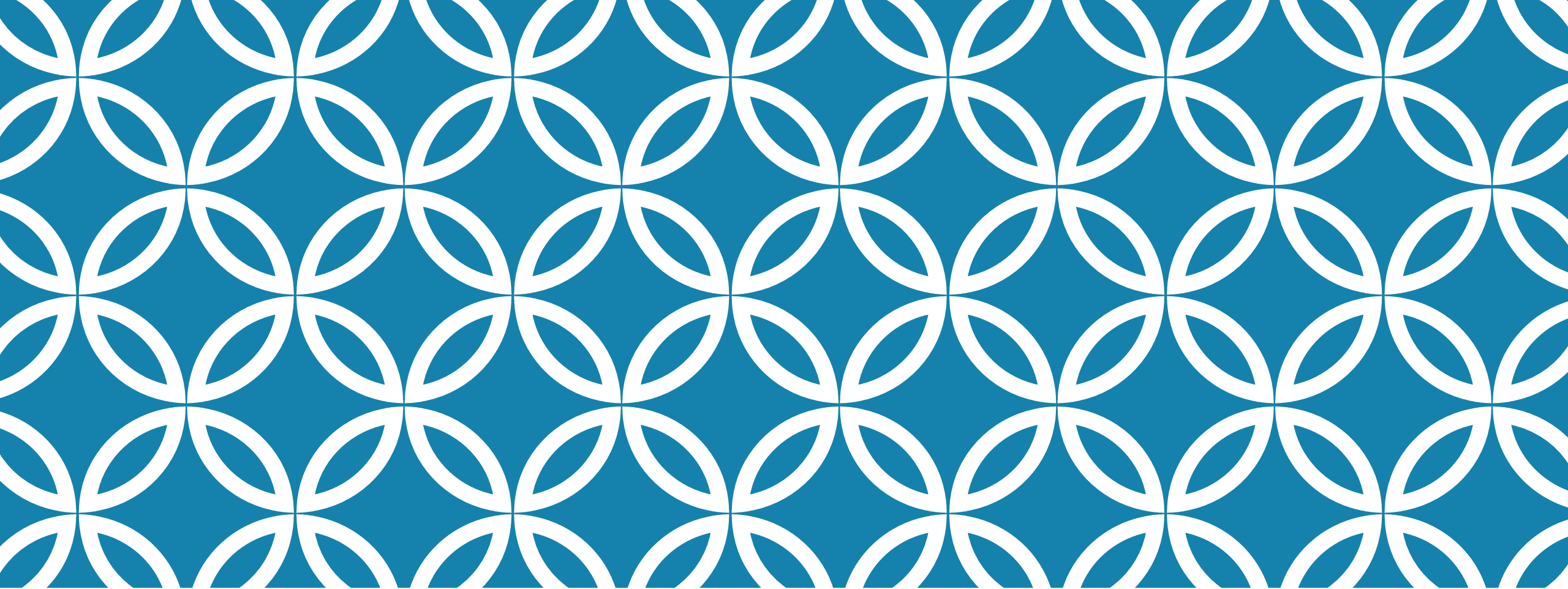




Module Title : Academic and Employability Skills

BMSW4001

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INTRODUCTION

In this presentation, the concept of academic and employability skills has been discussed.

My intended career plan has been analysed.

The skills required, SWOT analysis and personal development plan have also been covered.



(Bhagra and Sharma, 2018).

WHAT ARE ACADEMIC AND EMPLOYABILITY SKILLS



(Bintani, 2020).

- The relevant academic skills are- referencing skills, paraphrasing skills, effective writing skills etc.
- Whereas, the employability skills comprise of communication skills, decision-making skills, research skills, team working skills etc.

WHAT IS THE IMPORTANCE OF THESE SKILLS?

The academic skills of effective writing, paraphrasing, referencing, formatting etc., helps the students to get good grades in their academics.

Whereas, the employability skills help the individuals to improve their skills of decision-making, leadership, research skills, analysing skills and several other skills that help in improving their future job prospects and make them competent enough to get good jobs (Bintani, 2020).



(Bintani, 2020).

WHAT IS YOUR INTENDED CAREER PLAN?

My intended career plan is to become a marketing manager.

A manager is entrusted with several roles and responsibilities.

He is responsible for ensuring that proper marketing plans and policies are formulated and they are being effectively implemented in the entire marketing department (Hogarth, 2021).



(Bintani, 2020).

SKILLS REQUIRED

The several skills required by a marketing manager are- decision-making skills, analysing skills, research skills, communication skills, team building skills, coordination skills, forecasting skills etc.



(Bintani, 2020).

SWOT ANALYSIS

Strength	Weakness
I am good at communicating with people. I can cooperate effectively with others. I am very flexible and can adapt to different circumstances easily (Nisha and Rajasekaran, 2018).	Sometimes, I am not good at managing teams. I cannot demonstrate effective leadership capabilities at times.
Opportunities	Threats
I am immensely motivated which acts as an opportunity for me. My creativity helps in attracting several opportunities for me. I am very flexible in nature which can act as an opportunity to get good jobs.	I do not have much patience which can act as a disadvantage. I lack ineffective application of knowledge to some extent.

PDP

Objectives	Skills I have	Levels of my skills					Skills to be developed	Time needed for improvement.	Needed action to achieve the objectives
		1	2	3	4	5			
Communication skills	Critical analysis			√			Time management skills	4 months	By taking part in several courses (Rowe and Zegwaard, 2017).
Time management skills	Flexibility			√			Solving problems of	2 months	By preparing routines.
Decision making skills	Motivational skills			√			Analysing skills	3 months	By taking small decisions first.

CONCLUSION

- To sum up, both academic and employability skills are very important, regardless of the career path one decides to pursue. As per the definitions given, these are two separate sets of skills but they compliment each other.
- As per my presentation, I analysed my intended career vs skills required, I carried out my SWOT analysis and put a PDP in place.

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A photograph of a wooden surface with a cream-colored card and a fountain pen. The card is tilted and has the words "Thank You" written in a large, bold, black serif font. A black fountain pen with gold-colored accents is lying diagonally across the top right corner of the card.

**Thank
You**

THANK YOU!