefits to every sector of your organization,"

One of the clearest benefits of deploying a solid communication framework is to minimize the difficulties of contact and the search for information.

Thus, through software, the company can automate and optimize most communication processes and simplify activities that, due to lack of technology, were more time-consuming.

One of the strengths of technology in the business is improved interaction with customers.

Perhaps this is the best and most important consequence of investing in information technology in companies.

The corporate world lives by improving communication and customer experience through the development of new technologies, so that this interaction can be constantly improved. In addition to increasing sales, technological solutions directly influence the work model of a company and its employees. Computers, tablets, notebooks, smartphones and smartwatches: all these new mobile or wearable technologies - the famous wearable devices - are increasingly relevant in the professional routine. These gadgets influence the positive performance of the team and, when well used, increase the productivity of the business as a whole.

We, the members of the great family of the Steak & Co chain, are committed to making technological tools our allies because we realize that when a company uses the new technologies properly, it becomes more competitive in the market. If you adopt some technological resources in marketing, you will become more efficient because you will communicate better with your customers. By adopting these technological resources in the management and production of your company, it will reduce the delivery time or increase the quality of your products, for example. There is also the aspect of being able to provide something innovative to the target audience, gaining more market shares.

2.1- COMPUTERS

Brief historical

The word "computer" comes from the verb "compute" which, in turn, means "compute".

Thus, we can think that the creation of computers begins in the old age, since the relation of counting already intrigued the men.

Thus, one of the first computing machines was the "abacus", a mechanical instrument of Chinese origin created in the fifth century BC.

Thus, it is considered the "first computer", a kind of calculator that performed algebraic operations.

Definition

The computer is an electronic machine that allows you to process data. The term comes from the Latin computare ("calculate").

A computer is composed of a series of integrated circuits and other related components that enable the execution of a variety of sequences or routines of instruction indicated by the

user. These sequences are systematized according to a wide variety of practical and determined applications, in a process called programming.

Benefits

The use of modern technology is increasingly widespread throughout most of the world. People of all ages use the computer to learn, spread their knowledge, communicate, find new friends and for pure leisure. Nowadays almost all jobs are computerized and it becomes almost impossible for people to live without the computer, whether at home or at work. This medium becomes very useful in schools and even the young learn from it. It means that all age groups know how to work and use their resources whether it is didactic or not.

2.2 EMAILS

Definition

For those who do not know, email means electronic mail - that is, electronic mail. Usually the addresses come with an "@" (at sign) just after the user name. In English, this arroba is read as "at", which means the term "in." This means that the user is "in" a given domain hat term, and the email itself as we know it today, was invented by Ray Tomlinson, a programmer from the United States. In 1971, the programmer used ARPANET (the computer network that originated the Internet as we know it today) to send and read simple messages.

Benefits of using the Emails

The quick and practical way of communicating in writing and having an immediate return when necessary, is never busy, has to prove that you sent an email (is copy in sent) has to prove that the person received and read (outlook) anyway ... he replaced that lot of papers with internal memorandums in companies ... now he only prints what is really necessary, he saved storage place of kilos and kilos of papers. In short, it made life easier not only personal but also commercial. This is in general.

If we are to see particularly in the work environment, the benefits of email are even more clairvoyant.

The way we interact with the customer in the online world is as important as the employee we put in our physical store. Therefore, communication with our target audience has to be ensured, so as to captivate, engage and lead to the desired conversion.

However, the great advantage of email marketing is that it allows you to communicate differently according to the type of customer. That way, we monetize costs, ensuring a higher conversion rate.

3- EXPLORING SOCIAL MEDIA AS A TOOL

Social media (also known as social networks) are websites and applications that allow the connection, interaction and sharing of content between users. The most popular social media currently are Facebook, YouTube, Instagram and WhatsApp. They are very important channels for a Digital Marketing strategy.

The use of social networks has been absorbed by people all over the world and today is already part of the routine. This made these spaces a place where brands and companies would also like to be able to interact with their prospects and clients, bringing very positive possibilities, such as:

- Share the vision of the company: social networks are a kind of showcase of your company; it is in them that you can show the vision of the business, in what you believe;
- Possibility of selling through these channels: In the same way that you can relate to the public through social networks, you can also use them to sell your products or services, especially if you approach that audience that already has a relationship with you and is already mature for the purchase;
- Possibility of disclosure for companies with low budget: unlike traditional media, advertising on social networks has a lower cost, plus the advantage that on the web is much easier to measure the results;
- Real-time information: Social networks allow you to communicate urgent brand messages on an official channel. This is very important in the case of crisis management, for example, where the brand needs to be positioned quickly, thus preventing it from taking on greater proportions.

4- CONCLUSION

In concluding this explanation about technological tools and social media, it is almost impossible to enumerate the advantages of technology in our current life. today, living without technology and social media is almost impossible for a greater number of people around the world, all because the world itself has long revolved around technology.

According to Wikipedia, *"from the second half of the twentieth century, the third industrial revolution, the era of technological revolution, begins. the use of new technologies in the production and manufacture of new products to be consumed by society, whether in industry, agriculture, commerce, in day-to-day services in a positive or negative way"*.

This revolution has come to stay and is changing our lives at a frightening speed. we are living in a computerized world where, willing or not, we are all connected in one way or another. a robotic world where every day new inventions appear that defy even the laws of nature.

Technology is what makes the human being a differentiated being on planet Earth.

One can dispute this statement by saying that it is their intelligence and reasoning that differentiate it, but it is known that animals and even plants are capable of high levels of resources that demonstrate intelligence and reasoning, many even demonstrating having abilities which are unknown to us and others capable of using simple technological resources through the use of tools.

But this does not make man the best being among all; perhaps not even the most successful, since as much as it shows a great capacity in the use of its ability for its benefit and even of

the other beings, it is also able to use this same ability for self-destruction and selfish destruction other beings and the environment in which they live.

But technology is undoubtedly what makes our society what it is today, including progress in social and civilizing terms, not to mention the most obvious comfort and benefits to health, communication, education and many others. Technology, although it has been used by man to cause various problems to the planet and to society, is also a very important factor in the progress of human development in his culture and education, and in this way in increasing his notion of protection and preservation of the environment, health and of living beings indiscriminately emphasizing the man himself.

5- References

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History and Generation of Computers

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🔍 André Mendes



André Mendes

Phd at Nghala Progresso

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