



**PERIYAR UNIVERSITY**

**MBA PROGRAMME**

**SEMESTER – III**



**FACULTY**

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**COURSE TITLE: EMPLOYABILITY SKILLS****Course Objective**

- To learn about the employability skills
- To understand dimensions of task-oriented skills
- To develop employability skills
- To understand the logical and reasoning skills

UNITS	DETAILS
I.	<b>INTRODUCTION TO EMPLOYABILITY SKILLS</b>  Meaning - Definition - Hard skills and soft skills -Employability skills and vocational skills - Employability and employment - Employability attributes.
II.	<b>UNPACKING EMPLOYABILITY SKILLS</b>  Embedded employability skills - Dimensions of competency - Task skills - Task Management skills - Contingency Management skills - Job/Role Environment skills.
III.	<b>INTER - RELATIONSHIPS OF EMPLOYABILITY SKILLS</b>  Communication - Team work - Problem solving - Initiative and Enterprise - Planning and Organizing - Self management - Learning - Technology.
IV.	<b>RESUME WRITING</b>  Meaning - Features of good resume - Model (Exercise). Etiquettes - Dress, Cleanliness, Etiquettes to be followed inside the employment seeking process.

V.	<b>BUSINESS PRESENTATION: Written and oral presentation-work-team presentation - Delivering the business presentation visual aids - slides - electronic presentation - hand-outs - delivering the presentation</b>
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# EMPLOYABILITY SKILLS

## SECTION 1.1: INTRODUCTION TO EMPLOYABILITY SKILLS

Welcome, future professionals, to this vital course on Employability Skills. In today's fast-paced and competitive job market, having strong technical knowledge is just the beginning. Employers are looking for individuals who bring a diverse set of skills that extend beyond academic success—skills that show your ability to adapt, perform, and thrive in any professional setting. This course aims to provide you with the essential competencies needed to improve your career prospects and achieve success in the workplace.

At the heart of employability is a combination of communication, problem-solving, teamwork, adaptability, time management, and leadership. Whether you're getting ready for interviews, working with diverse teams, managing projects, or making decisions under pressure, these skills will help you stand out. As you embark on your professional journey, mastering these employability skills will not only enhance your confidence but also create new opportunities, allowing you to grow and excel in your chosen career path.



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## 1.1.1 Introduction to Employability Skills

Employability skills are a set of personal qualities, skills, and values that help people succeed in the workplace. Employability skills are the essential skills, personal qualities and values that enables you to thrive in any workplace. These skills go beyond technical expertise and focus on qualities that enhance job performance, teamwork, and adaptability in different professional environments.

They are also known as “Enterprise Skills”, “Communication Skills”, or “Workplace Skills”.

### 1.1.2 Key Aspects of Employability Skills:

1. **Communication Skills** – Effective verbal and written communication for clear information exchange.
2. **Teamwork & Collaboration** – Working well with others to achieve common goals.
3. **Problem-Solving & Critical Thinking** – Analysing issues and finding practical solutions.
4. **Adaptability & Flexibility** – Adjusting to new challenges and workplace changes.
5. **Time Management & Organization** – Prioritizing tasks and meeting deadlines efficiently.
6. **Leadership & Initiative** – Taking responsibility and inspiring others.
7. **Work Ethic & Professionalism** – Demonstrating reliability, integrity, and dedication.
8. **Technical & Digital Literacy** – Understanding and using technology effectively.
9. **Emotional Intelligence** – Managing emotions and building strong workplace relationships.
10. **Networking & Career Management** – Building professional connections and career development planning.



### 1.2.1 Meaning of Employability Skills

Employability skills are the set of abilities, behaviours, and qualities that help a person in his/her employability to get a job, then retain and be successful in that job. These skills are neither function-specific nor profession specific but have general applicability throughout industries. This helps employees in terms of effective job performance, working effectively with others, change in the workplace, and contribution to the success of an organization.

Employability skills are a person's ability to interact effectively with co-workers and customers.

These skills are set of transferable Skills and key personal attributes which are highly valued by employers and essentials for effective performance in the workplace.

### 1.3.1 Definition of Employability Skills

#### **Gainer (2002)**

“Employability skills include communication, problem solving, computer skills, ethics and personal management.”

#### **Hillage and Pollard (1998)**

“Employability is the ability to move through the labor market to find and keep a job. It's made up of knowledge, skills, and attributes.”

#### **Buck and Barrick (1987)**

“Employability skills are the attributes of employees that make them valuable to employers. These include problem solving, decision making, and basic skills.”

Employability Skills include things like:

- ✓ Good Communication
- ✓ Motivation and initiative
- ✓ Leadership
- ✓ Following Instructions
- ✓ Team Work
- ✓ Patience
- ✓ Adaptability
- ✓ Emotional Control
- ✓ Resilience

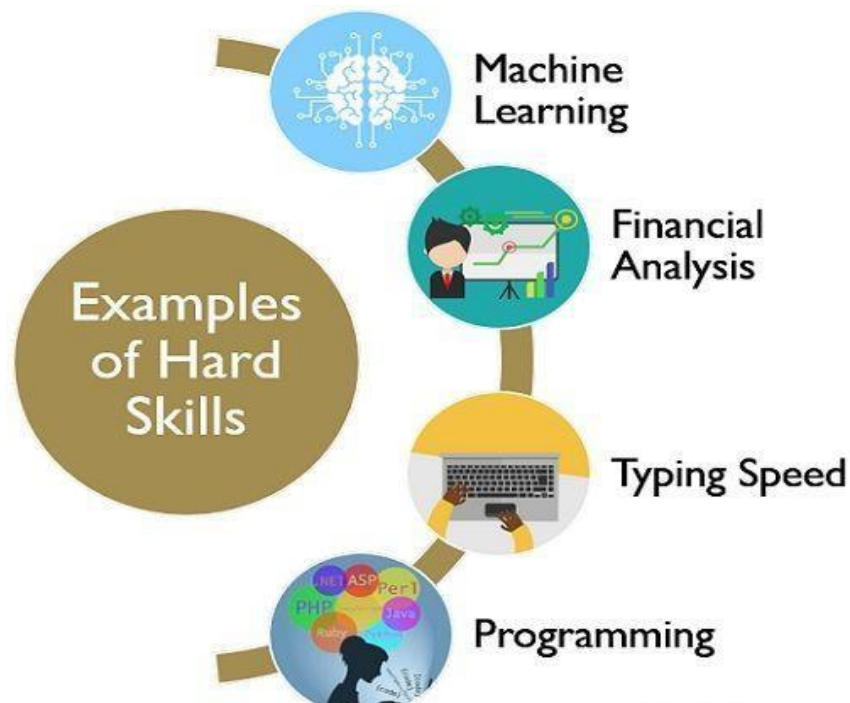


### 1.3.3 Characteristics of Hard Skills

1. **Teachable & Learnable** – Acquired through training, education, or hands-on practice.
2. **Measurable** – Can be tested through exams, certifications, or practical assessments.
3. **Job-Specific** – Required for particular industries or roles (e.g., programming for IT, accounting for finance).
4. **Often Certified** – Many hard skills require official certification or license

### Hard Skills Examples

Hard skills are innumerable. Every profession comes with a list of its own hard skills requirements. Here are some examples of hard skills that employers look for while hiring an employee.



1. **Computer Technology-** In today's world, having a basic understanding of computer technology is essential.

Basic computer skills include:

- **Using the internet** for research and communication.
- **Managing emails** and online applications.
- **Proficiency in office software** (Microsoft Office, Google Workspace).

Advanced skills like **programming, cybersecurity, and data analysis** enhance job opportunities.

2. **Hard Communication Skills-** Hard communication skills are **measurable, teachable, and technical** abilities related to verbal, written, and digital communication. These skills are essential for effective workplace interaction and professional success.

These are gained through professional educational and training structures.

Unlike soft skills, which focus on interpersonal traits and emotional intelligence, hard communication skills are technical and task-oriented.

They help individuals express ideas clearly, efficiently, and professionally, whether in writing, speaking, or through digital platforms.

