

PERSONAL DEVELOPMENT PLAN (PDP)

1.0 PERSONAL INFORMATION

My name is Muhamad Ariff Rezza, and I am a 23-year-old university student pursuing a Bachelor of Business Administration in International Business. Growing up, I was always interested in how things work in different countries and cultures at the business level. I became more curious as I got to know more about international markets following my studies. I am interested in everything related to global trade, business strategies, and how to deal with international business. My objective is not only to acquire theoretical knowledge but also to have practical experience which will help me to achieve a healthy career here.

1.1 INTRODUCTION

After two years spent in Qatar, then back in Malaysia where I lived for six years now, I've come to really appreciate seeing things from international perspectives and I know how crucial different cultures are for me to live rich lives. In fact, these experiences motivated me to look at global business and I'm very interested in why companies operate in the international space. With my plan of doing my Bachelor of Business Administration (International Business), I am aware that success is not only being in the books, it comes from knowing and having real life experience. As I stay on track and continue to grow, I've established my Personal Development Plan (PDP). This will inform me where I am at this very moment, where I need improvement, and set clear goals to guide my academic and professional journey. With this plan in place, I'm confident that I'll be able to navigate the competitive world of business with both skill and self-assurance.

2.0 CURRENT SKILLS AND COMPETENCIES

Over the years, I have developed various academic and technical skills that contribute to my learning journey. I have maintained a consistent GPA of 3.3, demonstrating my ability to grasp business concepts and apply them effectively. I stay committed to my studies and continuously seek ways to improve my academic performance through self-study and collaboration with peers.

I have also gained practical experience by assisting in organizing business networking events at my university, where I was responsible for coordinating guest speakers, managing event schedules, and promoting the events through social media campaigns. This experience has enhanced my organizational and communication skills, as well as my ability to collaborate with professionals from various industries (Zorlu and Korkmaz, 2021).

On a technical level, I am proficient in Microsoft Excel, Word, and PowerPoint, which I frequently use for academic assignments and presentations. Additionally, I have basic proficiency in data analysis tools such as Google Analytics, which I aim to improve further. My interpersonal and teamwork skills have developed through group projects, where I actively contribute ideas and assist in organizing tasks to ensure successful outcomes (Driskell, Salas and Driskell, 2018).

3.0 AREAS FOR IMPROVEMENT

One area I need to improve is my ability to think critically and make quick, informed decisions. In high-pressure situations, I sometimes hesitate before making choices, which can slow down the decision-making process. According to Moore (2022), to improve this, I should practice problem-solving techniques and engage in activities that challenge my ability to think on my feet, such as business case competitions or simulation exercises.

Additionally, I want to enhance my negotiation and conflict resolution skills. As business involves constant interaction with different stakeholders, being able to negotiate effectively and resolve disputes professionally is crucial (Abdirisak Ahmed Ali, 2023). I plan to participate in negotiation workshops and role-playing exercises to refine these skills and gain more confidence in handling business discussions.

4.0 ACADEMIC AND PROFESSIONAL GOALS

Short-Term Goals

One of my immediate goals is to enhance my research and analytical abilities to perform better in coursework and projects (Morisano et al., 2010). I aim to achieve this by reading more academic journals, attending research methodology workshops, and improving my ability to evaluate business trends and data.

Additionally, I want to develop my digital marketing skills, as this area is becoming increasingly essential in international business. I plan to take online courses on topics such as SEO, content marketing, and digital advertising to expand my expertise.

Medium-Term Goals

Within the next year, I aim to secure an internship in an international trade or logistics company to gain firsthand experience in global business operations. This will allow me to apply my academic knowledge in real-world scenarios while also improving my networking and professional communication skills.

Another medium-term goal is to become more proficient in a second language, such as Mandarin or Arabic. Since international business often requires cross-cultural communication, being multilingual will give me a competitive edge when dealing with foreign clients and markets (Sahadevan and Sumangala, 2021).

Long-Term Goals

In the long run, I aspire to work in the field of global supply chain management, where I can contribute to optimizing trade processes and logistics efficiency. My goal is to work for a multinational corporation that deals with international trade, allowing me to gain exposure to various markets and business environments (Kyove et al., 2021).

I also aim to develop entrepreneurial skills that will help me start my own business in the future. To prepare for this, I will continue learning about entrepreneurship, business strategy, and financial planning to ensure I have a strong foundation when the opportunity arises.

5.0 Support and Resources Needed

To achieve my goals, I will seek mentorship from experienced business professionals to gain insights and guidance. I also plan to join student business organizations and online communities to expand my network and learn from industry experts. Attending business conferences and seminars will help me stay updated on market trends and strategies.

Additionally, I will use online resources like Coursera and LinkedIn Learning for business courses, and I will read books and publications related to international business to deepen my knowledge.

