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MODULE CODE: BMSW4001_LON

Presentation Handout

Slide 1

Academic And Employability Skills–ACE Practical Portfolio



Slide 2: Introduction

Introduction

▶ **Task 1**

- ▶ Introduction
- ▶ Discussion about the skills required for being a successful Hotel
- ▶ Personal SWOT
- ▶ SMART Goals
- ▶ Personal Development Plan
- ▶ Conclusion



Speaker's note: Academic skill and employability skills are the evaluation that is required to understand the level of strength and weaknesses that are present in or required to be developed. Task 1 will talk about the required skills for a hotel manager. The hotel manager is a post that requires understanding the management requirements of different departments altogether. This designation has been chosen to get a thorough idea about how someone can gain all the possible requirements to become a successful employee. The key terms requirements of being a successful manager will be evaluated. Then, a personal SWOT analysis will be done. This analysis will help understanding personal strengths, weaknesses, opportunities and threats. After that SMART goals as identified by the learner will be evaluated. The whole assessment will help to get an idea about how the employability skills could be assessed. The report will be discussed along with a personal development plan.

Slide 3: **Discussion about the skills required for being a successful Hotel Manager**

- Strong Communication Skills (Ryan, 2021)
- Should strive to improve
- Needs to be a great motivator (Pirnar, 2014)
- Recognising talents

Speakers' Note:

The hotel manager has a great role to play in the hotel industry. They are the one who takes care of all the necessary segments involved in the business process. The Hotel Manager needs to have certain skills to be a successful professional in the industry. Firstly, they need to have strong communication power as communication is the best way to sort any kind of issue present within the business operation. The manager needs to manage all the segments of the hotel and they need to communicate with all the employees working with different tasks in the company. The manager further tries to bring improvement within the business operating style every time. The focus is on developing new strategies to make the working mode modernise and easy so that the other hotel staff may not get bored and start to look for some other alternatives.

Every employee wants to enhance their own personal skills and if there is no development in the business operation then they can never enjoy an updated working mode and therefore, cannot develop themselves. The employees may get demotivated greatly and their product range goes down automatically and the company's productivity also gets hampered a lot. The manager needs

to play the biggest role in this part they need to be a great motivator to keep the employees motivated throughout. Here, the employees are required to be encouraged to actively take part in the decision-making process of the business and most importantly they are also needed to place their opinion regarding any changes required in the business operation. The manager should understand the needs of the other employees the issues they are facing in their tasks' part and so on.

The crucial skill that every manager not only in this industry but in every industry should have is the ability to recognise real talents out of the lot. Recognition is very much important to retain potential employees in the business. The real talents should be recognised and if possible they need to be rewarded so that they stay motivated and develop an interest in the operation of the business. They will start contributing more on their own and will try to keep up the customers' experience and the company will receive fewer complaints regarding services provided to them. Moreover, they will only try to sort out issues and if by any chance they fail then they will consult the manager. The treatment of the manager towards their employees determines the performance level of the employees. The more the employees will be motivated, inspired, and keep engaged in the business activities they will gain confidence and will contribute greatly to the business.

Slide 4: Personal SWOT

Personal SWOT

- › Good communicator
- › High convincing power (Panel, 2021)
- › Good public speaker (Meister, 2021)
- › Poor time management skill
- › Weak presentation
- › Poor decision-making ability
- › Chances to get appointed to some renowned hotel in future
- › High competition (Jiang and Wen, 2020)



A personal SWOT analysis has been done to identify the strengths, weaknesses, opportunities, and threats to the business. Through SWOT it has been identified that:

Strengths: I am a good communicator, and to hold a manager post it is essential to communicate with all other employees. Being a manager I need to make all the staff understand their allotted tasks well and solve if any issue exists within their understanding. Secondly, I have a very good ability to convince people. The customers have different mentalities and they need to be handled differently. The manager is the one who has to convince the customers if not done successfully by the subordinates. Further, it can be said that I have the good and strong public speaking ability. I can speak fluently and confidently which is one of the most required skills to be in this profession. The more confidently I will be able to speak in front of the clients they will get gain trust and will get attracted towards the business.

