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Time allocated: 1 hour. Please return your paper to the lecturer upon completion. It will be returned to you at the next session. You will need to include a scanned copy of this exercise in the form of an appendix together with your Task 1 (part of the Assignment for this module).

Ex.1

Read the following text and make notes on the main ideas. You can do this on a separate piece of paper which you do not have to hand in.

The success of ALDI

The food retail industry is a highly ^{free} competitive market. Aldi understands that its customers want value for money but do not want to compromise on quality. This case study will demonstrate how Aldi uses a lean approach to its business operations to offer its customers quality products at competitive prices. What distinguishes Aldi from its competitors is its competitive pricing strategy without reducing the quality of its products. In fact, in some cases Aldi's products are 30% cheaper than those offered by its competitors. Aldi can do this because the business operates so efficiently. The three core values of Aldi are simplicity, consistency and responsibility. Lean production ties in closely with these values. For example, Aldi stores are simple in design and all stores are very similar which creates consistency.

For Aldi operating efficiently involves reducing costs in all areas of the business. Some of the key areas where Aldi is able to minimise costs are by saving time, space, effort and energy. Aldi's approach to doing this is to run its business around the principles of lean thinking. Whereas other food retailers have elaborate displays, additional services and promotions that draw customers into the business, Aldi's core purpose is to 'provide value and quality to our customers by being fair and efficient in all we do'. The principles of lean production are planned and built into everything that Aldi does. This starts within its supply chain. For example, up to 60% of Aldi's fruit and vegetables are sourced locally where possible, reducing the need for long and costly delivery journeys.

The principles of time based management are also built into the training provided for Aldi's employees. Through training staff to do a variety of tasks around store Aldi can minimise its staff requirements. Staff costs can also be reduced as fewer staff are required if they can perform a variety of duties throughout the store. Aldi's 'no-nonsense' approach to retailing therefore leads to cost saving in numerous areas. These cost savings are passed on to customers in the form of lower prices, allowing the business to differentiate itself from its competitors in terms of price, as well as the quality of the products it has on offer.

Lecturer's signature: _____



Date: _____

13/08/2019

Ex.2

This task is designed to see if you can **summarise** ideas from course materials **in your own words**. Re-read the text 'The success of ALDI' on previous page. Now answer the following question in **your own words**: What factors contribute to ALDI's success? Write about 175 words.

The food industry is one the most fierce market. Aldi have ⁵planned their ¹¹homework and they ¹²knows what the ¹³consumers want in terms of value for money and at the same time they want to ~~give~~ sell good products. What makes Aldi stand out among others is its pricing plan without reducing the quality of its product. Aldi products are ¹⁴30% cheaper than other rivals and their main value are responsibility, consistency and simplicity. They make their store look simple in order to ~~save money~~ to give back to the customer.

Aldi operates ¹⁵mainly involves on tight budget in all aspects of the business in order to keep the costs down and the main areas where Aldi is able to reduce costs are by saving space, time, energy and effort. Aldi's main objective is to provide quality and value to their consumers by being price and consistent. For instance, Aldi vegetables and fruits are ¹⁶profuse locally in order to ~~save cost~~ save cost.

They structure everything around management and training provided Aldi employees because of training they provided ¹⁷for the staff, they can do many ¹⁸tasks in the store. Aldi can keep the costs of staff down because they ¹⁹them to work in any department. This allows them to ~~save~~ keep down the cost.

Lecturer's comments:

Good summarising skill. You need to use paragraphs & reduce the number of errors.

Lecturer's signature:

eth

Date:

13/08/2019

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Student Name: LERAN NURGAN Student ID: 1815862

Ex.1

Write a paraphrase of the following passage

Mike Erwin never envisioned himself as a social entrepreneur or activist. While he was no stranger to leadership positions, his primary experience had been in large, structured organisations. He thrived in the highly regimented program offered by the school. Later, Erwin excelled in his assignments in the Army, winning multiple awards and medals. However, the founding and growth of Team RWB had none of the characteristics of his previous endeavours. Erwin's enthusiasm and the organisation's mission caught on rapidly and Team RWB attracted media attention disproportionate to its size. Very quickly, the organisation grew beyond anything that Erwin had anticipated. Without any intention to do so, Erwin accidentally became an entrepreneur.

Erwin coincidentally became a
business man because of his leadership
skills and experienced he acquired
while serving in the military.
He won lots of ~~awards~~ medals and
awards and his team attracts media
attention

Good but you have not finished paraphrasing
the text.

Lecturer's signature: _____



Date: _____

16/07/2019

Ex.2. Decide whether the paraphrased passages are acceptable or unacceptable by circling the correct answer and briefly explain why.

