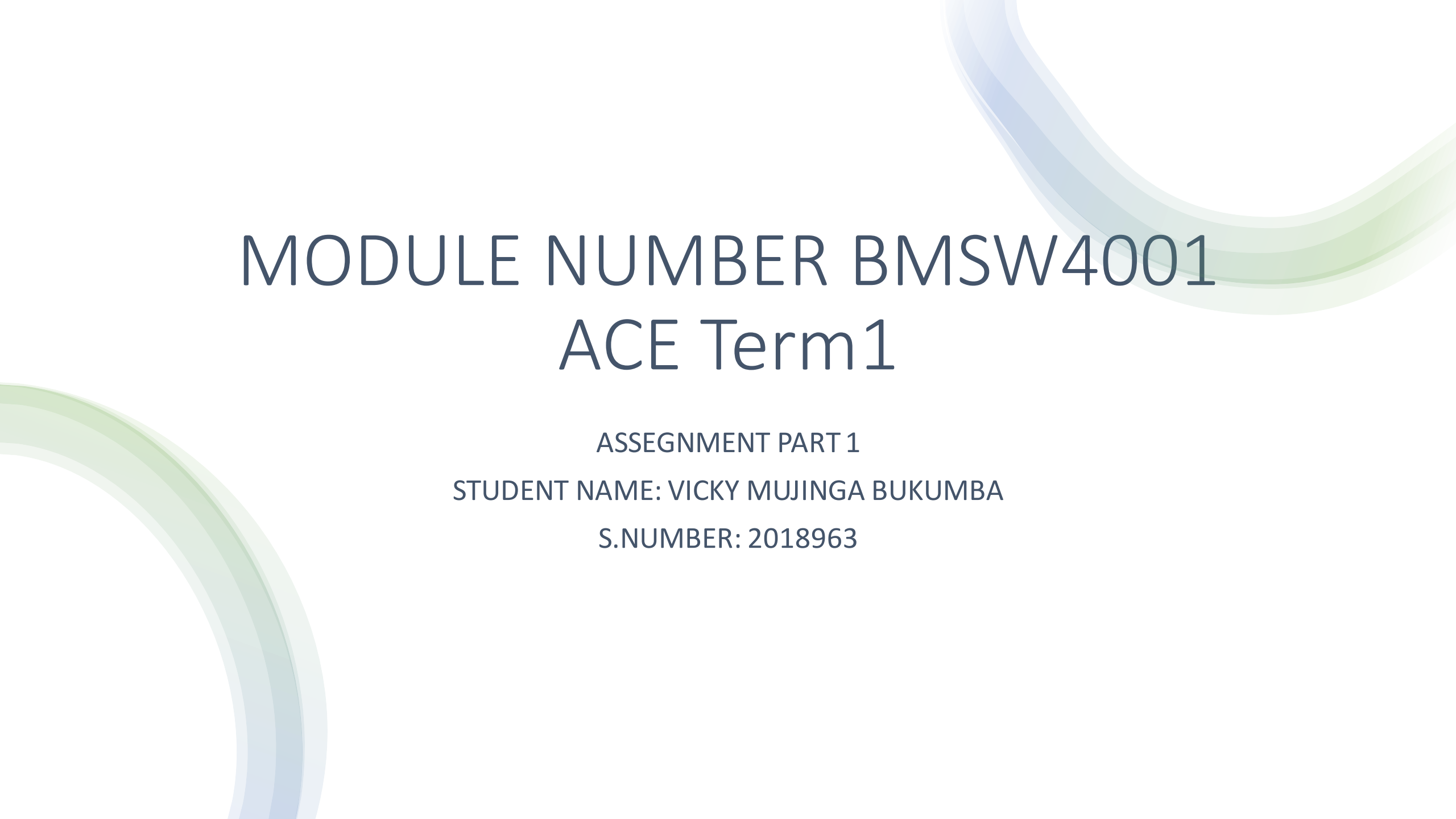




MODULE NUMBER BMSW4001

ACE Term1

ASSEGNMENT PART 1

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INTRODUCTION

Today my presentation is about Academic Employability Skills (ACE). I want to show my knowledge and understanding that I learn in lecture about employability skill. I choose recruiter as my source industrial website on Marketing management career I'll explain theory and discuss what it's mean on swot analysis, PDP.