Weaknesses: Along with strengths I have identified some of my weaknesses as well. Firstly, I have very weak time management skills and that is the most negative part of this profession. I need to be very punctual about my works and if I am failing to maintain the time of business operation and my subordinates will also follow the same I need to be a good educator as well besides being a manager. Thus, I need to improve my time management skill. On the other hand, my presentation skill is also quite weak as my control over the voice is poor. For presentation, it is important to have good voice control, matured and professional body language, and so on. Further, I have identified that my decision-making ability is also quite poor.

Opportunities: With my existing strengths I can easily apply to some renowned hotel companies and can get placed with a satisfying amount of salary. This is the opportunity I can achieve in the future. I can gain experience from internships for few months and can easily adapt the features that are required for this kind of work environment.

Threats: Competitors are the real threat in any profession. I feel that my weaknesses can be the biggest reason for losing my job opportunities in the future. Hotel companies seek talents that are highly qualified along with the required added skills. The weaknesses are needed to be mitigated at any cost otherwise the competitors can grab the opportunities.

Slide 5: SMART Goals

Smart Table

Specific	Measurable	Achievable	Relevant	Time-bound
Increase the connectivity with the other members of the recruitment panel	Specific networks will be made within 1 month	The connections with the relevant people and the platforms are made	The selected job opportunities match with the employability skills	This has been done within 6 months.
As a hotel manager understand the different steps that are required.	All the connections with the different departments have been established (Mahesh, 2015).	The networking is working well	The connectivity with the different departments of the Hotel is established	This will take around 1 month.
To deliver the accounting reports and the management reports correctly to the departments and successfully take actions regarding that.	The different departments will be getting the required documents together and understand the growth	The departments working in the Hotel have understood the different responsibilities and audits.	Required steps have been taken regarding the choice for strategic moves to be taken (Al-Wattar <i>et al.</i> , 2019).	This will take around 4 months.

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The SMART objective for the designation of Hotel management has been identified. The SMART objectives help getting the steps clearly defined along with the progress should move. The SMART objectives have been chosen by not only keeping the roles as a Hotel manager decided but the required steps for getting a job is also identified. The management of the goals will be done following the requirement of the business (Thakre *et al.*, 2019). The Hotel manager is needed to be aware of the reports that are produced every day and get take decisions according to that. The whole functional system will be evaluated in the formation of the total understanding of the job profile. The Hotel manager is the one who needs to have a clear idea regarding all the departments and should know how things are done. The goals have been set according to that.

Slide 6: Personal Development Plan

Personal Development plan

Objectives	Success metric	Action	Time required	Achieved/Not achieved
To develop time management skill	All the tasks will be finished in practical practice.	To make practical schedules and follow them (Mooney., 2017.).	6 months	Not achieved
Decision-making process	The right type of decision is made in practical time.	To assess the different situations and understand actions	1 year	Not Achieved
Communication skills	To be able to effectively communicate everything in the right department (Tavitiyaman <i>et al.</i> , 2014).	Effectively communicate with different cultural and designation	1 year	Achieved

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	(Tavitiyaman <i>et al.</i> , 2014).			
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The personal development plan has been given. The personal development plan helps to get a clear idea about the time as well as to understand how the activities will be made. The skills are chosen and the tasks that are required to be done are personal choices that are found out to be important and effective to implement in the work condition. The personal development plan might not be accurate with the required skill gaps at first. However, personal development can be achieved with numerous trials and errors. The errors will be corrected in the whole system as time propagates. Three major skills have been identified in the table above that are thought to be effective to make an effective Hotel manager. These skills are to develop time management, decision-making process and communication skills. The first two skills have not been achieved, however; the third skill which is one of the most important for a Hotel manager as identified by the learner has been identified.

Slide 7: Conclusion

Conclusion

- ▶ SWOT analysis
- ▶ Strong communication skills
- ▶ Poor time management skills
- ▶ SMART goals
- ▶ Personal development plan



Assessment 1 has been made to understand the different requirements of a Hotel manager. The assessment has identified the job designation as the Hotel manager. For developing the basic

skills the SWOT analysis has been taken care of. It is found that the biggest skills of the learner are the communication skill which is one of the major requirements for a Hotel manager. Time management is another very important role that needs to be evaluated and applied in action. That is found to be absent. Without time management skills, it is not possible to get an idea about how to keep communication between the different departments. That skill is required to be developed. Next, a SMART goal has been identified with the different steps. Three major skills have been identified these are related to finding a job as a Hotel manager, understanding different steps as a Hotel manager and understand and deliver internal audit reports.

Slide 8: Reference

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