

BMSW 4001

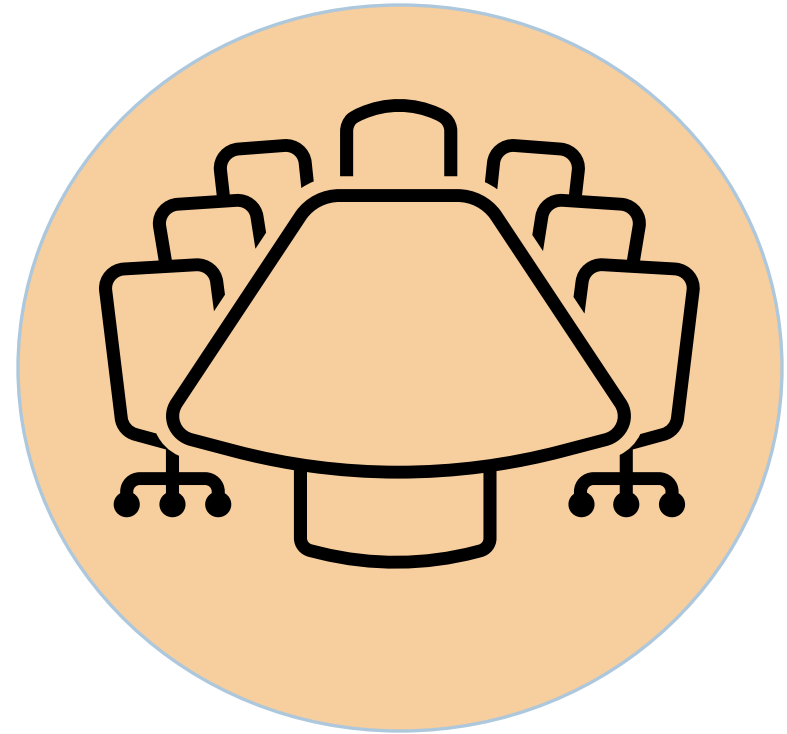
Academic and Employability skills

ASSIGNMENT 1

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Introduction

Analyze the importance of skills acquired in this course and how to use them in future career

Integrate SWOT analysis , time management tools to personal development plan

Intended career: Store management, management, operations and social media

What are Skills?

Definition: The ability to do something well

Types of Skills

Hard skills: Abilities that employees possess by learning, such as numeracy, be able to speak a foreign language, and any technical skills related to specific job. These skills tend to be relatively easy to measure and are usually acquired by some form of qualification.

Soft skills: People skills and abilities that employees possess often associated with activities such as customer experience, communication, creative thinking and teamworking.

SWOT Analysis

Definition: SWOT Analysis is an analysis method used to evaluate the 'strengths', 'weaknesses', 'opportunities' and 'threats' involved in an organization, a plan, a project, a person or a business activity

GÜREL, E. TAT, M. (2017).SWOT ANALYSIS: A THEORETICAL REVIEW, *Journal of International Social Research*

The analysis suggests that we can move past some weaknesses while over some it is not possible. Similarly, some threats can be tackled , while others at most can only approximately be solved .

Leiber, T., Stensaker.B, Colin Harvey,L., (2018) Bridging theory and practice of impact evaluation of quality management in higher education institutions: a SWOT analysis, *European Journal of Higher Education*, 8:3, 351-365.

Strengths

Work experience

Customer service experience

**Contribute to store image (excellent
customer online reviews, word
of mouth)**

Transferable skills

Teamwork

Adaptability

Organization skills

Leadership

Creativity

People skills

Networking

Opportunities

Enhancing education

Strengthening your network

Weaknesses

Limited education

Limited technical knowledge

Indecisiveness

Threats

Competition in field

Global economy change

Eisenhower Method and Time Management Tools

Definition: Eisenhower method is a method of time management to distinguish between important and unimportant, urgent and non-urgent tasks. Alternatively, it is also known as the four-quadrant method.

We cannot possibly carry all information and plans in our head. Something is bound to get lost. Anything that is important to you, write it either on paper or electronically.

Writing down your thought process on paper or electronically does free up your creative energy. You do not have to worry about forgetting things. You feel completely free to focus on all important things instead.

Dodd, P., Sundheim, D. (2005). *The 25 best time management tools & techniques: How to get more done without driving yourself crazy*. Peak Performance Press.

Time management tools



To Do List

Phone Apps
Electronic
Planners
Calendar
To do lists
Note taking



How to improve from Weaknesses & Threats?

Using Eisenhower method and time management tools as to do lists, planners, phone apps.

Studying this course in order to improve on limited education, confidence, knowledge.

	URGENT	NOT URGENT
I M P O R T A N T	Assignment deadlines Work shifts Meetings Calls	Reading materials
N O T I M P O R T A N T	Recreation Lunch dates Friends gatherings	Drinks Social media Games

My main goal	What needs to happen first?	When do I want to achieve it?	What obstacles might be in the way?	How can I improve my chances of meeting this goal?	Where can I get support?	How am I currently doing?
Completing university	Completing this module	In four years time	Work, illness, stress, family emergency	Use time management tools, find time to study, read	University, lecturers, classmates	At this time I am at the very beginning, trying my best
Career as a store manager in luxury fashion or skincare boutique	Completing this course and later university	Within two years time	Lack of confidence and experience, economy crisis	Learn everyday, be confident in myself, go after every opportunity, network	Management team, friends, colleagues	

Conclusion:

S

Specific

M

Measurable

A

Achievable

R

Realistic

T

Time-Related

SMART Goals

References

<https://www.oxfordlearnersdictionaries.com/definition/english/skill?q=skill>

GÜREL, E. TAT, M. (2017).SWOT ANALYSIS: A THEORETICAL REVIEW, *Journal of International Social Research*

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