DEFINITION : The Employability the quality of being suitable for paid work.
(oxford language)

Motivation: quality of lecture teaching module (ACE) and my own ambition to become a self-Employee business person.

Source: <https://targetjobs.co.uk/careers-advice/job-descriptions/276073-marketing-executive-job-description>

What skills do I NEED TO DO THIS

- EXAMPLE :
 - Confidence
 - Organisational skills
 - Commercial awareness
 - Adaptability
 - Creativity
 - Good teamworking skills
 - Communication skills
 - Numerical skills
 - IT skills
-
- <https://targetjobs.co.uk/careers-advice/job-descriptions/276073-marketing-executive-job-description>

COMPANY REQUIREMENTS FOR AN EMPLOYEE.



- **COMMUNICATION SKILL** (writing skill, oral presenting ex; interviewing, event, advertising product, writing business report to senior-manager)
- **PERSONAL SKILL** (time management; list week work, creativity, confidentiality ex; keep client record, adaptably e.g., coping management stress, competence presenting idea and strategies Ex; research skill and plan)
- **Numeracy** (finance, commercial awareness ability to explain organisation policy, statistic ex economic statistic information ex; provide statement and market analysis)
- **Interpersonal skill** (good teamworking ex; ability to networking with different staff and co Worker).

(Timothy lecture)

WHAT SKILL DO I HAVE? And WHAT I NEED TO DEVELOP? SWOT ANALYSIS for help

STRENGTHS	WEAKNESS	OPPORTUNITIES	THREATS
1. TRUSTWORTHY. mean. The job can do to the right standard and on time expected. 2. Self-Motivation: mean improving my role, I can contribute, add value to the company workplace. 3. Confidence; mean I learn job very quickly and hardworking person. I understand pressure as is part of everyday WorkLife. I have knowledge prioritise task and able to perform well. Ability to put client first understand how customer service contribute to company success. Also mean keep client record confidential.	Job interview I have not much experience and been long time interview.	Dependent mean I need little be of supervision and Training. If I achieve ace course the company I can have opportunities to be hire in company. I have the necessary skill, quality to get this job.	Job descriptions research show me any discipline graduates' qualification. Mean I can be candite for applying this job they do not require experience to get this job.

SWOT Analysis ZOOM STRENGTH AND WEAKNESS

- Less experience on job interview. I could use more experience in practice.



- Self-motivation involving my role
- Effective communication skill

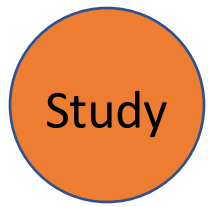
Needs Development:

- Understanding of business role, I am applying for example role will include presentation skill writing skill and speaking to or part the group.

HOW I USE MY PERSONAL DEVELOP PLAN TO HELP ANALYSE. How I structure my PDP.

Help bring my vision into reality.

-
- Draw my one to two year time investment on studys which will enable me to achieve my career goal.
- Gain some money and save enough for my future career for a business.
- I am interest on marketing business as most current business growing fast online marketing advertisement and social media promoting product, services, and so competitive market.
- Developing critical thinking skill and developing presentation skill, effective comunication skill.



1

- Learn about responsibilities.
- Learn how to transfer your skill to job skill
- Improving writing and speaking skill.

2

- Engagement on practical skill, creating, presentation
- Research and find job connection.
- Improve professional communication skill.



1

- Research and find job connection.
- Qualification
- Practice job interview.

2

- Join management training and complete training
- Present as a candidate and start working.
- Being manager understand what role need
- Personal business brand via social media sale and distribute product.

HOW I TRIED TO DEVELOP MY WRITING CAREER COMMUNICATION AND RESEARCH SKILL

- I use paraphrasing and writing accurate summaries I learn in lecture are useful.
- Use of paraphrasing is important in management theory on thinking, reading, and understanding and proofread.
- For communicate in workplace things like business report, letter, email, and word process skills.
- Ability of communicate any situation to assess appropriate style and method.
- Effective writing is useful for most device in business and email is useful tool for research and work.
- In summary writing analysis and communication skill are useful in academic and in work tool in business world such as writing a report ,cv,email ect...

Conclusion

The skill learn by student during academic year is a technique knowledge tool for undestanding ,developing emplyability skill and research skill student can transfer to future career.

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