Original Source: A key factor in explaining the sad state of American education can be found in overbureaucratization, which is seen in the compulsion to consolidate our public schools into massive factories and to increase to mammoth size our universities even in underpopulated states. The problem with bureaucracies is that they have to work hard and long to keep from substituting self-serving survival and growth for their original primary objective. Few succeed. Bureaucracies have no soul, no memory, and no conscience. If there is a single stumbling block on the road to the future, it is the bureaucracy as we know it.
Edward T. Hall, *Beyond Culture*, Anchor Publishing, 1977, p. 219

Paraphrase 1 - acceptable / unacceptable

Reason: _____

Synonyms

American education is overly bureaucratic. This is manifest in the increasing size of educational institutions, even in small states. Bureaucracies are bad because they tend to work to promote their own survival and growth rather than that of the institution, as was their initial objective. Most bureaucracies fail because they have a conscience or a soul. I believe that bureaucracies are the biggest stumbling block on the road to the educational future.

Paraphrase 2 - acceptable / unacceptable

Reason: _____

Switch the sentence
Synonyms round

Bureaucratization has proved to be a major stumbling block on the road to our educational future. American institutions have become factories that are more conducive to the growth of bureaucratic procedures than to the growth of the students who attend them. Bureaucracies have to work long and hard to keep from promoting their own survival rather than the educational goals that were their primary objective.

Paraphrase 3 - acceptable / unacceptable

Reason: _____

No date or year of the
book was printed
switch the sentences

Bureaucratization has proved to be a major stumbling block on the road to our educational future. American institutions have become factories that are more conducive to the growth of bureaucratic procedures than to the growth of the students who attend them. This means that, as Edward T. Hall says in his book, *Beyond Culture*, today's educational institutions "have no soul, no memory, and no conscience".

Paraphrase 4 - acceptable / unacceptable

Reason: _____

No date or year of the
book

In his book, *Beyond Culture*, Edward T. Hall discusses the problems posed by the increasing bureaucratization of American educational institutions. Hall maintains that overbureaucratization is one of the key factors governing the state of education in America today. He points to the tendency of bureaucracies to promote their own growth and survival first and foremost, and observes that few overcome that tendency. He believes that this is responsible for the fact that many public schools bear a closer resemblance to factories than to educational institutions. In Hall's words, "Bureaucracies have no soul, no memory, and no conscience."

Lecturer's signature: _____

Date: _____

16/07/2019

STUDENT NAME: LEKAN AHMED NURENI

STUDENT NUMBER: 1815860

LECTURER: ANITA NAN

MODULE NAME: ACADEMIC AND EMPLOYABILITY SKILLS

MODULE CODE: BSMW4001

INTRODUCTION

From what I have learnt I have come to realize we all have tendency for certain set of skills instilled in us, those skills vary and what matters most or what differentiate us most times is the application of those skills though some are more gifted or talent but even those who are not can build the skills.

To be in a class you have to possess some certain skills, to get a job as well you must possess the required skills to perform your duties, getting into class or a job is easy but meeting up with the demands that comes with it can be rigorous as situations warrant different applications of certain skills which can change as time goes on, just like technology taking over certain things.

For the purpose of this study I will be looking at some certain skills which have helped in my place of work recently, which has gone down to the fact that the classroom has improved my skills in carrying out my duties as human, student and as a worker.

"Hire people, who are better than you are, then leave them to get on with it . . . ; Look for people who will aim for the remarkable, who will not settle for the routine."— **David Ogilvy**

Skills are abilities that can be developed, not necessarily inborn, it is manifested in performance, not merely in potential. So the principal criterion of skilfulness must be effective under different conditions.

Skill is an ability to do an activity or job well, especially because you have practised it: The ability to use one's knowledge effectively and readily in execution or performance

Here are the skills that I have, as I have had the opportunity to put into practice some of the things learnt in class at my place of work almost immediately.

Team work

Communication

Time Management

Problem Solving

Paraphrasing

Team Work

I drive a forklift at work, I load heavy equipments into trucks, before now I work as instructed by my line manager, once he sends me a list of what to load I get to work, I rarely discuss plans with other colleagues just because i don't want to get involved in unnecessary discussions, but few times things have gone wrong due to lack of involving others like the stock keeper and the truck drivers, loading wrong items, arranging them back to the yard got rigid.

So the problem here is the technical part not that I can't drive a forklift or does not follow instruction but i have chosen to work in isolation which has made my job most times difficult but later we had a meeting with the rest of the team, we all agreed to work together, arranging style changed and we put the equipments that had higher demands or request where it can be easily spotted.

We were just skilful sets of individuals who lacked the technicality of team work, not that we are not aware of each other or lacked the division of labour. Technicality here implies in an understanding of specific kind of activity, particularly one involving methods. Yes we were a team but my recent study has made me realize every task or event has its own style of approach after working with some of my colleagues in class, things became clearer that individual talents can't be as effective and efficient as combined efforts of a group who find a way to achieve their set goals.

Even in the group works in school i have realized and recorded the various likes and dislikes of my team members, so i can make the best use of human capital. Some people like to work on new opportunities, some prefer working alone and as long as it is process oriented, I will assign tasks to him that demand those attributes.

Time Management

One major reason I did not actually get along with some of my colleagues as stated above is because of time management, I avoided unnecessary distractions just because I want to get my work done on time and clock out. This is just a natural part of me, a skill that has been instilled me because of personal principle but after getting to class I have realized time management goes beyond reporting to duty on time, yes i avoided unnecessary distractions but the job got tougher and atimes targets or duties were not delivered not because i was not there on time but i was not effective as i should be.