3. **Data Analysis-** Data analysis is the process of examining, cleaning, transforming, and interpreting data to extract valuable insights and support decision-making.

It plays a pivotal role in nearly every industry by turning raw data into actionable information that can influence business strategies, improve efficiency, and drive innovation.

4. **Certificates & Licenses-** Certificates and licenses are formal credentials that validate an individual's proficiency, skills, or knowledge in a specific field or profession.

These credentials are typically awarded after completing educational programs, training courses, or passing certification exams.

**Certificates** – Usually awarded for completing a course, training program, or passing a certification exam. They often focus on demonstrating knowledge in a specific skill or subject area.

**Licenses** – Legal authorization to perform a specific job or task, often granted by government or regulatory bodies. These may require periodic renewals or continuing education to maintain validity.

5. **Design-** Design refers to the process of creating and developing visual, functional, and aesthetic solutions for various needs or problems.

It is a crucial skill across many industries, ranging from graphic design and web development to industrial design and architecture.

The goal of design is to communicate ideas, enhance user experiences, and solve specific challenges in an efficient, effective, and aesthetically pleasing way.

- **Graphic Design**
- **Web Design**
- **Product Design**
- **Interior Design**
- **Fashion Design**

6. **Cloud Computing-** Cloud computing is the delivery of computer services, encompassing storage, processing power, databases, networking, and software, over the internet instead of through traditional on-premises infrastructure. Cloud computing enables users and businesses to access powerful computing resources on-demand without requiring investments in considerable degrees of physical hardware or significant IT maintenance.

Cloud computing offers a scalable, cost-effective, and flexible

alternative for managing and processing data, enabling them to innovate faster and simplify their IT environments.

**7. Mobile & Web Development-** Mobile and web development refer to the processes of creating applications and websites that are functional, user-friendly, and responsive.

Mobile development involves creating applications specifically for mobile devices (smartphones and tablets), with a focus on **user experience (UX)**, **performance**, and **responsiveness**.

#### **Mobile Development Tools & Technologies**

- **Languages:** Swift, Kotlin, Java, Dart
- **Frameworks:** React Native, Flutter, Xamarin
- **Integrated Development Environments (IDEs):** Xcode, Android Studio

Web development involves creating websites and web applications, focusing on design, functionality, and user experience. Web development is generally divided into front-end and back-end development.

**8. Network Security-** Network security refers to the measures and technologies used to protect computer networks from unauthorized access, cyberattacks, data breaches, and other security threats.

Network security focuses on safeguarding the network infrastructure, including routers, switches, firewalls, and servers, and is vital in preventing malicious activity that could disrupt or compromise the operations of an organization.

#### **Components of Network Security**

- Firewalls
- Encryption
- Antivirus & Anti-malware
- Virtual Private Networks (VPNs)
- Intrusion Detection and Prevention Systems (IDPS)
- Access Control

9. **Marketing-** Marketing is the process of promoting, selling, and distributing products or services to consumers.

It is an understanding of the needs of the customer, the creation of value, and building relationships to help drive sales and brand loyalty.

Effective marketing strategies not only communicate the benefits of a product but also position a brand in the minds of the consumer.

**Customer-Centric** – Marketing focuses on identifying and meeting the needs of the target audience.

**Strategy-Driven** – Marketing is built on clear strategies based on market research, competition, and customer preferences.

**Digital Transformation** – Online platforms and digital tools have revolutionized how marketing is conducted, enabling businesses to engage with customers in real-time and across various devices.

## 1.4.1 Soft Skills

Soft skills, often referred to as interpersonal or people skills, are the non-technical abilities that enable individuals to interact effectively and harmoniously with others.

Soft skills are an essential aspect of personal and professional development. They encompass a variety of interpersonal attributes that facilitate effective interaction and collaboration in both life and work contexts.

Unlike hard skills, which are typically technical abilities or knowledge specific to a particular job, soft skills relate to how we communicate, interact, and work with others.

In today's rapidly evolving job market, the understanding and application of soft skills have become increasingly critical.

They are often viewed as equally, if not more, important than technical proficiencies, as they contribute significantly to workplace dynamics and overall success.



## 1.4.2 OUTCOMES OF SOFT SKILLS DEVELOPMENT

Developing soft skills has a significant impact on both professional and personal success. These skills enhance communication, teamwork, and leadership, leading to improved workplace relationships and career growth.

## Oral communication skills

# ORAL COMMUNICATION



Oral communication skills refer to the ability to express ideas, thoughts, and information clearly and effectively through spoken words. These skills are essential for professional and personal interactions, helping to build relationships, convey messages, and influence others. Students are able to communicate confidently and effectively with a range of audiences, in a variety of modes or registers and settings, including persuasion, argument and exposition, and they are able to make use of different support tools, including visual, audio-visual and technological.

- 🗣️ **Clarity & Articulation** – Speaking clearly and confidently.
- 👂 **Active Listening** – Understanding and responding effectively.
- 💡 **Confidence & Persuasion** – Engaging and influencing others.
- 🤝 **Tone & Body Language** – Using voice modulation and gestures.
- 🗂️ **Adaptability** – Adjusting speech for different audiences.

### 1.4.3 Interpersonal Skills



Interpersonal skills are the abilities that help individuals communicate, collaborate, and build relationships effectively with others. These skills are crucial for teamwork, leadership, and workplace success.

Students have the skills to be able to work effectively with a range of people in a range of different contexts, including teams, where they can be effective members and, if required, leaders, including organizing team roles and activities. Students are open to the ideas of others. Students are capable of listening and understanding in a range of contexts.

- Building strong professional relationships
- Collaborating effectively in a team
- Handling workplace conflicts diplomatically
- Providing constructive feedback

## Problem Solving Skills



Problem-solving skills are the ability to analyze situations, identify challenges, and develop effective solutions. These skills are essential in both personal and professional settings, helping individuals and teams overcome obstacles, improve efficiency, and make informed decisions.

Students are able to identify and define problems and through the use of skills of analysis and critical evaluation plan an appropriate course of action and devise solutions.

Students are able to make judgments concerning different possible solutions. They will be able to make use of creative and lateral thinking.

Problem-solving skills are valuable in every profession, making individuals more effective and resourceful in tackling challenges.

- Enhance Decision-Making** – Helps in choosing the best course of action.
- Boosts Creativity & Innovation** – Encourages thinking outside the box.
- Increases Adaptability** – Helps in handling unexpected challenges.

## Organizational Skills



Organizational skills refer to the ability to efficiently manage time, tasks, and resources to achieve goals effectively.

These skills help individuals stay productive, meet deadlines, and maintain a structured workflow in both professional and personal life. Students are able to set priorities, and anticipate potential problems or needs.

They are able to set and achieve targets in relation to both study and workplace tasks. Students are able to manage their time effectively.

### 1.4.4 Difference between Hard skills and soft skills

Basis	Hard Skills	Soft Skills
<b>Definition</b>	Hard Skills include the specific knowledge and abilities required for success in a job.	Soft Skills characterize your relationships with other people, or are about how you approach life and work.

<p><b>Measurable or not?</b></p>	<p>Hard skills are teachable abilities that can be defined and measured much more than soft skills. Hard abilities are easy to quantify. Soft abilities are personal-driven and subjective skills. They are really hard to measure.</p>	
<p><b>How to prove them?</b></p>	<p>Hard skills are easy to prove with certificates, education, degree, awards etc., Soft skills related to your personal characteristics and traits and are difficult to prove.</p>	
<p><b>Examples</b></p>	<ul style="list-style-type: none"> <li>- Basic computer skills</li> <li>- Data analysis skills</li> <li>- Mathematical and numeracy skills</li> <li>- Knowing foreign language</li> <li>- Physics knowledge</li> </ul>	<ul style="list-style-type: none"> <li>- Communication skills</li> <li>- Leadership skills</li> <li>- Flexibility and adaptability skills</li> <li>- Decision-Making skills</li> <li>- Creativity</li> </ul>
<p><b>Particular Example</b></p>	<p>Let's take software developers. Their hard skills are the knowledge of development language such as Java and C++.</p> <p>The soft skills of a software developer are his abilities to work successfully in a team and to communicate.</p>	

## 1.5.1 Employability vs Employment

### 1.5.2 Meaning of Employability



Employability is a set of achievements – skills, understanding and personal attributes – that makes graduates more likely to gain employment and be successful in the chosen Occupations, which benefits themselves, the workforce, the community and the economy.

