

PERSONAL DEVELOPMENT PLAN (PDP)

1.0 PERSONAL INFORMATION

Name: Larissa Hewminli Bruno

Age: 20 going on 21

Position/Role: University Student

Course: Bachelor of Business Administration (International Business)

1.1 INTRODUCTION

My success in the Bachelor of Business Administration (International Business) requires an organized Personal Development Plan (PDP) for maintaining my academic progression and professional advancement goals. My PDP serves to help me recognize crucial skills for development while establishing individual progression steps along with monitoring my progress throughout (Rogers, 2021). The plan defines my current abilities together with the desired improvement scope along with my strategy to enhance my academic and professional growth (Wellness-Me, n.d). This PDP directs me toward maximizing my academic experience and career preparedness for international business success.

2.0 CURRENT SKILLS AND COMPETENCIES

Throughout my academic career I have succeeded well in my education by maintaining a GPA at or above 3.5 in all past semesters. My commitment to academic excellence through steady performance proves crucial for obtaining honors while creating better professional opportunities (*What's a good GPA in college (and how to maintain one)?* 2024). My consistent class attendance combined with my commitment to coursework enables me to understand business principles better. My participation in the school marketing team has exposed me to real-world marketing experience through event work while helping me connect academic learning to practical applications in traditional and social media (Coleborn, 2021).

I am confident in using Word PowerPoint and Excel within Microsoft Office for my academic assignments and presentations. I regularly use Canva to design eye-catching content that has proven very beneficial when completing group assignments along with promoting student events. My communication skills remain fairly strong from the several group projects and school events I have done. Collaborating with others and sharing ideas

and actively participating in problem-solving remains a strong feature of my professional abilities. My work performance matches equally well when working as part of a team as it does when working independently though I lean toward collaborative settings.

2.1 AREAS FOR IMPROVEMENT

My past experience as a leader has shown me I prefer staying in the background rather than taking the lead. I understand that developing my leadership abilities would help my professional future (Orduña, 2025). So I need to focus on strengthening my confidence in this area. Part of my personal growth targets independence from others. Although the ability to collaborate with others is vital to my professional career, I recognize that I need to develop self-reliance and personal comfort with independent work. Workplace independence when encouraged strengthens employee confidence along with their self-esteem and provides them with self-motivation (Shreve, 2022).

The ability to speak in public stands as my greatest opportunity for development. Presentations make me uncomfortable while public speaking makes me nervous. To succeed as a business professional I must make clear progress in this fundamental skill because presenting ideas and clarity in communication prove vital. The practice of public speaking encourages individual development because it forces people to step beyond their usual limits to conquer their internal challenges (Sonal Dave, 2024). The final aspect of my improvement plan centers on my international business major which requires advanced knowledge about global business regulations, international trade policies and cross-border market strategies. Acquiring more knowledge about these subjects will strengthen my confidence level while improving my readiness to work in international business.

3.0 ACADEMIC AND PROFESSIONAL GOALS

Short-term Goals

My first objective involves graduating with a GPA above 3.5 by maintaining regular academic engagement and involvement at school. I will enhance my public speaking abilities by offering to do presentations at school even when these assignments stretch beyond my comfort level. According to Carlton (2021), your competence together with confidence become evident through public speaking which employers value in their staff members. Those who present themselves in public speaking situations earn additional credibility. I also plan to enhance my knowledge in finance and economics because these are fields where I require additional understanding.

Medium-term Goals

The upcoming years will involve my pursuit of practical experience through internships either in international trade or marketing or business consultancy. I will use my academic skills to build my professional network while taking on independent tasks which will reduce my dependence on collaborative projects. Workers who are independent in their workplace develop better employee experience while achieving better efficiency and productivity levels (Access People HR, 2024).

Long-term Goals

I intend to build a career in international business which could involve either multinational corporate work or trade consultancy services. I will remain competitive by obtaining appropriate certifications and possibly earning a master's degree. A master's degree can help you develop both your profile strength and personal development potential through specific learning and enhanced abilities (Regent College, 2024). I plan to build my leadership abilities step by step although this proves challenging it will build my self-esteem and enhance my professional opportunities.

