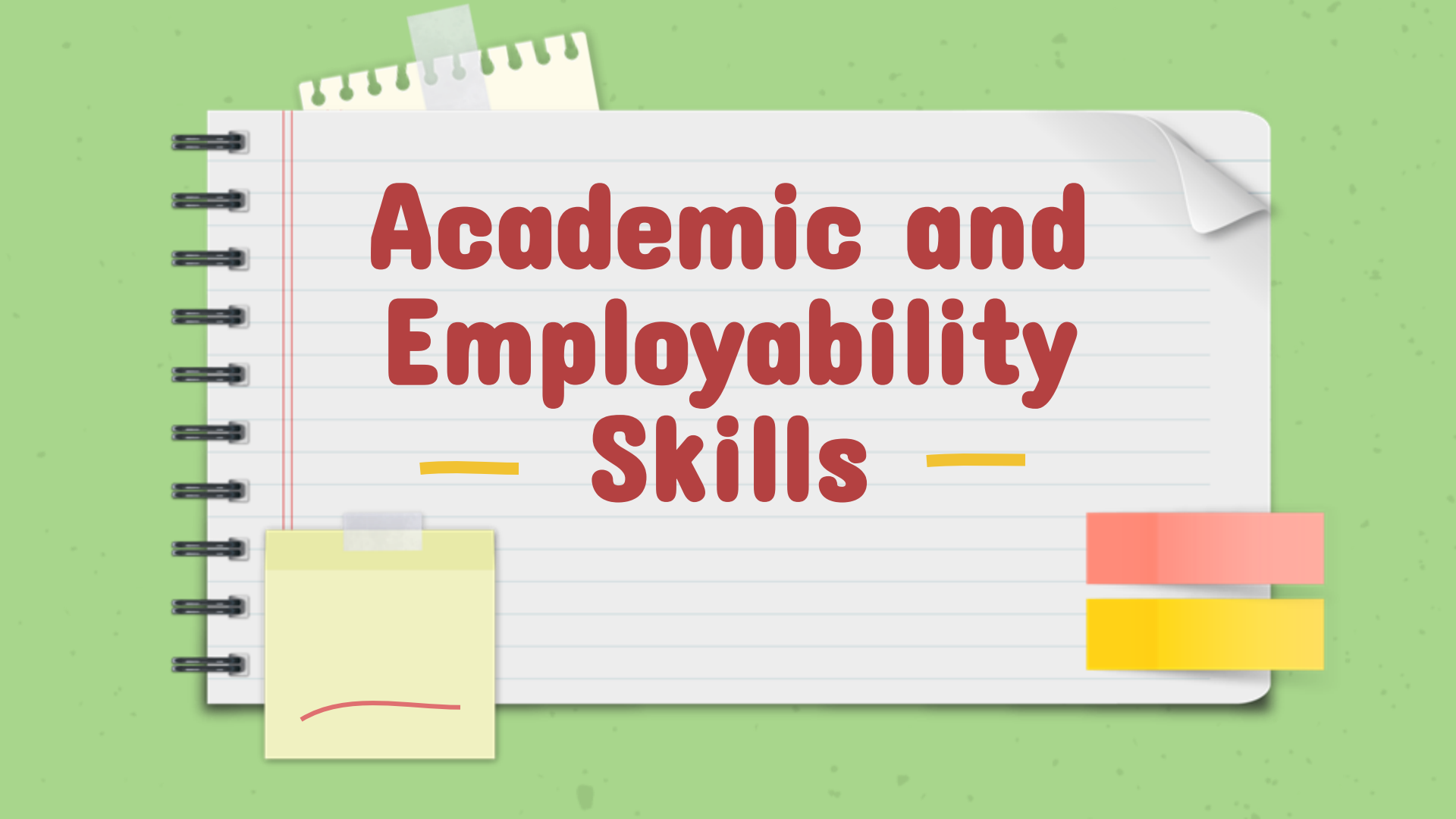




Academic and Employability Skills

A graphic of a spiral-bound notebook with a white page and a red cover. The spiral binding is at the top. On the left side of the page, there are two horizontal rectangular tabs: a yellow one on top and a light orange one below it. The text is written on the white page in a dark grey, sans-serif font.