Employability refers to a person's ability to gain, maintain, and succeed in a job. It includes a combination of skills, knowledge, attitudes, and personal attributes that make an individual valuable to employers.

Employability refers to the skills, knowledge, and qualities that make an individual capable of securing, maintaining, and advancing in a job. It is not just about having qualifications but also about possessing the right attitude, adaptability, and continuous learning mindset to meet workplace demands.

A high level of employability increases career opportunities and long-term job success.

### 1.5.3 Definition on Employability

According to **Hillage and Pollard (1998)**, “Employability is about being capable of getting and keeping fulfilling work.”

#### **Harvey and Locke (2002), State:**

“Employability of a graduate is the propensity of the graduate to exhibit attributes that employers anticipate will be necessary for the future effective functioning of their organization.”

### 1.5.4 Importance of Employability

Employability skills are individual traits that enhance your desirability as a potential employee. They are often categorized as “Soft Skills” or “Transferable Skills” because they stand apart from your technical expertise and professional background, making them adaptable to virtually any role across various industries.

To illustrate, employers seek individuals who exhibit traits such as reliability, diligence and interpersonal compatibility all of which are considered employability attributes.

These skills encompass the competencies, expertise and mindset that render an individual desirable and valuable in the employment sphere.

These proficiencies are vital not only for securing employment but also for personal career growth. Attaining employability skills can be achieved through diverse avenues, including formal education, training programs and hands-on experience.

In today’s job market, competition has intensified. Employers are increasingly seeking employability skills along with expertise in specific subjects.

Given the perpetual evolution of technology, failing to acquire new skills to remain pertinent in your profession will inevitably result in lagging behind peers.

Additionally, a contributing factor to the challenges individuals face when initiating their careers is the heightened emphasis on “Employability Skills” by businesses, which extend beyond qualifications and practical experience.

## 1.5.2 Meaning of Employment



Employment is your occupation or the fact that you make a job. If you are looking for Employment, You might start by attending a job fair – if you make a good impression, you might get hired immediately.

## 1.5.5 Definition of Employment

According to **Dr.A. Hamzah**, “what is Employment is individuals who work within or outside the employment relation.”

According to **Sumarsono**, the term of “Employment consists of Persons who are willing and able to Work and do labor activities for themselves or others.”

## 1.5.6 Importance of Employment

### 1. Employment is Crucial for Economic Development:

Employment plays a vital role in driving economic growth and stability. A well-employed workforce contributes to increased productivity, higher consumer spending, and overall economic progress.

When a person is employed, their living standards increase because they have access to money. It is because the employed individual puts a lot of effort into achieving their objectives that help to improve the business of the employer or enhances the efficiency of the company. Then it accelerates commercial transactions and attracts additional investment to the market.

**Boosts Economic Growth** – More jobs lead to higher production, innovation, and GDP growth.

**Reduces Poverty & Inequality** – Steady income helps individuals improve their living standards.

**Increases Government Revenue** – Employed individuals pay taxes, funding public services.

### 2. Social Development is the Result of Employment:

Employment plays a key role in shaping a society’s progress by improving living standards, reducing inequality, and fostering overall well-being. A well-employed

population leads to stronger communities, better education, and improved healthcare systems.

People receive compensation for their work. The primary causes of societal disturbance are lack of food and money. When people get money for their hard work and efforts they feel happy.

They start spending time with family and relatives and begin taking part in initiatives for the advancement of society.

- **Improves Health & Well-Being** – Access to healthcare and a better lifestyle.
- **Strengthens Social Stability** – Lowers crime rates and promotes safer communities.
- **Empowers Individuals & Communities** – Encourages self-sufficiency and social inclusion.

### 3. Employment Reduces the Level of Corruption in the System:

A strong job market and stable employment opportunities play a crucial role in minimizing corruption within a society. When individuals have secure and fair-paying jobs, they are less likely to engage in corrupt activities for financial survival.

When people lack the necessary funds or when they do not receive what they deserve, they feel cheated and petty by the private or public systems. Thus they begin engaging in corruption. However, if an individual is employed, he/she will not think of getting engaged in corruptive activities.

Therefore, employment plays an important role in reducing the level of corruption.

- **Financial Stability Lowers Bribery & Fraud** – People with secure incomes are less tempted by corrupt practices.
- **Enhances Transparency & Accountability** – Professional environments promote ethical standards and compliance.
- **Strengthens Law Enforcement & Governance** – A well-employed population supports stronger institutions that fight corruption.

## 5. Employment is the Key to Reducing Poverty:

Employment plays a crucial role in lifting individuals and families out of poverty by providing financial stability, economic growth, and improved living standards. A well-employed population leads to a stronger economy and reduced dependence on social aid.

Employment serves as both a direct and indirect measure of poverty reduction. People who live below the poverty line get benefits immediately from employment in terms of security and finances. When someone is employed, they indirectly learn how to live and survive. However, people living above the poverty line, learn from others in the workplace, which they can later educate their kids to make them successful.

- **Provides Financial Stability**
- **Reduces Dependence on Social Welfare**
- **Encourages Economic Growth**

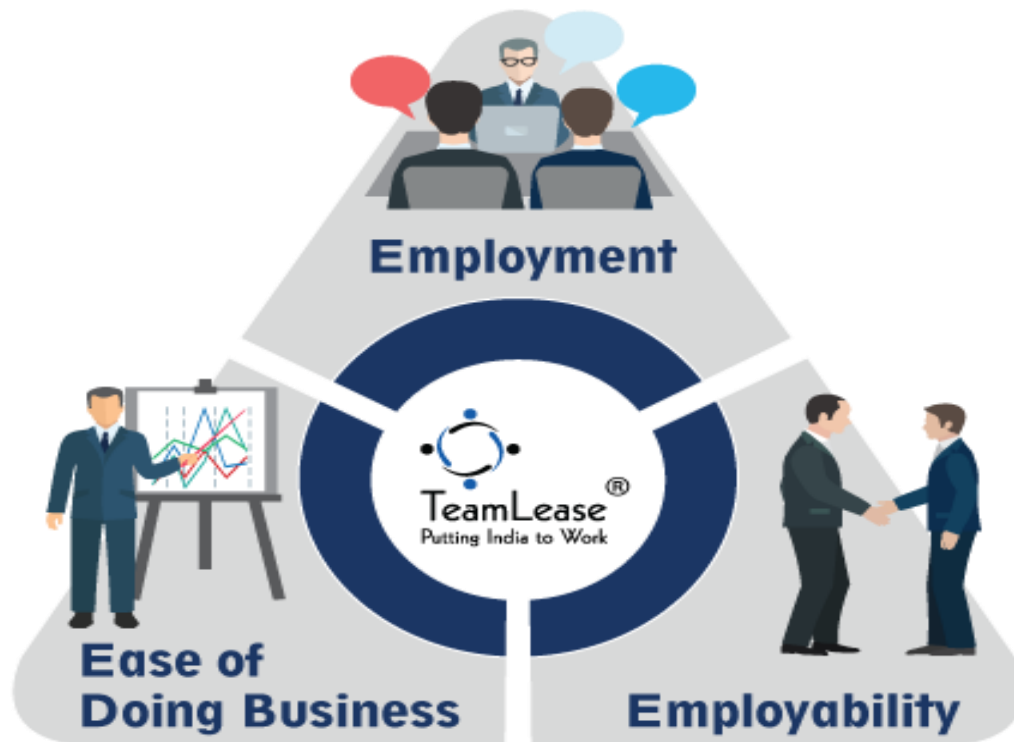
## 5. Fuller Utilization of the Country's Manpower:

In the process of development and for maintaining law and order in society, employment has its place for fuller utilization of resources.

The **full utilization of a country's manpower** means effectively using the skills, knowledge, and potential of its workforce to maximize economic productivity and national development. When a country ensures that all capable individuals are employed in meaningful work, it leads to higher efficiency, innovation, and economic growth.

