



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

**MODULE: CHANGEMAKER : BUILDING YOUR PERSONAL BRAND
FOR SUSTAINABLE EMPLOYMENT**

ASSIGNMENT 1 (PART A & B)

MODULE CODE: BMBM5021

**STUDENT NAME: SITI SYAHEERA SOFEA BINTI MOHD
SALLEH**

STUDENT ID NUMBER: 2321914

SUBMISSION DEADLINE: 23:59 ON FRIDAY 28/3/25

Assignment 1 : Part A

PDP - Personal Development Plan

Name : Siti Syaheera Sofea Binti Mohd Salleh

Objective:	Success Criteria:	Activity:	Resources:	Priority:	Start Date:	End Date:
1. Enhance Cross - Cultural Understanding	Show a deep grasp of how cultural variations shape business plans and activities across borders. This will shown through written evaluations, team projects, and hands-on use of my insight during international teamwork.	Participate actively in the Cultural Exchange Program through UM Wales during Spring 2025 to gain firsthand cultural business learning about intercultural behavior. Take part in the Global Business Forum 2025 held at the university to exchange knowledge with international leaders about cultural integration in business.	University-hosted events and international seminars, the International Business & Trade Society, cross-cultural seminars, guest speakers, and interactive workshops during the exchange program.	High	1st February 2025	30th May 2025

2. Develop Global Market Knowledge	Master the evaluation of worldwide market patterns along with their effects on international business planning and their real world implementation . The achievement metric for this course requires students to develop market-oriented strategies for international businesses as part of group work.	Enroll in the International Business & Global Trade Workshop at University of Wales to study global market interpretation techniques.	Access learning materials through LinkedIn Learning and Coursera plus international business journals combined with financial publications containing The Economist and global market reports.	High	10 February 2025	15th June 2025
3. Improve leadership & Teamwork skills	Develop the ability to lead international business projects through effective leadership in groups while delivering clear strategies to both local and international teams. The indicators of success will	Step into a leading position during a group project for International Business Strategy Course (Spring 2025) . A global company requires cross-border collaboration while	Collaborative group work, team feedback, leadership development workshops, and peer evaluations.	Medium	15 February 2025	15 April 2025

	manifest through efficient project management together with team unity and superior quality group solutions	developing strategic planning as part of the project. As part of this role the main responsibility consists of advancing communication capabilities along with decision-making abilities and team leadership competencies.				
4. Strengthen Communication skills	Improve abilities to convey business proposals and international strategies together with presentations to various audiences during structured and casual structured meetings. My assessment of achievement will depend on the combination of	Enroll in the Public Speaking Workshop at UM Wales to develop business presentation communication skills through verbal delivery methods. The practice of presenting business strategies will take place at International Business Club events for	Public speaking workshop, peer review sessions, Toastmasters, and online platforms like Udemy or Coursera for additional practice	High	10th February 2025	15th February 2025

	enhanced speaking comfort levels and clearer delivery of complex business ideas to stakeholders.	receiving constructive feedback.				
5. Enhance Analytical Skills	Develop enhanced competencies in financial data analysis as well as international market evaluation and data-centric business choice making. The outcome measure for success involves delivering detailed financial reports and strategic insights as part of internship work or project tasks.	Pursue the Financial Analysis of Global Corporations course through Coursera before attending the International Trade Regulation Seminar at The University of Wales. This program will show advanced financial analysis technique for international business together with their use in evaluating international trade regulations.	Financial analysis tools, online resources (Coursera, LinkedIn Learning), and academic resources such as financial papers and journals.	High	20 February 2025	5th June 2025