4.0 SKILLS DEVELOPMENT PLAN

a) Public Speaking and Presentation Skills

Public speaking remains my primary focus for development so I have chosen to tackle this weakness by volunteering for classroom presentations as I work towards getting out of my comfort zone. To boost my confidence I will start speaking to smaller groups and ask both lecturers and classmates to share their feedback with me. My development of presentation abilities will enable me to communicate better throughout my professional life.

b) Leadership and Confidence

The responsibility of leadership does not entice me although I have held leadership positions previously. I intend to build confidence by accepting smaller leadership roles across group work where I will both delegate responsibilities and handle scheduling functions. This strategy will help me develop my leadership abilities through manageable steps which will hopefully avoid overwhelming situations. A good leader enables both innovation and productivity growth within an organization while simultaneously creating a positive workspace that actively motivates staff performance (*6 Benefits of Effective Leadership for Organisations*, 2023).

c) Independence and Self-Reliance

I prefer team-oriented work but I need experience working independently so I can build my capability to work without a team. I will pursue additional solo tasks and individual assignments each time there is an opportunity to do so. These experiences will make me independent in task management so I can handle assignments with assurance.

d) Finance and Economics Skills

I will invest time to study finance and economics by utilizing online materials or enrolling in workshops and supplementary courses to build my expertise. My comprehension of these business domains will lead to better business skills as well as broader professional abilities. Business students require complete knowledge of finance together with economics. Studying economics enables students to understand market events by analyzing their root causes and probable effects on different

business sectors along with their corporate influences along with the broader business cycle (Simpson, 2019).

e) Industry Knowledge

The goal of pursuing international business as my career requires deeper understanding about global business regulations in addition to trade policies and market strategies. I will maintain my industry awareness by participating in webinars and reading business reports and following business-related news. I will maintain technical competence through practical use of Microsoft Office applications and Canva software and by trying out relevant business platforms when available.

5.0 SUPPORT AND RESOURCES NEEDED

Multiple essential resources will be necessary for me to build skills and achieve my targets. Academic growth depends on my ability to gain lecturer feedback along with using university resources including the library and databases and participating in workshops to build knowledge in finance and economics. The improvement of my public speaking along with leadership abilities will happen through group assignments combined with volunteer presentation experience and limited leadership responsibility in student event management. The planned steps will enable me to develop confidence steadily.

I will consult LinkedIn Learning and Coursera to access professional courses about business analytics trade policies and finance. I have arranged to participate in webinars and industry events for staying updated on global business trends and increasing my business connections.

6.0 MONITORING PROGRESS AND CONCLUSION

I will monitor my development by using quarterly markers to determine how accurately I accomplish my goals. I will check my academic standing as well as my presentation abilities and leadership self-assurance through periodic evaluation. I will ask lecturers and peers and eventually internship supervisors for their feedback which will help me see how my abilities have developed and what additional work is needed.

My goal is to transform into an accomplished international business professional while continuously developing my competencies and using proper resources and performing regular assessments of my advancement.

7.0 REFERENCES

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Hello! My name is

Larissa Bruno

University Student

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About Me

I am currently working on my Bachelor of Business Administration (International Business) degree while maintaining a GPA of 3.5 or higher. My academic training and school activities have provided me hands-on marketing experience emphasizing on social media management and event planning. I am proficient in Microsoft Office as well as Canva. This is combined with my effective communication abilities and approachable team-oriented mentality. I actively pursue global business education while disciplining myself to enhance my leadership and public speaking skills for academic and professional growth.

Experience

RETAIL ASSISTANT

Zara - Part Time

May - August 2022

- Provided customer support and improved customer service skills by assisting with inquiries, handling transactions, and maintaining store organization.
- Enhanced communication abilities through regular interaction with customers and team members.

MARKETING TEAM MEMBER

School Events

2022 - 2023

- Basketball Tournament: Designed promotional posters and marketed the event on campus and online, boosting attendance.
- Formal Dinner/Dean's List Ceremony: Created and edited Instagram posts and filmed TikToks to promote the event, increasing engagement and ticket sales.
- Strengthened marketing skills by developing creative content strategies and executing online campaigns.
- Improved people skills by interacting with students, faculty, and event attendees.