The full utilization of a country's manpower is essential for maximizing economic growth, reducing unemployment, and improving overall living standards. When a nation effectively employs its workforce, it enhances productivity, innovation, and social stability.

## 1.6.1 Employability and Employment



**Employability** is a set of achievements - skills, understanding and personal attributes - that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.

**Employment** is a state of being engaged in a particular activity, occupation, or job for wages or salary.

## 1.6.2 Difference between Employability and Employment

Basis	Employability	Employment
<b>Definition</b>	Possession of Skills, Knowledge and Attitudes to secure and maintain employment.	State of being engaged in a job or occupation.
<b>Focus</b>	Developing Skills and competencies for future jobs.	Current Job or Occupation.
<b>Scope</b>	Lifelong learning and career development.	Specific Job or Employment Contract.
<b>Key Factors</b>	Education, Training, Skills, Experience, Personal Qualities.	Job availability, economic Conditions, Industry Trends.
<b>Outcome</b>	Increased Changes of getting hired, Career advancements and Job security.	Earning a salary, Benefits and Job stability.
<b>Responsibility</b>	Individual's Responsibility to develop and maintain Employability Skills.	Employer's Responsibility to provide Employment Opportunities.

<b>Time Frame</b>	Long term focus on career development.	Short term to medium term focus on Current job.
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## 1.7.1 Employability Attributes

Employability attributes are the skills, qualities, and characteristics that make an individual attractive to employers and capable of succeeding in the workplace. These attributes go beyond technical skills and focus on adaptability, professionalism, and collaboration.

## 1.7.2 Introduction to Employability Attributes

Employability attributes are the essential skills, qualities, and personal traits that make individuals valuable in the job market. These attributes go beyond technical knowledge and focus on a combination of soft skills, adaptability, and professionalism, which help individuals secure, maintain, and progress in their careers.

## 1.7.3 Meaning of Employability Attributes

The personal qualities, Skills and Characteristics that make someone more likely to gain and maintain employment, including things like communication skills, problem-solving abilities, adaptability, teamwork, leadership potential and a positive work ethic.

## 1.7.4 Key Aspects of Employability Attributes:

- Skills** –Communication, problem-solving, teamwork, and leadership.
- Work Ethic** – Reliability, responsibility, and professionalism.

- ☑ **Adaptability**—Ability to adjust to new challenges and work environments.
- ☑ **Continuous Learning**—Willingness to improve and develop new skills.
- ☑ **Emotional Intelligence** – Managing emotions and working well with others.

## 1.7.5 Definition of Employability Attributes

**Harvey (2001)** – Employability is the likelihood of a student getting a job.

**Yorke (2006)** – Employability is a set of skills, knowledge and personal attributes that help someone get a job and successful.

**Berntson (2008)** – Employability is how someone perceives their chances of getting a new job.

### **Conference Board of Canada:**

Employability is the skills needed to enter, stay in and advance in the workforce.

## 1.7.6 Employability Attributes:

### 1. Personal Presentation

- How a person looks – an instant judgment is made
- Personal Hygiene
- Tasteful jewelry

### 2. Positive Work ethic

- Honesty and integrity
- Reliability and commitment
- Loyalty

### 3. Confidence and self esteem

- Good eye contact not waiting to be spoken to confident tone
- Focus on what you are good at don't put yourself down

### 4. Enthusiasm and Motivation

- Willingness to help
- Wanting to do things saying this will be easy

### 5. Adapts and Managers pressure

- Ability to adapt to any situation or constant changes
- Flexible ad cope with changes
- Ability to manage pressure

## 1.7.7 Importance of Employability Attributes

### 1. Communication and Interpersonal Skills

Effective communication and interpersonal skills are essential for success in any profession. Communication skills involve both verbal and written communication, and involve the ability to listen carefully and provide clear responses. Interpersonal skills involve being able to empathize and understand others, as well as being able to assert yourself in difficult situations.

### 2. Problem-Solving and Adaptability

The ability to solve problems and be flexible and adaptive are important employability skills. Problem-solving involves being able to think outside the box, identify potential solutions and assess their effectiveness. Adaptability involves being able to adjust quickly to new environments and situations, as well as having the willingness to take on new challenges.

### **3. Teamwork and Collaboration**

Teamwork and collaboration are important traits employers look for in potential hires. Teamwork involves being able to work effectively with others, both within your team and across departments. This includes being able to compromise, share ideas, work towards common goals and provide constructive feedback.

### **4. Professionalism and Work Ethic**

Professionalism and a strong work ethic are essential employability skills. Professionalism involves having the knowledge, experience and attributes to work in a professional environment. It also involves having the ability to present yourself in a positive light, be punctual and dress appropriately for the job. A strong work ethic involves having a commitment to hard work, integrity, dedication and respect for others.

### **5. Leadership and Decision-Making**

Leadership and decision-making skills are highly valued by employers. Leadership involves having the ability to motivate others, delegate tasks, provide feedback and think strategically. Decision-making involves being able to assess a situation quickly and accurately, analyze data, weigh up options, come up with a solution and implement it.

### **6. Self-Motivation and Initiative**

Self-motivation and initiative are important traits that employers look for in potential hires. Self-motivation involves having a positive attitude towards work, taking initiative and being proactive in finding solutions. Initiative involves being able to take on new tasks without being prompted, take ownership of projects and think outside the box.

### **7. Time Management and organization**

Time management and organizational skills are essential employability skills. Time management involves being able to prioritize tasks and set manageable deadlines. Organization involves being able to effectively plan, organize and execute tasks, as well as having the ability to multitask.

## 8. Computer Literacy

Computer literacy is an essential employability skill in today's digital world. It involves having a basic knowledge of computer software such as Microsoft Office Suite, Google Suite or Adobe Suite. It also involves being able to use digital communication tools such as email, video conferencing software and online collaboration tools.

## 9. Critical Thinking

Critical thinking is an important employability skill that employers look for. It involves being able to think objectively, assess information accurately and make sound decisions based on evidence. Critical thinking requires individuals to think outside the box, analyze data from different angles, draw conclusions from facts and think strategically.

## 10. Networking and Building Connections

Networking is an important employability skill that often gets overlooked. It involves connecting with professionals in your industry in order to build relationships that can help you further your career opportunities. Networking also includes attending industry events, joining professional organizations and engaging on social media.

## 11. Goal Orientation and Results Driven

Goal orientation and being results driven are important employability skills that employers look for. Goal orientation involves having the ability to set goals for yourself and your team, break them down into achievable tasks, and stay motivated and driven towards achieving them. Being results driven involves focusing on the end goal, staying focused on results and taking responsibility for your actions.

## 12. Creative Thinking

Creative thinking is an essential employability skill in today's ever-evolving world. It involves having the ability to think outside the box, come up with innovative solutions,

develop new ideas and find ways to improve processes. Creative thinking requires individuals to be open-minded, not be afraid of failure and be willing to take risks.

