

Personal portfolio essay

[Business](#), [Marketing](#)



Section 1: Personal assessment.

Learning style: I am comfortable learning as an individual or in a group. My learning style is quite flexible, often ranging from personal learning, group discussions, study groups, to research peer groups. I believe that with research, human beings can tackle almost any problem in their day-to-day activities. I therefore emphasize more on research work, be it in the field, library research or internet based research.

Personal skills assessment: the diploma course I took at Southampton University has given me significant skills both in academics and in the field. The English language diploma that I took was necessary to enhance my writing and communication skills, since I joined this university as an ESL student.

My first language is Arabic, and as such, at Southampton University, it is a requirement to take English courses prior to entry into prospective programs. Business management as a course is quite challenging and engaging, and therefore, I believe I have the necessary skills and knowledge in the field of management.

Personal SWOT analysis:

Strengths; the education I have gained so far provides me with an advantage both in learning and the field. English language appeared challenging at first, taking into account that I was an ESL student. The English academic skills diploma has been my strong end since I started my course in business management.

In addition, computer application tools have been an advantage when doing almost any research work, given that at Southampton University, all departments have been computerized for efficiency. Moreover, modern society requires that every person, especially in academics, be well informed and updated. Strength lies in the fact that I have proved to be an excellent writer, group leader, salesman and team player.

Weaknesses; just like any proficient student, I have some few weaknesses which I believe must be focused on in the course of my learning. For instance, I have a tempered characteristic, and which I believe is a negative vice in my business career.

Opportunities: I have focused on taking a bachelors degree in business management, and hope to advance with a masters in the same. Together with the skills I possess, I believe I will fit in our society, which is quite competitive and challenging.

Objectives:

I have set short term, midterm and long term goals.

Short term objectives:

- i. To achieve a comprehensive method of researching
- ii. To attain at least a first credit in all the subjects in the course
- iii. To have improved my technical writing skills by at least sixty percent

Midterm objectives:

- i. To identify an area of weakness in business management, develop research topic and design a research project with an aim of improving the field,
- ii. To carry out an achievable research in computer applications to business management activities a
- iii. To implement my research project at the end of the year

Long term objectives

- i. To achieve at least two implemented research projects
- ii. To achieve at least credit in all subjects within this course
- iii. To improve my English, computer, research, business management and writing techniques by at least 80%

Proposed personal developments: I have several plans to improve my research in business career. For instance, I hope to join business club in the university in order to join professional in this institution. I believe that this will improve my skills and enhance my learning as well as research skills.

Section 2: Communication Skills.

Curriculum vitae

Full names:

Sex:

Language: Arabic and English

Address:

Nationality:

Career objectives:

To work with creativity and initiative to the uttermost, through team work and deliver my best in terms of output with full readiness to adopt and learn new skills in any dynamic scientific, technological or economic field.

To utilize the knowledge and skills I have acquired to serve the organization efficiently and dedicatedly.

To learn new ideas, skills that will enable me to acquire expertise, while serving the organization.

Educational background:

Major: Diploma in English academic skills

Description:

Subjects studied:

Dates: 2008-2009

Grades:

Major: foundation in business and management

Dates: 2009-2010

Grades:

Additional Skills

Software Skills: Microsoft office (Word, PowerPoint, Excel, Access)

Adobe Photoshop, graphic designing and networking

Communication skills: report writing, photography.

Social skills: time management, teamwork skills, interaction skills, project organization skills, budget management skills.

Section 3: Employability Skills.

In line with my career background, I believe that I have gained a lot of skills from the class and the field. In addition, my interest in communication and technology application in business has developed a strong end towards employability skills.

Application of numeracy: I understand that in business management, arithmetic is intensely applied in daily activities within the scope of the business. I therefore has emphasized on learning new and upcoming computational skills in business and business management. I am capable of analyzing evaluating and synthesizing information through the application of arithmetical concepts. I also emphasize on accuracy in executing mathematical operations, since I understand that business management has no room for errors.

Interpersonal organization: I have a great ability to work as a team and to relate with other people in the workplace, the class and the community at large. My previous experience in school and college has led to the realization

that through team working, people can achieve goals which one person could otherwise never achieve.

I have also learnt that a successful business leader and manager must show respect for other people values, opinions, beliefs and their contributions or ideologies.