6.0 Monitoring Progress and Conclusion

I will keep track of my weekly progress by setting and checking in with the goals I create. I will judge myself as a participant in activities and the performance in class as well as in other areas of academic and professional development by self evaluation and by getting feedback from professors and mentors. By staying proactive and continuously learning, I'm confident I will achieve my goals and succeed in the international business sector.

7.0 REFERENCES

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SKILLS

- Proficient in Microsoft Office (Word, Excel, Powerpoint)
- Problem Solving
- Time management and problem-solving
- Brand Development
- Negotiation
- Customer Service
- Adaptability to Change

LANGUAGES

- English (Fluent)
- Bahasa Melayu



PROFILE

Business Administration student with a strong foundation in international business, leadership, and event management. Passionate about problem-solving, brand development, and customer engagement. Adaptable, detail-oriented, and eager to apply my skills in a dynamic professional environment.



EDUCATION

- | | |
|---|----------------|
| University of Wollongong (UOW) | 2019-2022 |
| School of business - Diploma in Business Administration | |
| University Malaya - Wales | 2023 - current |
| School of business - Bachelor Degree in Business Administration (HONS) International Business | |



EXPERIENCE

- | | |
|--|-----------|
| University of Wollongong (UOW) | 2019-2022 |
| <ul style="list-style-type: none">Volunteered in Leadership eventCompleted and lead assigned group projectsManaged big events at the universityCreated events that involved all the students and the staffs of the university | |

The Dragon's Den Experience: Bridging Business and Art

Being an international student I was unsure what to expect when I was assigned to receive Jake and Libby from Swansea Business School as my 'Dragon's Den' work partners. The first thing that popped in my mind was the teaming implication from our different educational experiences. It taught me that practical work was necessary in gaining both necessary business skills as well as friends, that will last more than our engineering project. The main goal was to present our product to judges as if they were in the show 'Shark Tank' and obtain their investment support. I'm very grateful to the experience of this hands-on project, which succeeded in bridging the gap between business theory and practice.

Zoom-slinger was the toy developed by Jake which had versatile play features they were sufficient both for outdoor and indoor play. The animals were only friendly with the consumers between 5 and 21 years old and that's what made our product animal friendly. The price (the £12 price tag), indeed made it (Zoom Slinger) also more attractive to the masses and the market. I could see Jake's passion for the product from the get go, and he put a lot of care into making it fun, safe and sustainable. We, as a team, decided that we had to walk the talk of these values in our pitch to the judges and prove how Zoom-Slinger had a potential at the market.

The most engaging bits of this project was actually working on the product's marketing strategy. There were ideas that we decided to collaborate on so that the judges and investors will pay attention to us. The strategy decided to focus mainly on digital marketing. And so we figured that we would create social media campaigns around: trick shots, battle modes, user generated content which would get customers to share their stories, photos, etc of using our product. On our next move, we had the idea to team up with famous YouTube influencers who would share videos on how products unboxed as well as tutorials on what features were modded to make people interested in Zoom-Slinger and create a following for us. However, building product awareness around products, which in turn pulls in customers, can be achieved via a process of online marketing along with the standard for influencer alliance. I found out that online marketing methods and building product awareness went together very well.

In addition to digital marketing, we explored traditional retail strategies. Our team investigated possibilities for working with major retail chains Argos and Tesco to find more customers. The team moved ahead with an online-first strategy because we understood the benefits Amazon and direct-to-consumer (DTC) sales routes would bring. This realization transformed my perspective about e-commerce because prior to this I did not realize how vital e-commerce is for brand development. Launching our products through an online sales channel would allow us to precisely target our customers before we expand into bigger retail outlets.

Our marketing strategy incorporated identifying community-based partnerships. Our goal was to prove to judges that Zoom-Slinger would achieve success beyond simple toy products. We planned to establish local and nationwide virtual tournaments to bring customers into active engagement with our product. The strategic decision to enter school and camp markets was essential for our business expansion plan. By promoting Zoom-Slinger as a safe, skill-based activity, we could introduce it to a wider audience and encourage long-term engagement.

I found the work that I did with Libby and Jake to be highly rewarding throughout the project. Our strengths as a team were so diverse, that we could even share high levels of cooperation. We were diverse, but that didn't stop us from communicating and respecting each other's viewpoints, and we achieved our goals while accomplishing it with great fun. Not only did I learn a lot from their business and marketing backgrounds, but I also learned a lot about collaboration and flexibility in the workplace because of both of them.

The 'Dragon's Den' activity concluded by offering students an opportunity to use what they have learned in academic business scenarios in an authentic use. To be able to work with Jake and Libby and to learn from them is something that I am thankful for, and the skills and friendships that will bring from this project will be with me through to the end of my academic journey and my future career.