## MCQS

1. **Employability skills are also known as:**

- a) Technical Skills
- b) **Enterprise Skills**
- c) Functional Skills
- d) Academic Skills

2. **Which of the following is NOT a key aspect of employability skills?**

- a) Communication Skills
- b) Teamwork & Collaboration
- c) **Academic Excellence**
- d) Problem-Solving & Critical Thinking

3. **Employability skills are:**

- a) Function-specific
- b) Profession-specific
- c) **Generally applicable**
- d) Industry-specific

4. **Employability skills help employees in:**

- a) Effective job performance
- b) Working effectively with others

- c) Adapting to workplace changes
  - d) **All of the above**
5. **Gainer (2002) included which of the following in employability skills?**
- a) Communication
  - b) Problem-solving
  - c) Computer skills
  - d) **All of the above**
6. **Hillage and Pollard (1998) defined employability as:**
- a) The ability to get a job
  - b) The ability to keep a job
  - c) The ability to move through the labour market
  - d) **All of the above**
7. **Buck and Barrick (1987) considered employability skills as:**
- a) Attributes of employees valuable to employers
  - b) Problem-solving skills
  - c) Decision-making skills
  - d) **All of the above**
8. **Which of the following is an example of a hard skill?**
- a) Communication
  - b) **Programming**
  - c) Teamwork

d) Adaptability

**9. Hard skills are:**

a) Teachable and learnable

b) Measurable

c) Job-specific

d) **All of the above**

**10. Which of the following is NOT an example of a hard skill?**

a) Data Analysis

b) **Communication**

c) Cloud Computing

d) Mobile & Web Development

**11. Soft skills are also known as:**

a) Technical Skills

b) **Interpersonal Skills**

c) Functional Skills

d) Academic Skills

**12. Soft skills are:**

a) Technical abilities

b) **Personal attributes**

c) Easily quantifiable

d) Job-specific

**13. Which of the following is an example of a soft skill?**

- a) Programming
- b) **Leadership**
- c) Accounting
- d) Web Design

**14. Which of the following is NOT an outcome of soft skills development?**

- a) Improved workplace relationships
- b) Career growth
- c) **Increased technical expertise**
- d) Enhanced communication

**15. Oral communication skills involve:**

- a) Clarity & Articulation
- b) Active Listening
- c) Confidence & Persuasion
- d) **All of the above**

**16. Interpersonal skills help individuals to:**

- a) Communicate effectively
- b) Collaborate effectively
- c) Build relationships effectively
- d) **All of the above**

**17. Problem-solving skills help in:**

- a) Enhancing decision-making
- b) Boosting creativity & innovation
- c) Increasing adaptability
- d) All of the above**

**18. Organizational skills help in:**

- a) Managing time efficiently
- b) Managing tasks effectively
- c) Managing resources effectively
- d) All of the above**

**19. Hard skills are easier to prove with:**

- a) Certificates
- b) Education
- c) Degrees
- d) All of the above**

**20. Soft skills are related to:**

- a) Technical abilities
- b) Personal characteristics**
- c) Job-specific knowledge
- d) Academic qualifications

**21. Employability is about:**

- a) Getting a job

- b) Keeping a job
- c) Being successful in a job
- d) All of the above**

**22. Hillage and Pollard (1998) defined employability as:**

- a) The ability to get fulfilling work
- b) The ability to keep fulfilling work
- c) The ability to get and keep fulfilling work**
- d) The ability to advance in a job

**23. Which of the following is NOT an importance of employment?**

- a) Crucial for economic development
- b) Result of social development
- c) Increases dependence on social aid**
- d) Reduces the level of corruption

**24. Employment is crucial for economic development because it:**

- a) Boosts economic growth
- b) Reduces poverty & inequality
- c) Increases government revenue
- d) All of the above**

**25. Employment contributes to social development by:**

- a) Improving health & well-being
- b) Strengthening social stability

- c) Empowering individuals & communities
- d) **All of the above**

**26. Employment helps in reducing corruption by:**

- a) Providing financial stability
- b) Enhancing transparency & accountability
- c) Strengthening law enforcement & governance
- d) **All of the above**

**27. Employment helps in reducing poverty by:**

- a) Providing financial stability
- b) Reducing dependence on social welfare
- c) Encouraging economic growth
- d) **All of the above**

**28. Employability attributes are:**

- a) Skills
- b) Qualities
- c) Characteristics
- d) **All of the above**

**29. Which of the following is NOT a key aspect of employability attributes?**

- a) Skills
- b) Work Ethic
- c) **Academic Qualifications**

d) Adaptability

**30. Harvey (2001) defined employability as:**

- a) A set of skills, knowledge and personal attributes
- b) How someone perceives their chances of getting a new job
- c) The likelihood of a student getting a job**
- d) The skills needed to enter, stay in and advance in the workforce

**31. Yorke (2006) defined employability as:**

- a) The likelihood of a student getting a job
- b) How someone perceives their chances of getting a new job
- c) A set of skills, knowledge and personal attributes that help someone get a job and be successful**
- d) The skills needed to enter, stay in and advance in the workforce

**32. Berntson (2008) defined employability as:**

- a) The likelihood of a student getting a job
- b) How someone perceives their chances of getting a new job**
- c) A set of skills, knowledge and personal attributes
- d) The skills needed to enter, stay in and advance in the workforce

**33. The Conference Board of Canada defined employability as:**

- a) The likelihood of a student getting a job
- b) How someone perceives their chances of getting a new job
- c) A set of skills, knowledge and personal attributes

d) **The skills needed to enter, stay in and advance in the workforce**

**34. Which of the following is an example of an employability attribute?**

- a) Personal Presentation
- b) Positive Work Ethic
- c) Confidence and Self Esteem
- d) **All of the above**

**35. Effective communication and interpersonal skills involve:**

- a) Verbal and written communication
- b) Listening carefully
- c) Empathy and understanding
- d) **All of the above**

**36. Problem-solving skills involve:**

- a) Thinking outside the box
- b) Identifying potential solutions
- c) Assessing their effectiveness
- d) **All of the above**

**37. Adaptability involves:**

- a) Adjusting to new environments
- b) Adjusting to new situations
- c) Willingness to take on new challenges
- d) **All of the above**

**38. Teamwork involves:**

- a) Working effectively with others
- b) Compromising and sharing ideas
- c) Providing constructive feedback
- d) **All of the above**

**39. Professionalism involves:**

- a) Having the knowledge and experience
- b) Presenting yourself in a positive light
- c) Being punctual and dressing appropriately
- d) **All of the above**

**40. A strong work ethic involves:**

- a) Commitment to hard work
- b) Integrity and dedication
- c) Respect for others
- d) **All of the above**

**41. Leadership skills involve:**

- a) Motivating others
- b) Delegating tasks
- c) Providing feedback
- d) **All of the above**

**42. Decision-making skills involve:**

- a) Assessing a situation quickly and accurately
- b) Analysing data and weighing up options
- c) Coming up with a solution and implementing it
- d) **All of the above**

**43. Self-motivation involves:**

- a) Having a positive attitude towards work
- b) Taking initiative and being proactive
- c) Finding solutions
- d) **All of the above**

**44. Which of the following is NOT a key aspect of employability attributes?**

- a) Communication
- b) **Technical Expertise**
- c) Work Ethic
- d) Adaptability

**45. Employability attributes focus on:**

- a) Technical skills only
- b) **Soft skills, adaptability, and professionalism**
- c) Academic achievements
- d) Physical appearance

**46. According to Harvey (2001), employability is:**

- a) A set of skills and knowledge

- b) **The likelihood of getting a job**
- c) How someone perceives their chances of getting a new job
- d) The skills needed to advance in the workforce

**47. Which of the following is an example of a positive work ethic?**

- a) **Honesty and integrity**
- b) Arrogance and boastfulness
- c) Tardiness and absenteeism
- d) Complaining and negativity

**48. Personal presentation includes:**

- a) **Personal hygiene**
- b) Academic qualifications
- c) Technical skills
- d) Work experience

**49. Confidence and self-esteem are demonstrated by:**

- a) Avoiding eye contact
- b) Speaking in a hesitant tone
- c) **Good eye contact and a confident tone**
- d) Focusing on weaknesses

**50. Enthusiasm and motivation are shown by:**

- a) **Willingness to help**
- b) Procrastination

c) Indifference

d) Apathy

## UNIT – II UNPACKING EMPLOYABILITY SKILLS

Embedded employability skills-Dimensions of competency - Task skills - Task Management skills - Contingency Management skills - Job/Role Environment skills

### HERE'S THE SHORTENED VERSION:

- 1.Introduction – Unpacking Employability Skills
- 2.Importance of Unemployability Skills
- 3.Embedded Employability Skills
- 4.Purpose of Unpacking Employment Skills
- 5.Dimensions of Competency
- 6.Characteristics of Dimensions of Competency
- 7.Framework for Competency Development
- 8.Task Management Skills
- 9.Importances of Task Management Skills
10. Management Skills
11. Core Contingency Management Skills
- 12.Importances of Contingency Management Skills
13. How to Demonstrate Contingency Management Skills
14. Contingency Planning Tools
15. Real – World Scenarios
16. Job / Role Environment Skills
- 17.Essentials of Job / Role Environment Skills

18. How to develop Job / Role Environment Skills

19. Measuring and demonstrating environment skills

20. Summary

### 2.1.1- INTRODUCTION:

Unpacking Employability Skills means breaking down the key abilities and traits that help people succeed at work. These skills go beyond knowing technical stuff in a specific field. They include a mix of personal, people, and thinking skills that make someone a good employee overall.

primarily  
interest to  
employer.

skills,  
ways to



They focus  
on the skills of  
a prospective  
By examining  
employability  
people can learn  
improve on those

skills. That makes them attractive for employment. However, these skills extend beyond just hiring potential—they also lead to an enriching and rewarding work life.

