



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

ASSIGNMENT TITLE:

E-Portfolio: Evidence of Learning

SUBJECT NAME:

Changemakers: Building your Personal Brand for Sustainable

SUBJECT CODE:

BMBM5021

LECTURER'S NAME:

Robyn Griffiths

STUDENT NAME	STUDENT ID
NURIN FARAHIYAH BINTI MOHD RAFIDI	2436800

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PART A

1. PERSONAL DEVELOPMENT PLAN (PDP)

Objective	Success Criteria	Activity	Resources	Priority	Start Date	End Date
By bridging the structural gap between transactional bookkeeping rules that look back and the high level corporate financial administrative on that looks forward, I hope to transition from using my pure science background and the core	Complete three modules: attain a first-class mark on all module level work for advanced corporate financial e, statistical analysis	For independent work outside of class, it to minimum of six hours a week using leading financial e lab work, tracking	Academic research engines (ScienceDirect, Emerald Insight, Scopus), advanced corporate finance and quantitative analysis textbooks, financial simulation software, and regular academic guidance sessions with finance faculty advisors.	High	Oct 2025	June 2027

of my ACCA Foundation in Accountanc y (FIA) study to become a strategic valuation modeler, a quantitative investment analyst and a macroecono mic risk forecaster within the Bachelor of Business Administrati on in Finance (Hons) program.	sis and capita l struct ure cours es by end of acade mic year 2025/ 6. • Devel op, and defen d three predic tive financ ial valuat ion modell s	real time marke ts, and worki ng with real corpo rate cases. • Extra ct data from corpo ration s aroun d the world 's financ ial marke ts to analy ze				
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	including a Discounted Cash Flow model and a portfolio of assets to be optimized within a given array of recessionary risk and related macroeconomic variables	capital structure, to make debt-to-equity ratio adjustments and to analyze indicators of dividend policy. • Participate in sophisticated works				
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	les.	hops given by Facult y on subje cts relate d to corpo rate turnar ound as well as invest ment banki ng.				
By no longer writing so much descriptive writing and elevating my international academic writing to a	Acad emic citatio ns will be utilize d in precis	Creat e a detail ed struct ural outlin e for every	University writing labs, module assessment rubrics, Google Scholar, Harvard Referencing	High	Jan 2026	Sept 2027

higher level of critical evaluation, I aim to ensure that all of my arguments are backed up by literature. I aim to apply the lecturer's Analyse, Agree, Argue, Arrive (4As) model in a very systematic way in writing all of my essays, portfolio pieces and other strategic writings within a	e propo rtions of a high citatio n densit y with an avera ge of one qualit y refere nce per 100 words to yield a mini mum of 10 high qualit	essay software, and the structural templates outlined in the <i>Academic & Strategic Writings</i> handbook. every parag raph, divide it into four separ ate writin g block s to apply 4As and PEEL accor dingl y. ● For every			
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strict Point-Evidence-Explain-Link (PEEL) structure.	y refere nces per 1,000 words of writte n work. • A consis tent grade avera ge of 75%+ across writte n portfo lios with positi ve comm ent in forma l	suppo rting argu ment (Agre e) I am also resear ching the most releval nt, robust acade mic count er-nar rative / critiq ue (Argu e) for that argu ment to				
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	feedback regarding ability to critique theoretical assumptions underpinning work and ability to reconcile contradictory narratives to construct	ensure that my essays are of the highest quality. • Automate the tracking of cited work, such as numbers of citations, within the editing process for				
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	coherent new interpretations.	ensuring correct referencing.				
I want to develop my cross-cultural team management skills while studying abroad. I want to become aware of my communication blind spots and manage the “People Pleaser” and conflict-avoiding allowable weaknesses of my natural	Led or co-ordinated (co-) a multi-cultural student project group, as confirmed by very good peer and	Look for opportunities within a university group modules to lead, complete analytical work or present as part of	<i>Belbin’s Team Roles</i> core literature and psychometric toolkits, international mobility student cohorts, group project diaries, and organizational behavior textbooks.	Medium	Feb 2026	Jan 2027

Belbin Teamworker behavior. Additionally , I want to become a Monitor-Ev aluator, allowing me to function objectively in high-stakes corporate group work situations.	tutor evalu ations , that were well- balan ced and strong . • To move past my comf ort zone and have provi ded a critica l analy sis of the situati ons	divers e group s. • Use object ive and data-b acked diplo macy to step in and resolv e probl ems when group work does not progr ess becau se of comm				
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	where I have gone on to give constr uctive additi on, and to maint ain a comp rehen sive reflec tive diary where I have recor ded instan ces where I have move d outsid	unicat ion probl ems or task ambig uity, establ ish clear peer accou ntabil ity for compl etion of tasks. ● Week ly chang ing in order to beco me more effect				
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	e of critiq ue, challe nged group think and dealt with ambig uity to compl ete the projec t to a high stand ard witho ut comp romis ing the	ive in the roles in which I am adjust ing to beco me.				
Establish a strong and	● Devel op a	● Deco nstruc	Graphic design	Medium	March 2026	May 2026