6. Gain Practical International Business Experiences	Achieve hands-on international business work experience through assignments that need global awareness. My goal will be achieved when I obtain an internship or part-time work that enables me to implement international business concepts within an authentic professional environment.	I will seek summer employment at DHL Global Forwarding for an internship and at an international business consulting firm for a part-time position in 2025. Through these positions i will gain first-hand experience in logistic operations together with international business management and cross-border strategy development.	Career services at UM Wales, LinkedIn, Glassdoor, university job fairs, internship portals, and networking events.	High	1st June 2025	December 2025
7. Master Digital Marketing Toold for Business Global	Show proficiency handling digital marketing tools that help establish and execute worldwide	Enroll and complete the Google Digital Garage : Digital Marketing Fundamentals course	Digital marketing platforms (Google Analytics, HubSpot, LinkedIn Learning), university resources, and online marketing workshops.	Medium	1st April 2025	30th June 2025

	business growth strategies. A successful outcome will manifest when the student creates an entire digital marketing strategy for either an international business or brand.	together with the HubSpot Academy international marketing strategies certification by June 2025. The acquired knowledge through these course will enable global business promotion through digital tools.				
<i>Review Date: 17TH MARCH 2025</i>			<i>Signature: SITI SYAHEERA SOFEA BINTI MOHD SALLEH</i>			

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sa_ver=3&gad_source=1&gclid=Cj0KCQjwkZm_BhDrARIsAAEbX1EGsUFuP4U3fYwXNKuzXpCEvNaSuukfM1qhIGJrkuMC8cQNIoxnA30aAkEXEALw_wcB

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PART B : PROFESSIONAL CV



SITI SYAHEERA SOFEA BINTI MOHD SALLEH

About Me

Education – BBA Student – International Business

- I am a focused student of International Business who studies in the Bachelor of Business Administration program at the University of Malaya-Wales (UMW) and the University of Wales Trinity Saint David (2023–2026). Global trade combined with business strategy and market expansion represents my main areas of interest and I fully admire cross-border management alongside international trade regulations. My research focus centers on understanding business market entry into overseas territories alongside international trade policy navigation as well as sustainable business implementation. The understanding of cultural diversity combined with economic systems provides me the basis to develop innovative market entry strategies as I contribute to global business development. Through a combination of analytical capabilities and adaptability and dedication toward continuous education I am enthusiastic to use my skills in real-world international business scenarios.

Professional Experience

- The hands-on experience from my academic program stems from my coursework activities as well as group projects and leadership participation. Being a student of Business Administration in International Business I joined several case studies together with research projects that demanded both critical thinking alongside problem-solving abilities and team collaboration. In my most important academic project I worked with my teammates to examine and recommend strategic moves based on detailed financial ratio analysis of 7-Eleven Malaysian Holdings Berhad. The work I did on an ESG (Environmental Social Governance) assignment for Fraser & Neave Holdings Bhd developed my capability to evaluate corporate sustainability practices. Through my different practical projects I learned to excel in analysis combined with organization and communication thus making me better equipped to handle actual business problems.
- My experiences at Kiddo Care has enabled me to develop important interpersonal and problem-solving competencies outside traditional academic work. The role demanded patience along with adaptability and responsibility as well as the ability to keep the environment both safe and engaging for children. My experience at Kiddo Care developed my competency to work under pressure while improving my task management abilities and my skills for effective communication with children and their parents. The organization of group discussions and presentations throughout my academic experiences gave me leadership experience while enhancing my capability to handle dynamic quick-paced situation.

Skills & Competencies

- My abilities to solve problems and analyze situations stem from my experiences in financial workings and ESG performance evaluations and case study work. The communication skills I have mastered enable the presentation of ideas through written reports as well as spoken presentation. Furthermore I developed better interpersonal abilities and leadership styles through the experiences of team collaboration and environment adaptation. My excellent organizational skills and time management abilities serve me well for handling various responsibilities efficiently and meeting all required deadlines. I efficiently handle reports and data analysis along with presentations through complete mastery of Microsoft Office Suite including Word, Excel and PowerPoint.