Conversational, Yes means, skills really pay in the market for attractive earning. So, if anyone develops those in other areas, he is on to the right track. These skills help raise one's status above others in an already competitive market.

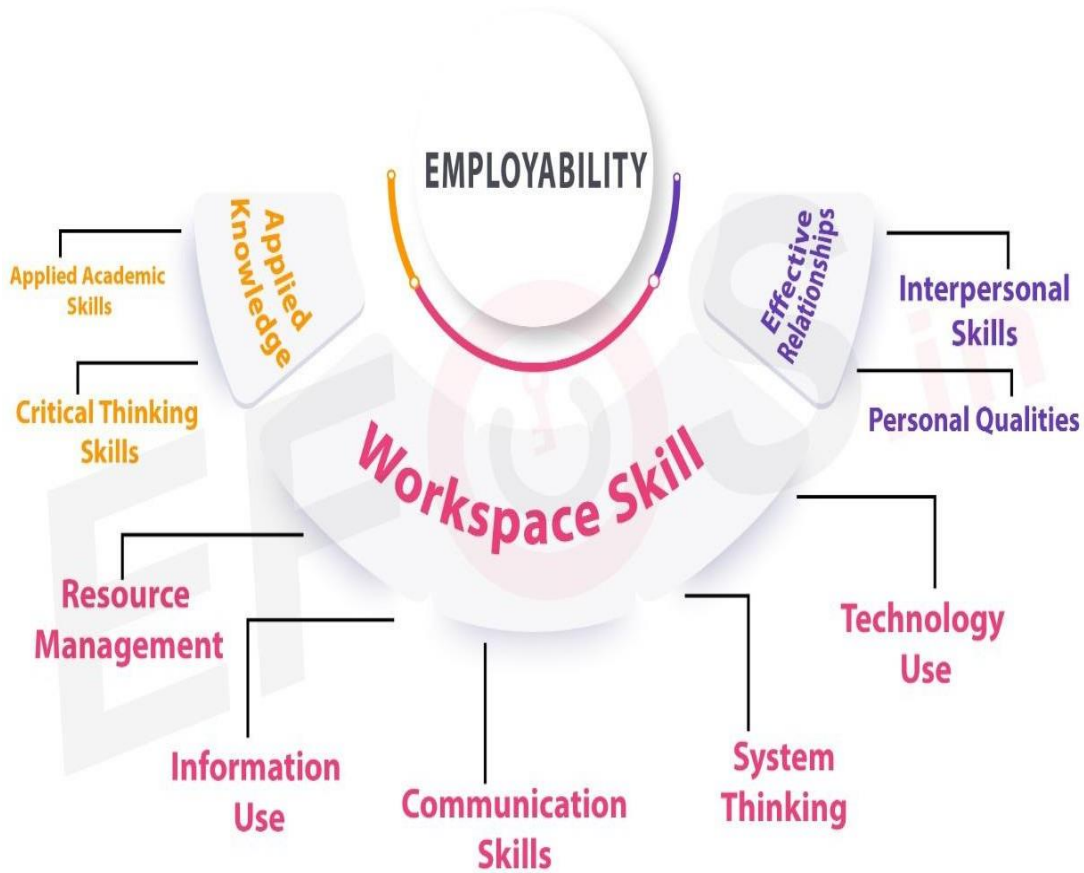
## 2.1.2 - MEANING:

Employability skills involve knowing and getting better at the abilities you need to get, keep, and do well in a job. Think of them as the foundation for your future work opportunities. Breaking down these skills helps people looking for jobs figure out what they're good at, what they need to work on, and how to show off their skills to possible employers. It also gives schools and training programs a way to create courses that match what the job market wants.

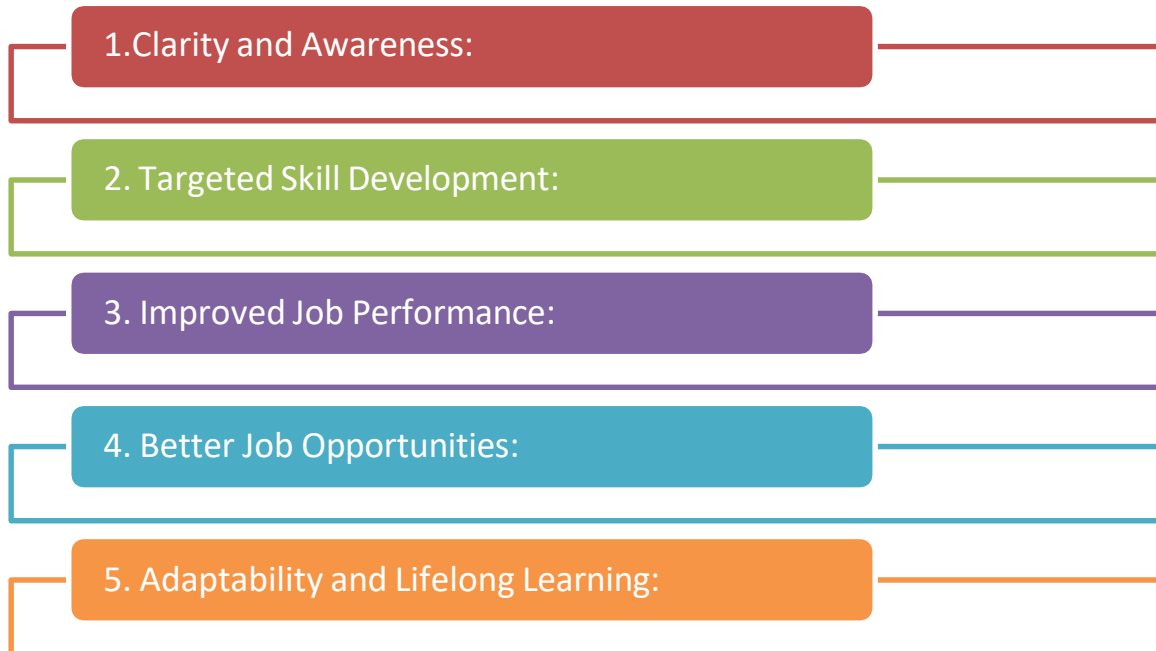
### For example:

- Communication skills entail listening, writing well, public speaking, and body language.
- Teamwork can be appraised in terms of working together, resolving conflicts, and having respect for others and their ideas.





### 2.1.3 - IMPORTANCE OF UNPACKING EMPLOYABILITY SKILLS:



### **1. Clarity and Awareness:**

Acquisition of employability skills gives a direct perspective on the competencies required to operate successfully across a range of roles. This sensitiveness enables people to become aware of their assets and areas that need improvement. If you understand what kinds of skills employer's place importance on, you can customize your resume and cover letter to include as appropriate experience and accomplishments.

### **2. Targeted Skill Development:**

Once you have pinpointed the core employability skills, you can work towards acquiring them. This could entail enrolling in specialized courses, attending workshops, or learning by working in internships or volunteer organizations. For instance, if you want to develop your communication skills, you could get involved in a public speaking group or enrolls in online tutorials.

### **3. Improved Job Performance:**

Your work performance significantly improves with skills like communication, teamwork, problem-solving, and time management; hence, these skills qualify you to handle workplace issues, foster teamwork in success, and react to changing work environments. Having developed these, you become a more useful and trustworthy employee.

