

PORTFOLIO OF WRITTEN TASKS

**MODULE NAME: EMPLOYABILITY AND CAREER
DEVELOPMENT.**

STUDENT: AINHOA GONZALEZ M.

STUDENT ID: 2437105.

**COURSE: CERTIFICATE OF HIGHER EDUCATION IN BUSINESS
SKILLS FOR THE WORKPLACE.**

TASK1

COMPARING TWO JOB ADVERTS.

BUSINESS ADMINISTRATOR AND MARKETING ASSISTANT, both are roles suitable for someone studying business, as they require organisation and communication skills.

A business administrator is responsible for supporting a company's operations. Common tasks include answering mails, preparing documents, communicate with the clients and other people that work in the company. The owners and the managers generally look for people who are organised, reliable and proficient in Microsoft office.

A Marketing assistant supports the marketing team by helping to promote products or services. Responsibilities include creating social media content, collaborating on marketing campaigns... The owner or employers value creativity, communication skills, teamwork, etc.

Both positions require shared competences. Good communication is essential, time management and organisation are important because both roles involve multitasking, meeting deadlines and interact.

One skill I will use in my future professional career is communication. Effective communication enables employees to understand instructions, collaborate with the people and provide excellent customer service. Currently, I don't have work experience in this area, I am developing participating in class, with other students, completing assignments.... I believe this skill will help me become a successful business administrator or marketing assistant in the future.

TASK2

SWOT ANALYSIS

STRENGTHS:

- Organised and responsible.
- Good communication.
- Teamwork skills.
- Good time management.

WEAKNESSES:

- No work experience.
- Need more confidence when speaking in big groups.

OPPORTUNITIES:

- My business skills for the workplace course helps me to develop employability skills.
- Online courses can improve my business knowledge.

THREATS:

- High competition for entry-level job.
- Some employers want or prefer experienced candidates.

EVIDENCE OF READINESS

Although I do not have a work experience, I am preparing for employment through the course. I have developed skills in communication, teamwork, organisation, and time management. I'm proficient in Microsoft office and capable of completing assigned tasks within established deadlines. I am motivated to learn new skills and expand my knowledge. I believe that my training and positive attitude will help me become a successful business administrator or marketing assistant in the future.

TASK3

EMPLOYMENT GOALS

My **short-term** goal at this moment is complete the course and develop my employability skills. I would like to improve my communication and Microsoft Office Skills. Also, I want to gain my first work experience in a business environment.

My **long-term** goal is to work as a business administrator or marketing assistant, I would like to develop my experience and progress to a higher position within a company.

PERSONAL DEVELOPMENT PLAN

DEVELOPMENT AREA	ACTION	TERM
Communication	Practise speaking and presentations.	6 months.
Microsoft Office	Complete online practice and courses.	6 months.
Work Experience	Apply for a entry-level job or internships.	1 year.
Marketing Skills	Learn more about digital marketing.	1 year.