

BMSW4001

Academic and Employability Skills

Mihai Cosmin Ilie-2020193

GROUP-6

LECTURER-Peter Allen

Introduction

- Academic and employability skills needed to be developed from the early life of the education to get the desired job or career (Andrews and Russell, 2017).
- One should know about the necessary employability skills and develop them accordingly for getting the intended job (Saterfiel and McLarty, 2015).
- In this presentation, the description of my intended job along with the skills necessary for getting the job is described.
- The personal SWOT analysis, time management tools and personal development plan is also developed according to the needs of the intended job career.

Intended Career

- From the beginning of my graduation, I intended to become a sales executive in a reputed multinational business organizations.
- To me, sales executive is a fascinating job which ensure high career growth and a good amount of salary.
- Sales executive is someone who is responsible for planning, developing and implementing the sales strategy of an organization (Saterfiel and McLarty, 2015).
- To become a sales executive, one needs a great deal of skills and qualifications which ensures high growth as well (Sales Executive Jobs, 2021).

Needed Skills

- These are the some important skills, which are needed in a sales executive,
 - ☐ Communication skills
 - ☐ Customer service skills
 - ☐ Presentation skills
 - ☐ Sales skills
 - ☐ Active listening skills
 - ☐ IT skills ((Sales Executive Jobs, 2021)



My Skills

Among the needed skills for sales executive, currently I have these below mentioned skills:

- ❑ **Communication Skills:** It is one of the essential skills that are needed for workplace success in sales. These skills are defined as the ability to transform or pass information with one another for the purpose of creating greater value (Maguire and Pitceathly, 2012).
- ❑ **Presentation Skills:** In academic life, through giving various presentations I have developed these skills. Presentation skills is defined as the ability to present the information and provide effective speeches by interacting with the audiences effectively (Van Emden and Becker, 2016).
- ❑ **Active Listening Skills:** By attending the class lectures and workshops, I have developed the active listening skills. These skills are defined as the ability to listen other effectively and giving feedbacks accordingly (Andrews and Russell, 2017).

My Skills (Contd.)

Skills I need to develop for getting into my intended career:

- ❑ Customer Service Skills: These skills are very much specific to the sales related jobs where the employee has to interact with the customers on daily basis (Lucas, 2019). For developing these skills, I am planning to take advises and suggestions from the reputed sales personnel who are currently in the sales related jobs.
- ❑ Sales Skills: In sales skills, one need to be persuasive and diplomatic when selling products or services. To develop these skills, I will be joining into workshops and seminars on sales related subjects (Powers and DeCarlo, 2014).
- ❑ IT Skills: Though IT skills are important for all kinds of jobs. In sales, MS office skills are must for implementing the sales strategies and meet the target sales (Lee and Mirchandani, 2018). For developing these skills, I will be doing courses on MS office.

SWOT Analysis

Strengths:

- Good communication skills
- Expertise in presentations
- Active listening skills
- Ability to provide effective feedbacks

Weaknesses:

- Have less knowledge on sales skills
- Lack of customer service skills
- Lack of IT skills i.e., MS office

Opportunities:

- Wide range of courses on sales
- Pursuing bachelors degree on business
- Strong determination
- Focused

Threats:

- Job market competition
- Pressure of academic courses
- Lack of time for getting proficient in skills

Time Management Tools

- Time management tools are very much necessary for achieving the targeted future objectives and achieving efficiency in the skills (Dodd and Sundheim, 2015).
- There are many time management tools and the Eat that Frog and Pomodoro is referred as the effective ones for the graduates (Dodd and Sundheim, 2015).
- Eat that Frog is an excellent time management tool which helps to complete the tasks on urgency and priority basis (Dodd and Sundheim, 2015). Like, for my career in sales, first I need to develop the customer service skills and so it will be my first frog that I need to eat up.
- Next one is Pomodoro. Pomodoro is an effective time management tools which helps to stay focused on the tasks for 25 minutes at once and again getting into the work after taking a break (Dodd and Sundheim, 2015). For example, I will use the Pomodoro technique in developing my IT skills.

Personal Development Plan

Specific Goals	How will I achieve this	How this will be measured	When I will achieve this	People will help me in this
Developing Customer Service Skills	Taking advises and tips from the sales personnel	Based on the feedbacks from sales personnel	Within the two years from now	Sales personnel from my LinkedIn and social networks
Developing Sales Skills	By joining workshops, seminars and doing internship	Through giving assessments	Before my graduation	Teachers and friends
Improving IT Skills	Doing courses and practicing at home	Taking feedbacks from the teachers and peers	Within the six months	Tutors, friends and colleagues

Conclusion

- Employability skills needed to be developed as early as possible to have the desired career just after the graduation.
- The above plan of developing skills and getting contacted with the people from sales related jobs will help to gain the desired success while looking for the jobs.
- The mentioned SWOT, time management tools and personal development plan will be very much helpful for getting into the desired profession and career as well.

References

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