Education

FOUNDATION IN ARTS

University Malaya-Wales

2022 - 2023

GPA: 3.70

BACHELOR OF BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

University Malaya-Wales

2023 - Now

Ongoing

Personal Skills

STRONG COMMUNICATION

TEAMWORK

ADAPTABILITY

CREATIVITY

DETERMINATION

TIME MANAGEMENT

MULTILINGUAL

Participating in Swansea Business School's Piranha's Pit event delivered a special educational experience. Popular reality shows such as Dragons' Den and Shark Tank underwent an interesting revival through the partnership of Swansea College of Art students with business students. My traditional role as viewer of these reality shows changed when I entered the investor position to evaluate toy pitches and determine their investment potential. The experience allowed me to have entertaining insights into business pitching and collaborative work that gave me a new perspective of creativity.

I made the quick choice to join the piranhas as a volunteer. My natural tendency toward being opinionated and judgmental had me wondering about the art students' abilities to effectively sell their toy concepts. I eagerly tested their sales abilities to determine if they could persuade me to become an investor. I invested time with my fellow piranhas to develop difficult yet witty questions that would challenge each presenter during our "grilling" portion. My initial plan to catch them off guard lost its charm after the event started as the teams proved their exceptional preparation abilities.

The level of detail combined with creativity displayed by art students during the toy-making process completely amazed me. The observation of their product development strongly appealed to me as a business student since the students had built everything manually, contemplating both learning potential and visual appeal for Technique's Gift Shop. Watching the students inspire me because their ideas displayed both innovation and their careful and precise approach during design. This experience showed me how much skill and effort designers dedicate to developing a prototype starting from the initial product idea because this process goes beyond what we normally see in business.

The interview period surpassed what my prepared questions could cover. The business students who backed the art teams exhibited outstanding preparation skills before the presentation. The teams had analyzed every possible inquiry regarding pricing and target markets and profitability to an extent that left me without any remaining doubts. Thorough business pitch preparation along with diligent research emerged as essential realization after observing the presentations. Business success requires more than a good product since professionals need capabilities to sell and defend their offerings effectively.

The casual vibe surrounding the event made the overall experience even more enjoyable after visiting all the pitches. There was no tension-filled atmosphere like Shark Tank presents because the event fostered supportive interaction. The event provided an informal environment where people could enjoy social interactions between teams while exchanging concepts while respectfully challenging each other without fear of real-world investments. Students built a strong sense of camaraderie that shifted the competition into a creative workspace so the event became more satisfying.

My time participating in the Piranha's Pit became a special and valuable experience. It forced me into a slightly risky situation by making me perform in an assertive leadership role that I normally avoid. Through the event I gained enhanced respect for creative product design quality and skilled business pitching methods. I will seize any future related opportunities due to the positive experience I had. The experience showed me how trying new roles provides a beneficial way to learn while still enjoying myself.

Dragon's Den Questions

Ask open probing questions to test the knowledge of the pitchers –

Who, What, Where, When, How.

If you ask a specific question use a closed question. E.g.

- Have you done any research on your competitors?

The Toy market, Customers and Competition Questions

1. What research have you conducted into the toy market?
2. What are market forecasts?
3. Who is your target customer? Age, demographic etc
4. What research have you conducted on the target customer?

Product Questions

1. Describe your product.
2. What is your USP, how are you differentiated from the competition?
3. What are your sales forecasts?
4. Who is your main competition?
5. Have you done any product research with the target customer? Focus groups etc?
6. What customer feedback have you received?

Price Questions

1. What is your pricing strategy? Cost price and sale price?
2. What is the selling price? Have you researched customer reactions to this price?
3. What direct and indirect costs will you incur and what is the profit margin?

Place Questions

1. Where will you sell the product?
2. What research have you done on distribution channels?

Promotion Questions

1. How will you promote the product?
2. Do you have a promotions budget?
3. What is your key promotional message?
4. How will you assess the effectiveness of promotions?