distinctive Personal Brand & ID in order to unlock application to top global finance analyst graduate programs as well as the leading consultancy firms.	high quality CV based on the Chan gema kers CV handb ook slides that fully adher es to their struct ural guidel ines (ie. focusi ng on Perso nal State ment, Achie	t job ads from target employe ers such as PwC and Admi ral Grou p in order to extrac t the essent ial techni cal and behav ioral skills requir ed for each	software (Canva), university career advice services, executive job search portals, and employer graduate competency frameworks.			
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	veme nts, Educa tion, Proje cts). ● Build updat ed digita l profes sional netwo rking profil e online which outlin es and conve ys acade mic modu les, intern	role. ● Rewri te Perso nal Histor y into result s-focu sed descri ptions of self highli ghtin g quanti tative roots, high cultur al intelli gence (CQ) and recent field				
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	ational l mobil ity and corpo rate site visit experi ence in terms of key value added profes sional comp etenci es.	experi ence. • Atten d unive rsity emplo yabili ty works hops and work on my prese ntatio n at netwo rking event s.				
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NURIN FARAHYAH BINTI MOHD RAFIDI

UNDERGRADUATE

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PERSONAL STATEMENT

An intellectually-driven, forward-thinking Finance undergraduate with a numerical focused methodology from a science led background and an ACCA Foundation in Accountancy (FIA). Currently studying for a Bachelor of Business Administration in Finance (Hons) with a specialization in cross-border financial performance, corporate valuation using various methodologies, statistical modeling and macroeconomic risk. Highly adaptable to work in high-stress environments and global companies with diverse cultures, having recently completed an extremely competitive international mobility program with universities in the United Kingdom. I am able to transform historical transactional data from a company's book keeping system into forward looking analysis providing strategic recommendations to management. Utilizing high-level cultural intelligence (CQ) and diagnostic data analytics to become an elite Graduate Financial Analyst and Advisory Consultant providing evidence-based strategic recommendations to multinational corporations.

KEY ACHIEVEMENTS

International Mobility Placement, University of Wales Trinity Saint David, United Kingdom

Jan 2026 - May 2026

- Secured a competitive place on the international academic mobility track at the University of Wales Trinity Saint David (UWTSD) in the UK, mastering cross-border financial principles and global corporate networking.

Professional Accounting Foundation, Sunway College, Malaysia

July 2021 - July 2022

- Successfully completed the comprehensive FIA-ACCA suite on the first attempt, establishing a thorough baseline in management information, corporate reporting, and audit metrics.

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EDUCATION & QUALIFICATIONS

Bachelor of Business Administration in Finance (Hons)

Jan 2025 - Present

University of Wales Trinity Saint David (UWTSD) & UM-Wales

- Core Specializations: Advanced Corporate Finance, Strategic Business Analytics, Financial Modeling, Investment & Portfolio Management, Macroeconomic Environments, Portfolio Risk Optimization.

ACCA Foundation in Accountancy (FIA)

July 2021 - July 2022

Sunway College, Malaysia

- Sponsored by Yayasan Peneraju (Malaysia)
- Core Focus: Management Information Systems, Foundational Financial Accounting, Accountant in Business Ecosystems

EDUCATION & QUALIFICATIONS

Sijil Pelajaran Malaysia (SPM)

Jan 2016 - Dec 2020

Sekolah Tun Fatimah, Johor Bahru, Johor, Malaysia

- Pure Science Stream
- 3A+ 3A 1A 2B+
- Top-tier Distinctions achieved in both Additional Mathematics and Modern Mathematics.

EXTENSIVE PROJECTS & EXPERIENCES

Strategic Corporate Workspace Field Analysis

March 2026

Admiral Group plc, Cardiff

- Conducted an on-site structural observation of the financial operations, corporate risk tracking, and organizational culture at the Admiral Group plc headquarters.
- Evaluated the practical application of Schein's culture models and Burns & Stalker's organic organizational designs, assessing how a flat, non-hierarchical matrix structure drives corporate adaptability and talent management within a FTSE 100 financial firm.

Mobility Program

Jan 2026 - May 2026

University of Wales Trinity Saint David & UM-Wales

- Developed a global perspective and cultural adaptability by completing a semester of academic study in the UK.
- Adapted quickly to a different higher education system, maintaining strong academic performance across all modules.
- Enhanced intercultural communication, independence, and problem-solving skills by navigating a new international environment.
- Relevant Coursework: Changemaker: Building Your Personal Brand for Sustainable Employment, Contract Law, & Marketing in Practice.

