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Employability and Career Development

LCLM4005

Task 1 :

TASK 1: COMPARISON OF JOB ADVERTS AND IDENTIFICATION OF KEY SKILLS

Business Analyst:

A Business Analyst plays an important role in helping organisations improve their processes, systems, and decision-making. Business Analysts work with data, stakeholders, and project teams to find business needs and recommend effective solutions. To understand employer expectations, four real job adverts for Business Analyst or closely related roles were selected from popular UK job websites.

Job Advert 1: Junior Business Analyst - London (Adzuna)

This job advert is for a Junior Business Analyst role based in London. The responsibilities include gathering business requirements, analysing data, supporting stakeholders, and helping with project delivery. The advert highlights the need for strong analytical skills, problem-solving ability, and clear communication. It also mentions basic technical skills such as Microsoft Excel and reporting tools. Teamwork and willingness to learn are also key requirements.

Job Advert 2: Graduate Business Analyst - UK (Indeed)

This graduate-level Business Analyst role focuses on training and development. The advert states that candidates should have good problem-solving skills, strong attention to detail, and the ability to work in a team environment. Communication skills are important, as the role involves working with different departments. The advert also mentions learning data analysis tools and understanding business processes as part of the role.

Job Advert 3: Business Analyst - Digital Transformation (Totaljobs)

This advert is for a Business Analyst role focused on digital transformation projects. Key responsibilities include working with stakeholders, documenting business requirements, analysing existing processes, and supporting system improvements. The advert highlights skills such as stakeholder management, analytical thinking, and experience or knowledge of data and digital tools. An understanding of project life cycles is also needed.

Job Advert 4: Entry-Level Data / Business Analyst - UK (Reed)

This entry-level role combines data analysis and business analysis tasks. The advert lists responsibilities such as analysing datasets, producing reports, and supporting decision-making. Strong Excel skills, organisational ability, and time management are emphasised.

The advert also highlights teamwork, communication, and the ability to meet deadlines.

IDENTIFICATION OF COMMON KEY SKILLS AND KNOWLEDGE

After comparing the four job adverts, several common skills and areas of knowledge were identified.

Analytical and Problem-Solving Skills

All four adverts highlight the importance of analysing data, finding issues, and suggesting solutions. Employers expect Business Analysts to think logically and use evidence to support decisions.

Communication Skills

Clear written and verbal communication is mentioned in all adverts. Business Analysts must explain findings, draft and write reports, and communicate with stakeholders who may not have technical knowledge.

Technical Skills

Basic technical skills are commonly needed. Excel, data analysis tools, and reporting software are often mentioned. Some roles also value knowledge of SQL or digital systems.

Teamwork and Collaboration

Each advert highlights the importance of working with others. Business Analysts regularly... work with stakeholders, managers, and technical teams.

Understanding of Business Processes

Employers expect candidates to understand how organisations run and how changes can affect performance and outcomes.

TASK 2: SELF-ASSESSMENT AND EVIDENCE OF READINESS (SWOT ANALYSIS)

Strengths

One of my main strengths is my analytical mindset. I enjoy examining information, identifying patterns, and solving problems. This strength has been shown through my academic performance in business and data-related modules. I also have strong communication skills, shown through written coursework, presentations, and group discussions. In addition, I work well in teams and contribute positively by sharing ideas and supporting others.

Weaknesses

A key weakness is my limited practical experience with advanced technical tools such as SQL and Power BI. While I understand the theory behind data analysis, I need more hands-on experience. Another weakness is limited industry exposure, which can reduce confidence when applying for competitive graduate roles.

Opportunities

There are many opportunities available to improve my skills and employability. Online learning platforms offer courses in Excel, SQL, and data analysis. The university careers service provides workshops, mock interviews, and access to internships. Networking events and professional platforms such as LinkedIn also offer opportunities to connect with industry professionals.

Threats

Competition for Business Analyst roles is high, particularly at graduate level. Many applicants have similar academic backgrounds. In addition, technology changes quickly, meaning skills can become outdated if continuous learning is not supported.

EVIDENCE OF READINESS FOR EMPLOYABILITY AND PERSONAL DEVELOPMENT

My academic achievements provide strong evidence of my readiness for employability. I have completed modules related to business analysis, data interpretation, and decision-making. Coursework tasks required analysing information, writing structured reports, and presenting findings clearly. I have also taken part in group projects that developed teamwork, leadership, and time management skills. Feedback from lecturers highlighted my ability to analyse problems and communicate ideas effectively. In terms of experience, I completed a short internship where I supported data collection and reporting tasks. My supervisor praised my attention to detail, reliability, and willingness to learn.

Extracurricular activities have also supported my development. Membership in the university Business Society has improved my confidence, presentation skills, and networking ability. Peer feedback suggests that I am approachable and reliable in group work.

TASK 3: EMPLOYMENT GOALS AND PERSONAL DEVELOPMENT PLAN

Short-Term Employment Goals (0-12 Months)

My short-term goals focus on addressing my weaknesses. Firstly, I aim to improve my technical skills by completing courses in Excel, SQL, and data visualisation. Secondly, I plan to secure an internship or placement related to business analysis. Thirdly, I aim to attend career events and networking sessions to gain insight into the industry. These goals are important because they directly improve my employability and confidence while preparing me for graduate-level roles.

Long-Term Employment Goals (2-5 Years)

My long-term goal is to secure a graduate Business Analyst position within a reputable organisation. Over time, I aim to progress into a senior or specialist role. I also plan to gain professional certifications related to business analysis to support career progression.

PERSONAL DEVELOPMENT PLAN

Skill Development

Action: Complete Excel, SQL, and Power BI courses

Timeline: 6-9 months

Resources: Online learning platforms and university workshops

Measurement: Certificates, practical exercises, and improved confidence

Action: Apply for internships and placements

Timeline: Ongoing

Resources: Careers service, job websites, networking

Measurement: Number of applications, interviews, and offers

Networking

Action: Build professional LinkedIn profile and attend events

Timeline: Monthly

Resources: University events and professional groups

Measurement: Connections made and professional engagement

Communication Skills

Action: Practice presentations and written reports

Timeline: 6 months

Measurement: Feedback from peers and tutors