Conflict resolution and problem solving techniques are some of my priority at the work place. I understand that one need to apply the highest degree of respect, diplomacy and knowledge when dealing with challenges at the workplace. Conflict resolution requires sound judgment based on evidence, prevailing rules, regulations and the code of conduct.

Personal skills: I understand that self management skills are necessary at any work place, and should act as a checklist towards the achievement of personal and organizational goals. I am quite skilled in personal management, management of change and flexible and well adapting to new working environment. In regard to this, I have a tendency to act under self set time management schedules and thus I am quite sure that I can manage resources and complete projects excellently.

I am also able to take responsibility in my actions, make decisions and bear the consequences. To achieve this, I usually carry myself in a manner that demonstrates the highest degree of personal responsibility and engaging in reflective practices within the work place.

Communication and literacy: communication skills acts as some of the elements that provide me with a competitive advantage in any work I tend to

do. I have excellent skills in reading, writing, speaking, listening as well as presentations. I hold a diploma in English academic skills, which I completed with excellent. Moreover, all the courses in my previous diploma class were offered in English, in addition to the fact that I live, associate and work with both native and second speakers of English language. This offers me a chance to correct my mistakes.

Application of information technology: in the modern world, business managers should be the leading users of the most up to date technology, and must show the highest degree of efficiency and knowledge in information technology. I have taken several courses in computer application, internet use, internet research and use of software in information gathering, organization and communication. I am capable of locating, selecting, organizing and documenting diverse information using the appropriate technology and information communication systems.

Business and customer awareness: I believe that customers in any business organization are the most valuable component, and which must be held with respect. Customers determine the level of business profitability, and since any person in business strive for profitability, we must treat them with the greatest care and courtesy. I have strong abilities in dealing with almost all kinds of people within any society. I have strong salesmanship characteristics obtained from my previous work and class work. I believe that business manager must provide training facilities to their employees in order to develop good customer relations with the company. They must also

demonstrate the highest degree of courtesy and respect to the customers, their ideas and opinions.

Section 4: Personal Reflective Statement.

The whole process of writing this personal portfolio is an intense reflection of various activities in which I have engaged myself in since I started college at Southampton University. I have been in this university since 2007, when I started my English language classes. I was by then a new student not only in the college but also in America.

As a foreigner, I met several challenges, especially regarding to communication since I came from an Arabic speaking nation, where English is a second language. I have learnt from my past experience that the ability and efficiency of learning new ideas, just like language, depends mostly on personal commitments and the will to take self evaluation.

In academics, I have realized that class work always reflect what the employers are looking for in the potential employees. Although the class provided me with necessary skills to apply in the business field, I have learnt that class work is never enough, rather one must strive to get plenty of information from various sources, and internet is the most effective source of such information. Students must provide around 70% of the learning for themselves, and in this case it seems analogous to the ‘ skeleton and the flesh’. Students must look for the ‘ flesh’, since tutors only provide them with the ‘ skeleton’.

The numerous numbers of group work and group discussions that I engaged myself in provided me with a strong tool in critical thinking, teamwork, group work management and interpersonal relationships. I learnt to listen to other peoples' ideas and point of view, respect them and to provide insights. I believe that no person can learn effectively alone, rather what is a weakness to one student may be a strength to another. In this way, I learnt to share what I have and gain from what other have.

I have learnt that in business, what counts is the ability to make profits. Profits come from sales, which are determined by the availability of customers. Therefore, it is important that as a business manager and leader, we must apply the highest level of customers services to achieve their satisfaction, thus attracting more and maintaining them. Courtesy and customer care services are vital tools for this process.

At the beginning of the academic year, I set my personal goals, which I strived hard to achieve. So far I can confidently say that I have achieved the goals. For instance, I have been able to identify areas of weaknesses in business management, which I hope to write a research proposal, get funding and carry out a research to improve it. I have also been able to improve my communication, writing and research skills. My communication skills have so far improved, and no doubt that a person whom I associated with some three years ago can note the difference, especially in spoken language.

Within the above statement regarding myself, information on various challenges as well as achievements suggests my abilities, potentials and few

failures. I do accept that I can always make mistakes, but this has not been any of my worries because I believe in learning, mistakes provide me with the best lesson from which I can learn and improve my performance in future.