

Module Name: Learning in the Digital Era

Module Code: BMBM4008

Assignment Name: Reflective Journal

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Deadline: 08/12/25

Link: [Recording-20251208_143749.webm](#)

How has my understanding of digital and academic skills developed?

- Before university, I studied at college for 2 years, so I already had a basic understanding of academic writing, as well as referencing. Since starting uni, I have been able to build upon my basic understanding of these skills in the 12 weeks I have been here, and I feel that my writing skills have majorly improved as well as my ability to find other academic writings to support my work.
- Before university, one of my main skills I lacked in was presenting to a class or group of people. I had made presentations before; however, my presenting skills were very lacking, I lacked confidence and instead of using bullet points and expanding on them, I threw on paragraphs and read off them, turning away from the audience and losing their interest. Since starting university and doing mock presentations as well as having lectures on how to effectively build a presentation, I have been able to expand my skills in presenting and apply them to a class of people. After each presentation I am given feedback to further apply to my presentations.
- AI has been a big part of my studies ever since college, both for checking my work for errors, as well as using it on the university library to help me find resources for my work. For my work I have used AI to check if there are any errors or mistakes in my writing, I have also used it to give me a rough structure for me to help me writing as that is one my struggles when it comes to learning. The use of AI in the universities library as well has been a major help since it only needs keywords to give me resources for my writing.

Biggest challenge? What is it/did I overcome it?

My biggest challenge I think is time management. I have had issues with time management since school, and I somewhat still do struggle with it, it has however improved as I have gotten older. Since starting university, I feel it has improved the most, especially with having a group of friends that come together and study. I feel that having a group of people motivates me more and helps me focus better when in a group.

Proudest achievement?

Personally, I feel I have yet to have my proudest achievement, one because it is still very early into my course and school year, but also for the most part whilst the work I have been doing is fulfilling and challenging at times, I feel I have yet to fully push myself like I really could, so I feel like I have yet to obtain my proudest achievement. With more time at university, I will definitely be at a point where I can say I have accomplished something I am truly proud of.

Personal goal for the future

My biggest personal goal is being able to apply what I have learnt into a future career, whether that be starting up my own business or working under an already established business. If I were to create my own business, I would centre it around sustainability, creating packaging that is environmentally friendly and dissolves when it comes into contact with natural elements, hopefully reducing global waste.

Since that is a goal for much later in life, a closer goal would be to overcome my current struggles of time management and be able to fully manage all assignments I am given.

Appendix

Referencing

Al-Haddad, S. & Kotnour, T. (2015) 'Integrating organizational change literature: A

model for successful change', *Journal of Organizational Change Management*, 28(2)

This is an example of referencing and how I used it in another assignment for a different class.

Presentation

Below is a link to my presentation that I completed, complete with notes, references and examples.

Link: <https://uowtsd>

my.sharepoint.com/:p:/r/personal/2501615_student_uwtsd_ac_uk/Documents/2501615JM%20Celebrity%20Endorsements%20in%20Marketing.pptx?d=w398eaa37ccb140e6ae75cbd65d88a23c&csf=1&web=1&e=e9jMIN