Introduction

Student Name -Silviya Kovacheva

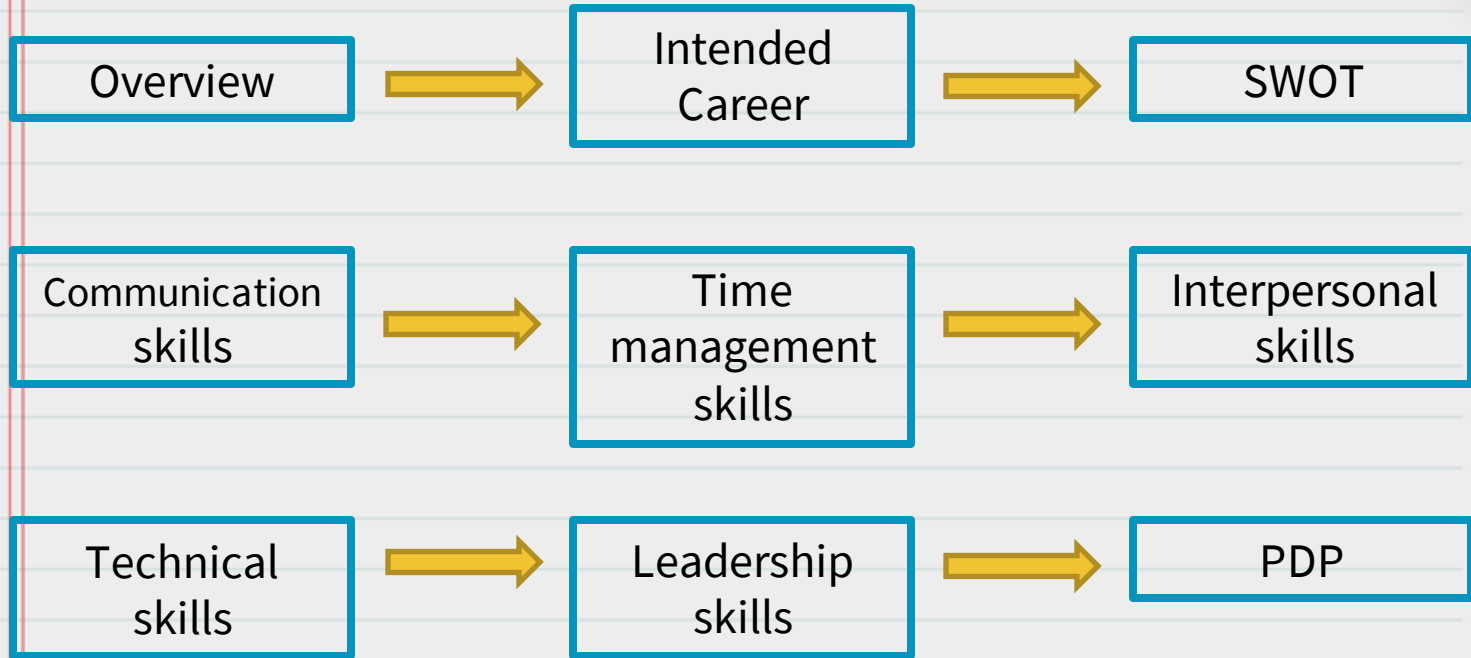
ID Number -2132342

Academic Skills and Employability Skills

Module Code - BMSW4001

Lecturer -

Contents



Intended Career

- Open own beauty salon
- Manage the salon and its customers
- Offer customers with services at a resonable price
- Employ other workers for expansion of the salon
- Business expansion by setting new shops
- Required skills include communication, technical and interpersonal skills

Own Beauty Salon



Intended Career

Skills Required

- Communication skills to interact with the employees and the customers
- Time management skills to maintain the slotting and appointments
- Technical skills to perform the tasks at the salon
- Interpersonal skills to create a bond with the customers for repeat purchase
- Leadership skills for maintaining the employees

Job Responsibilities

- Set up the shop and all the facilities required
- Get proper technical skills and employees to offer the services
- Provide customers with services that satisfy them at reasonable price
- Maintain the employees of the shop
- Implement business growth and development of services

(Hastie, 2010)

(Gallagher, 2013)

SWOT Analysis

Skill analysis

STRENGTHS

- Communication skills
- Time management skills
- Interpersonal skills

S

WEAKNESSES

- Technical skills for working in the salon
- Leadership skills for managing the employees

W

- Grow the business with better management skills
- Satisfy the customers with quality service and reasonable pricing

OPPORTUNITIES

O

T

- Extensive competition
 - New in the market
- Takes time to build customer loyalty

THREATS

Existing Skills

Communication Skills

- » Effective transferring of ideas and thoughts
- » Helps to interact with the employees and the customers
- » Helps in negotiation and building of the business
- » Helps to reach more customers

Interpersonal Skills

- » Constant communication with the customers help to create more business opportunities
- » Good interpersonal skill with help to create repeat purchases of customers

Time Management

- » Helps to slot the timing of the appointments of the business
- » Facilitates the efficiency of the business and its effectiveness

(Rees and Porter, 2017)

Skills Requiring Development



Technical Skills

- Required for giving quality services at the salon
- Increases employability
- Helpful for guiding the other employees



Leadership Skills

- Lead the business to its growth
- Lead the employees at the shop
- Have the capability to manage the shop and its activities

(Rees and Porter, 2017)

Personal Development Plan

Objective	Action	Resource Needed	Potential Obstacles	Metric	Estimated Timeline
Technical skill development	Enroll in hands-on courses	Materials, tools, time and teacher	Time management	Be able to work alone in the salon	9-10 Weeks
Leadership skill development	Practice leadership and follow leaders	Book and leadership practice videos	Inexperience	Be able to lead the employees at the salon	9-10 Weeks

References

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