CORE COMPETENCIES & PROFESSIONAL EXPERTISE

- **Financial Modeling & Analytics:** Advanced corporate data interpretation, predictive trend analysis, and strategic valuation modeling.
- **Global Fluency & Cultural Intelligence (CQ):** Proven capacity to manage cross-border team communications and navigate multi-layered international business settings.
- **Strategic Advisory Methods:** Moving past backward-looking tracking to deliver data-backed risk analysis and growth strategies to corporate directors.
- **Team Dynamics Optimization:** Skilled in using the Belbin Team Roles framework to manage interpersonal friction, shifting between a collaborative Teamworker stance and an analytical Monitor-Evaluator critique.
- **Technical Software & Literacy:** Advanced Excel modeling, professional presentation design (Canva/PowerPoint), and automated Harvard referencing software.

INTERESTS & HOBBIES

- **Macroeconomics & Market Forecasting:** Passionate tracking of global recession patterns, monetary policy corrections, central bank interest cycles, and emerging FinTech market disruptions.
- **Creative Digital Documentation:** Managing micro-blogs and creative digital media layouts to document experiential learning, personal branding milestones, and cross-cultural adaptability during travel.
- **Quantitative Problem Solving:** Engaging with statistical and mathematical puzzles to keep logical, analytical reasoning sharp for fast-paced financial environments.

PART B

REFLECTION ON CORPORATE INTEROPERABILITY: THE ADMIRAL GROUP FIELD EXPERIENCE

Experiential field engagement bridges abstract administrative modeling and live market operations and is a key component of modern structured corporate site analysis at the headquarters of Admiral Group plc in Cardiff, a leading FTSE 100 business pedagogy. As part of my international mobility experience in the UK, I participated in a reflective exposition addressing how Admiral's flat organization, its work processes and talent deployment matrices relate to current strategic financial and insurance services companies. After comparing these observations to relevant literature, this essay goes on to analyze how this field exposure reshapes my professional capabilities as a future corporate advisor.

The Admiral Group's corporate site consisted of a highly open-plan, non-hierarchical office environment. Such physical design features of a company serve as organisational artifacts that reflect and reinforce the corporate culture. Schein (2010) in his Organisational Culture Model posits that visible organizational features, including a company's physical environment, must reflect deeply held core values of an organization. In Admiral's case, the layout of the office was a very open-plan environment with no separate areas for senior managers and therefore no physical silos. Such design clearly supports horizontal communication and helps to break down organizational bureaucracy, or what Burns and Stalker (1961) described as the 'Organic Form' of organisation. This type of form is particularly well suited to rapidly changing, volatile environments as it promotes fast communication and the ability of employees to adapt to situations as they arise. However, highly informal organizations can possess many hidden weaknesses, for example ambiguity in the accountability of employees and the clear definition of decision-making boundaries. Furthermore, the structure of such organizations is often invisible and therefore can lead to role conflict and internal political friction as employees attempt to navigate by the unwritten rules of the organization (Barker, 1999 a flat organization with an open-plan office space has given me insight into the importance of clear, quant3). Observing

Admiral's talent deployment matrices and the way in which the company's employees operate ensures benchmarks that clearly define accountability in such environments. This will be particularly important for a future role as a corporate advisor as it will enable the individual to understand the impact of a company's communication system on the governance of capital and the risk taken by the organization.

Working with the international group of peers during the corporate visit to Admiral Group exposed some of the natural ways that I work with teams and revealed some of the limitations to my style of working in fast-paced business situations where conflict can arise. Indeed, the experience of the corporate visit has moved through the different stages of the Experiential Learning Cycle (Kolb, 1984) and this has particularly helped me to move from Reflective Observation to Abstract Conceptualization. The way that I work in teams is very much that of a Teamworker (Belbin, 2010) in that I am a very cooperative and very mild person who is very perceptive and very skilled at listening and, in particular, at calming down volatile situations. The allowable weakness of the Teamworker is, however, that of being indecisive and a 'people-pleaser' in situations where there is stress and/or ambiguity. Such overemphasis on harmony in financial services can lead to a lack of professional skepticism and an inability to challenge, for example, poor quality data and projections and to express appropriate risk concern when analyzing risk calculations (Janis, 1982). The experience has, therefore, helped me to recognize the limitations of my style and to work through some of the issues in order to become more confident in expressing my concerns objectively and in a constructive manner in order to continue to work effectively in teams as a corporate advisor, even in global environments. I shall continue to monitor this aspect of my personal development as part of my current PDP.

In summary, my empirical field experience at Admiral Group plc revealed many of the practical aspects of modern administration. In innovation and tackling tasks in a rapidly changing environment. Such systems demand, however, a very high degree. My observations show that the non-hierarchical, organic form of Admiral's office is very effective for fostering an aspiring corporate advisor, a number of valuable insights in to the world of elite financial advisory. I am

of interpersonal clarity and assertiveness on the part of its employees. The experience has given me, as multinational corporations in their strategic development. As a result of my academic experience, I am confident that my academics are now in a position to apply my growing repertoire of financial skills in a cross-cultural setting to aid.

REFERENCE LIST

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