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Education

Foundation in Arts

University of Malaya-Wales
(UMW)
2022–2023

BA in International Business

University of Malaya – Wales
(UMW) & UWTSd
2023 – 2026

Expertise

- Sales Strategies
- Negotiation Skills
- Problem-Solving
- Time Management
- Presentation Skills
- Networking
- Market Research

Language

- English
- Bahasa Malaysia
- Mandarin
- Arabic

PART B : Dragon's Den : Galactic Glinders

Introduction

The Dragon's Den activity aims to test the creation of a business concept and pitch it to a group of investors known as 'Dragons' to get funding. For this task, we came up with Galactic Glinders, a groundbreaking adventure toy that shows young explorers how hovercraft technology works. Made for kids five and older, Galactic Glinders use a balloon-powered system to move on surfaces giving the thrilling feeling of floating like a real spaceship. We teamed up with students from Swansea College of Art and got help from industry experts to create a one-of-a-kind, hands-on, and science-based toy idea that sparks imagination, helps kids learn, and gets them to play.

Project Concept and Development

The Galactic Glinders project started from combining educational goals with enjoyable activities to provide children delightful practical experiences in aerodynamics principles and propulsion systems. The goal of our product creation focused on developing a product which would both stimulate curiosity and advances mental development while ensuring active student participation.

Our team created Galactic Glinders that feature an entertaining alien decoration, interchangeable sticker options and straightforward balloon-propelled movement. The hovercraft design enables users to build their own device which demonstrates how air pressure drives its forward motion. The toy gives both entertainment and teaches STEM concepts to students thus becoming appealing to parents alongside school staff.

Our group investigated child interaction with interactive toys as the concept development reached its final stage. The research showed learning effectiveness increase when children participate in active play activities where they conduct real experiments. The design included features which enable children to conduct tests with various surface textures and study movement patterns based on balloon dimensions. We extracted design elements from previous hovercraft models but adjusted them to make them appropriate for children.

The collaboration with Swansea College of Arts proved crucial in developing the visual aspects and user interface of Galactic Glinders. The feedback and guidances from Swansea College of Arts enabled us to improve both the product's design quality and user interaction without increasing production cost. Multiple brainstorming workshops allowed us to develop an appealing market-ready product through our combined work on branding and packaging along with market positioning.

Implementation and Challenges

During our presentation to Dragons we emphasized how Galactic Glinders combined innovative elements with academic values and broad sales opportunities. The toy functions both as an educational instrument combined with a recreational toy that actively engages children in scientific study. We presented our toy as an affordable product that supported sustainability and had widespread market potential.

Most feedback from the panel members demonstrated positive responses to the concept mainly because of its uniqueness and educational STEM potential. There existed doubts about how well the materials would endure and whether certain surfaces could work with the concept. Design adjustments should be explored to make the concept suitable for a variety of play spaces according to panel recommendations.

We faced three main obstacles during development: we needed materials to be light yet strong and the balloon mechanism to work well with child use and had to strike an appropriate cost-quality relationship. The ideal toy operation across different surfaces demanded multiple testing trials and design revisions. We received guidance from product designers and child development specialist in order to resolve identified problems. Modifications of materials and minor design changes happened to enhance total performance after testing.

Outcome and Learning Experience

Positive feedback dominated the reception of Galactic Glinders. Students and their educators praised Galactic Glinders for its creative design combined with user-friendly operation and effective delivery scientific materials through an interactive game. Test users together with parents expressed significant interest in the product because it offered educational learning opportunities.

Some key lessons from this project included :

- Feedback and testing serve as essential approaches to refine products fully
- Teamwork and inter-disciplinary collaboration hold substantial worth the project's success.
- How strategic marketing and branding can enhance a product's appeal
- Market success demands companies to select affordable materials without compromising product quality for effective business competition

Our goal for product development includes launching new product versions with various themes while increasing customization capabilities. The company will examine eco-conscious material to strengthen environmental responsibility throughout the Galactic Glinders product range. The

addition of augmented reality (AR) components to the product would give users an advanced interactive experience through digital enhancements.

Conclusion

The Dragon's Den activity delivered essential knowledge regarding how to develop and present business concepts to investor. Every phase of Galactic Glinders development provided us the opportunity to learn about market research alongside product development and team cooperation alongside creating entertaining educational toys. Throughout this exercise we learned how essential innovation combined with adaptability and constant product improvement functions in developing quality designs, We will enhance Galactic Glinders based on received constructive feedback so the product can establish itself as an essential educational toy.