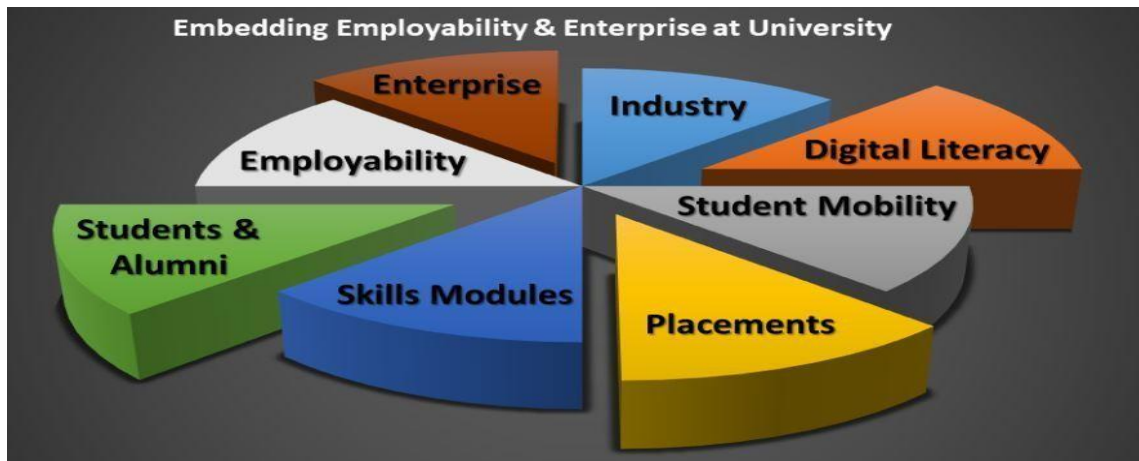
### **4. Better Job Opportunities:**

Employers place great emphasis on candidates with good employability skills since these usually reflect potential for development and flexibility. By effectively showcasing these skills in your job search and job interviews, you'll be more likely to get jobs and impress other applicants. It can also result in promotion and career progression within your existing job.

### **5. Adaptability and Lifelong Learning:**

Employers place great emphasis on candidates with good employability skills since these usually reflect potential for development and flexibility. By effectively showcasing these skills in your job search and job interviews, you'll be more likely to get jobs and impress other applicants. It can also result in promotion and career progression within your existing job.

## **2.2.1 - EMBEDDED EMPLOYABILITY SKILLS:**

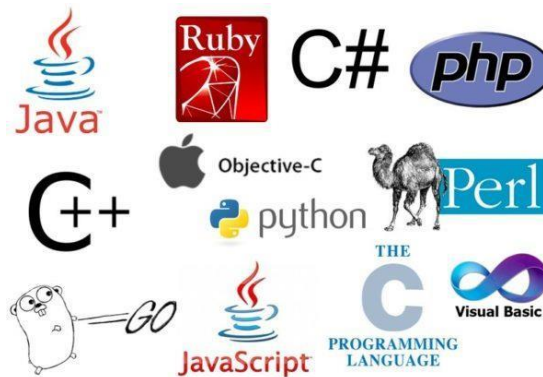


- Embedded systems form an awesome combination of hardware and software in the particular task.
- In embedded employability skills, soft skills are developed simultaneously with technical or other academic knowledge through training and learning.
- These skills are integrated into the curriculum and work experiences that allow people to develop naturally during their employment in their chosen profession or field.
- On the one hand, employability skills are aimed at endowing people with an arsenal of transferable skills that enable them to succeed in any real-world working environment- and on the other hand-acquire technical skills.

## Technical Skills:

- Programming Languages: C, C++, Python, Assembly-language proficiency.
- Microcontrollers & Processors: Proficient in ARM, AVR, and other fairly used microcontrollers.
- Real-Time Operating Systems: Some concepts about operating systems in general, like Free RTOS and VxWorks.
- Embedded Linux: Linux kernel and device driver programming mainly.

- Circuit Design and PCB Layout: Have knowledge of designing and reading schematics and PCB layouts with software tools like Altium and Eagle.



## Soft Skills:

- Problem-Solving: Able to diagnose and solve problems.
- Attention to Detail: Is thorough in hardware and software development.
- Teamwork: Works well with other engineers and across multidisciplinary teams.
- Communication: Speaks and writes about technical ideas comfortably.
- Time Management: Efficiently manages multiple projects and timelines.

