

DIGITAL SKILLS MODULE

Digital Skills Portfolio

A reflection on my progress with digital tools this module

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Business Digital Skills

Introduction

This portfolio brings together three pieces of work from the Digital Skills module. Together, they show a range of skills: written communication, source evaluation, and editing for clarity.

I chose these examples because they show my progress across the module: one task I found difficult at first, one I improved on with practice, and one I can now complete confidently.

1

Source Evaluation

Research & referencing skills

2

Business Email

Professional written communication

3

Editing for Clarity

Word editing & revision tools

Example 1 — Source Evaluation

Skill I now feel confident in

Task 3 – Source Evaluation

Student Details

Name: Mathurin Chanfort Bougne Nzokou

Student ID: _____

Topic chosen

The Use of Social Media to Promote Businesses

Title of source

Social Media Use and Performance of Small Businesses: A Customer-Centric Perspective

Author(s)

Sithembisile Sakhiikhaya Radebe

Silas Formunyuy Verkijika

Brownhilder Neneh

Year published

The article was published online in 2023 and appeared in print in Volume 19 (2024) of the Baltic Journal of Management.

How did you find this source?

I found this article through Google Scholar while searching for recent peer-reviewed studies on the use of social media in business. I used keywords such as social media marketing, small businesses, and business performance. I selected this source because it was directly related to my topic and was published in a recognised academic journal.

Why did you choose this source?

I chose this article because it provides a clear and evidence-based analysis of how social media contributes to business performance. The study focuses on small businesses, making its findings practical and relevant. In addition, the article is recent, published in 2023, and is based on original research rather than personal opinions, which makes it a reliable source for academic work.

Is it relevant to the topic?

What it is: A written evaluation of an academic journal article, checking its relevance, reliability, and credibility.

Skill it shows: Finding sources through Google Scholar and judging academic credibility.

What I learned: Not every source online is suitable for academic work, and checking publication dates matters.

Example 2 — Business Email

Skill I have improved through practice

What it is: A short, professional email replying politely to a customer complaint, using a clear greeting, purpose, key point, and polite close.

Skill it shows: Adjusting tone for a professional audience and structuring a business message clearly.

What I improved: At first my emails were too casual or too long. With practice, I learned to keep messages short, polite, and focused on one clear purpose.

Subject: Regarding Your Recent Order – Apology and Update

Dear Mr. Thompson,

Thank you for taking the time to contact us about the delay with your recent order. I understand how frustrating this must have been, and I would like to sincerely apologise for the inconvenience caused.

I have checked with our dispatch team, and your order has now been shipped. You should receive it within two working days. As a gesture of goodwill, we have also applied a 10% discount to your next purchase.

Please do not hesitate to contact me directly if you have any further questions or concerns.

Kind regards,

Mathurin Chanfort Bougne Nzokou

Customer Service Team

Example 3 — Editing for Clarity

Skill I found difficult at first

Editing for Clarity - Before

The thing about social media is that businesses that use it a lot tend to sort of do better than the ones that don't really use it that much, and this is because of the fact that customers can see stuff about the business online which helps them decide things.

Editing for Clarity - After

Businesses that use social media actively tend to perform better than those that do not. This is because customers can see relevant information about the business online, which helps them make informed decisions.

What I changed and why

I removed vague phrases such as "the thing about" and "sort of", which made the original sentence sound unclear and informal. I also shortened the sentence and split the ideas so each point was easier to follow. Using Word's spelling, grammar, and readability tools helped me identify where the sentence was too long and where the wording could be more precise.

What it is: A before-and-after edit of a paragraph, using Word's editing tools to improve clarity without rewriting everything.

Skill it shows: Using spelling, grammar, and readability tools to make small, purposeful edits.

Why it was hard at first: I used to want to rewrite whole paragraphs instead of making small, targeted changes. Learning to trust small edits took practice.

My Development

Difficult at the start

- Choosing the most appropriate, credible source from many available online results.
- Writing emails that were too casual, or too long, for a professional audience.
- Wanting to rewrite entire paragraphs instead of making small, purposeful edits.

What improved

- I can now judge whether a source is academic, recent, and reliable using clear criteria.
- I structure emails with a greeting, purpose, key point, and polite close every time.
- I use Word's editing tools to make small, confident changes rather than starting over.

Reflection

What I learned

Digital skills are not just about using software — they are about communicating clearly, checking information carefully, and making confident decisions about my own work.

What helped me improve

In-class practice, tutor feedback, and repeating tasks such as writing emails and editing paragraphs helped the skills feel natural rather than like a one-off exercise.

How I used AI responsibly

I used AI only to check my understanding of instructions, never to write my reflections or make decisions for me — those judgements stayed my own.

Conclusion

The skills in this portfolio — clear writing, careful research, and confident editing — are not just academic exercises. They are the same skills I will use to write reports at work, communicate professionally with colleagues, and evaluate information I come across every day.

This module has helped me move from uncertainty with digital tools to genuine confidence — and that confidence will carry into my studies, future workplace, and daily life.

Thank you.