Macan claims that engaging in time management behaviours results in increased job performance and satisfaction and fewer job tensions, a theoretical framework and empirical examination are lacking. To address this deficiency, a process model of time management was proposed and tested. 353 employees in a variety of jobs completed several scales; supervisors provided performance ratings. Examination of the path coefficients in the model suggested that engaging in some time management behaviours may have beneficial effects on tensions and job satisfaction but not on job performance.

So i have learnt time management goes beyond delivery on time, the set goals must also be reached, as a student i am more worried about the content of what i have written before the time lapse when in an examination hall, i will rather take my time to read, correct and add more than finishing early with an empty paper for submission same has been applied to my work, i don't just want to finish the job on time i want to make meaningful ends to it by getting the job done at a targeted time.

Communication

Recently they brought in another Line Manager from one of our branch office, who I find aggressive with the way he expresses himself, the man is Italian and always on top of his voice. He was trying to instruct me and here comes him screaming and I had to scream back at him after the day's work. I went to his office to ask him why he had to scream when he could have asked me gently, he showed me his hearing aid, he can't hear clearly without his hearing aid so when he is not wearing it he is always on top of his voice and because of his accent he wants me and others to get him clear.

I felt sorry and apologised, two things occurred here, the Line manager knew his accent might get me confused so he had to scream and repeat again, which means he wants to get his intended message clear and for me I had to go and find out myself why he screams.

Communication is not a one way thing for me expressing myself has never been the problem but getting intended feelings into expression has been one big major setback for me, it makes me feel like a prisoner of my own thoughts. So I perfectly understand where my line manager was coming from after finding out about his hearing problem.

Getting a proper knowledge of the receiver of your message is of paramount, it is not about how well you speak, so with this I don't have to worry about myself trying to convey my message instead it should be how well recipient decode the message which has made expressing myself better for me, after knowing my audience, listening carefully will also enhance the level of communication.

My line manager and I designed a couple of sign languages to communicate with each other and when on radio with me if there are no visuals of him for the sign languages, I have to repeat whatever I must have heard he said.

Communication is the very essence of being human, the way we conduct our lives is inseparably connected to our communication. Our relationships and our communication are the same thing because there is no other way to interact with one another whether individually or in groups, organization. So our ability to understand the elements of communication will largely determine our success in life as I have realized communication goes beyond just speaking and listening.

Problem Solving

Consciously or unconsciously we solve a problem virtually on daily basis because we encounter at least one on daily basis, when you are hungry, you provide the service of feeding your stomach, same thing applies to our work in the office. Though as stated earlier some of us are willing to go extra mile. When I started my job as a forklift driver, we had a certain forklift that was newly shipped which was brought in for a particular job because the one we had can't lift as much as the new ones brought in, without being told I went on the internet to search about the new machine and read all about it all night on getting to work the other driver was waiting to get instructions from the company that supplied us the forklift delaying the job of the day but I told my manager I can handle it because I have made my research about the technological advanced forklift which had series of buttons to function and yes I did successfully operate the crane which had my manager really impressed.

Identifying the problem is not an issue but where many have failed is not on a method but on approaching each problem with special techniques for the specific situation, we all knew a new forklift was coming but I had to find more about rather than being told. Even in simple problem environments, numerous distinct solution strategies are available, and different subjects may learn different strategies. This underscores the importance of subject-by-subject analysis of "what is the problem" in understanding the situation in problem-solving situations.

Paraphrasing

A skill I am recently developing which allows me to look at a concept and create an exceptional idea out of it, although i have not been able to put it into so much test because it is still a work in progress for me. Thinking out of the box is what I admire about it; the beautiful part of this skill is that even the person with the original idea will appreciate your own idea if it is well crafted. This skill has encouraged me to read and learn more about things creatively, making me to want to make something out of nothing even if it is just little, making me to always want to see a different angle to things. It has made me realize some people are great starters of ideas but they just can't see beyond, Mark Zukersberg Facebook has been an inspiration for me, from Harvard to the world.

Conclusion

In conclusion I have only been able to develop myself because of my willingness to do so, as most of the skills I have recently developed have always been part of me, some have been put to test while some are gradually growing but the awesome part of this is i have been able to apply most after discovering them which has been helping in realizing the ones i have to work on and importantly how to apply them.

The major skills i am currently trying to improve on are Leadership and decision making skills, i have not been able to manage them properly or should i say i lacked both or are at their lowest compared to the ones i have improved on which are team work and communication. I have declined being a leader few times in few quests with my group in school for assignment but really trying to learn from everyone of them that has led the group during assignments

The real skill is working with others (team work) which has now become a natural, continuous activity for me i know it will help become a better leader since it involves sensitivity not only at time of decision making but also in the day to day behaviour of every individual, knowing more of people well will help me in leading them.

Also hindering the Leadership skills, is not wanting to get intoxicated with being a leader is another major substance holding me back, fair of not pleasing everybody even though most people around me respect me for my honesty, commitment, passion and as good communicator but the lack of decision making is a major setback as i have sometimes let my emotions over cloud my judgement for reasons like my culture and religion.

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