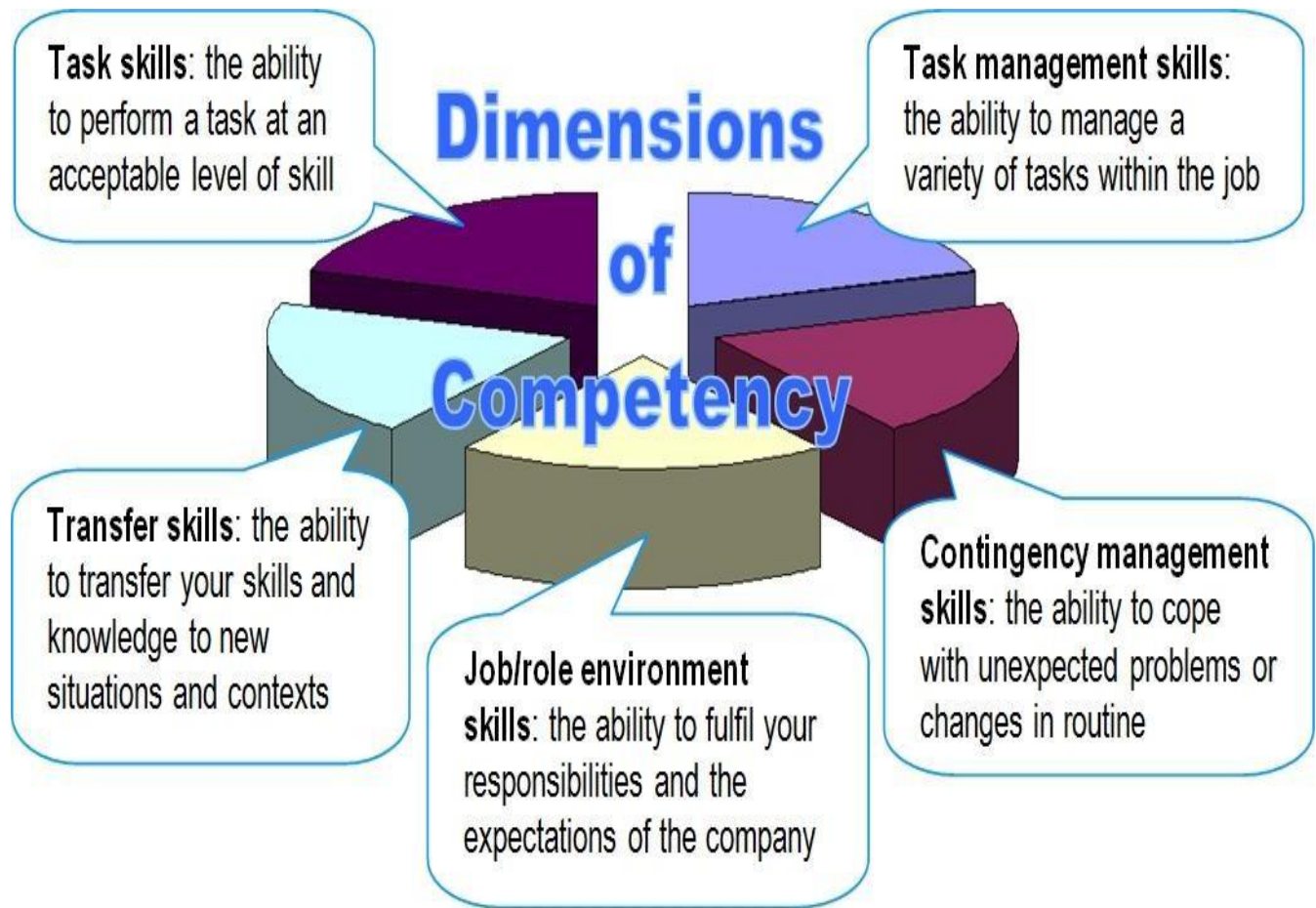


## Domain Knowledge:

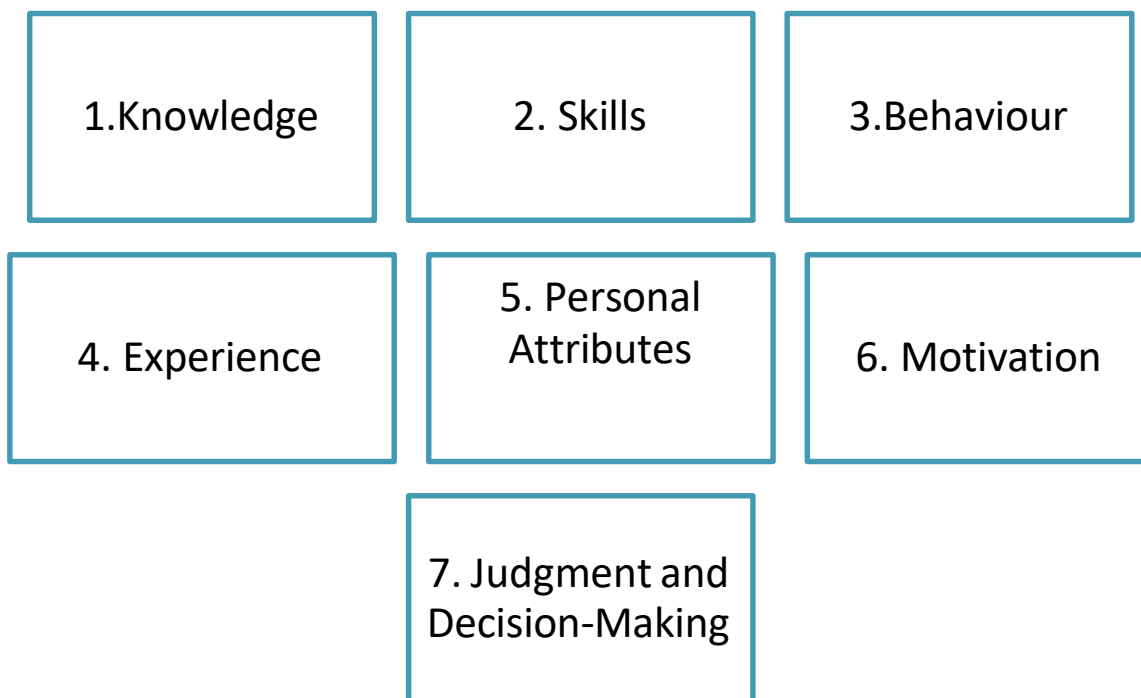
Knowledge of industry-specific standards applied in areas like automotive, healthcare, and consumer electronics would definitely increase your chances to land a job.



understand the totality of attributes required to excel in making a successful career.



## 2.3.2 - CHARACTERISTIC OF DIMENSIONS OF COMPETENCY:



### 1. Knowledge:

#### Meaning:

Professional knowledge is knowledge related to those principles, facts, and concepts that are used in a particular role or job sector.

### **Components:**

- **Technical Knowledge:** An understanding of certain processes, instruments, or systems used in a profession.
- **Industry Knowledge:** Knowledge of the trends, regulations, and best practices affecting the industry.
- **Contextual Knowledge:** An understanding of the context or organization in which one works.

**For example:** A Software Developer needs to possess in-depth programming language expertise, software framework knowledge, and current industry standards.

## **2. Skills:**

**Meaning:** Skills refer to the day-to-day application of knowledge. This refers to competence in performing tasks well and efficiently.

### **Components:**

- **Hard Skills:** Technical skills, e.g., programming, accounting, or equipment operation.
- **Soft Skills:** Interpersonal and communication skills, such as leadership, teamwork, and conflict resolution.
- **Transferable Skills:** Abilities that can be used in a variety of roles or industries, such as problem-solving and critical thinking.

**For Example:** A nurse requires technical abilities such as patient care methods, but also interpersonal skills such as empathy and communication for dealing with patients and families.

### 3. Behaviour:

**Meaning:** Behaviour is an expression indicating any personal attitude or actions of an individual in the workplace that can be influenced by his/her beliefs, feelings, and general mindset.

#### Components:

- Work ethic: Being reliable, responsible, and consistent while completing assigned tasks.
- Professionalism: Having a positive attitude, respect for others, and appropriate behaviour in the workplace.
- Adaptive behaviour: The ability to adjust to any new or challenging situation or change at the workplace.

**For Example:** A professional manager respects others by being on time, keeping a positive attitude, and leading by example.

### 4. Experience:

**Meaning:** Experience refers to stores of knowledge and hands-on insights garnered from previous jobs, tasks, or learning situations.

#### Components:

- On-the-Job Experience: Practical exposure to job-related work, challenges, and responsibilities.

- Diversity in Experience: The breadth of tasks, projects, and/or varied roles avail greater learning opportunity.

- Problem-Solving Experiences: Concerns lessons learned borne out of the problems and successes encountered while working.

**For Example:** A project manager in many different projects enhances leadership and problem-statement skills in varying circumstances.

## 5. Personal Attributes:

**Meaning:** These are the characteristics which prevail from birth; they have a great bearing on how someone approaches work and how they behave toward others. Such attributes usually stand for personality, which combine with values to define an individual.

### Components:

- Emotional Intelligence: Emotional self-awareness; self-management; perception and empathy concerning the emotions of others.

- Self-Confidence: Conviction and trust in one's ability to accomplish tasks and make decisions.

- Integrity: Adherence to strong ethical principles and behaviour consistent with those principles, values, and beliefs in all circumstances of professional life.

**For Example:** An HR shows emotional intelligence while resolving conflict at the workplace and empathizing with employees.

## 6. Motivation:

**Meaning:** Motivation is an inner force that drives an individual to perform a task, pursue a goal, and achieve a result.

## Components:

- Intrinsically motivated: One does something out of its own irresistible appeal or because it agrees with one's values.
- Extrinsically motivated: One does something out of consideration for some external reward or tangible benefit such as pay, praise, or career advancement.
- Commitment means the dedication of completing what has started and achieving goals that are long-term in nature.

**For Example:** A sales professional is motivated by extra money and recognition (extrinsically motivated) and, at the same time, by satisfaction of helping others (intrinsic motivation)

## 7. JUDGMENT AND DECISION MAKING:

**Meaning:** This dimension looks into the inner faculty of being able to judge and weigh out alternatives and take well-informed decisions, resulting in positive outcomes.

### Components:

- Critical Thinking concerns one's ability to break down, dissect, and critique the information in a fair and logical way;
- Risk assessment involves one's ability to identify the key risks pertinent to a situation and choose an appropriate response;
- Strategic Thinking describes the art of making choices in the light of long-range objectives as they pertain to the organization as a whole.

**For Example:** in delivering business consulting advice to the investor, judgment would join data analysis with industry dynamics and company objectives.

### 2.3.3 - FRAMEWORK FOR COMPETENCY DEVELOPMENT



companies create competency models, they often split these areas into more detailed skills for different job positions or ranks. Organizations use these skill frameworks:

- To examine jobs and write job descriptions.
- To find the best applicants during hiring and selection.
- To evaluate employee abilities and progress in performance reviews.
- To improve skills and abilities through training and growth programs.

#### 2.4.1 - TASK MANAGEMENT SKILLS:

Prioritization:

Time Management

Goal Setting

Planning and Scheduling

Adaptability

Attention to Detail

Delegation

Problem-Solving

Communication

Use of Technology



## 1. Prioritizing:

- Identify and classify tasks as important or urgent.
- Use the Eisenhower Matrix for task classification (important versus urgent).

## **2. Time Management:**

- Manage time properly so that work gets realized without procrastination.
- Use tools to stay organized, such as calendars, planners, or time tracking software.

## **3. Goal Setting:**

- Break major goals down into steps.
- Set short- and long-term goals to have a watchful eye.

## **4. Planning and Scheduling:**

- Draw up detailed plans for activities, which include timelines and milestones.
- Other tools include Gantt charts, to-do lists, or any project management app (Trello, Asana, etc.).

## **5. Adaptability:**

- Reworking the plans and priorities in reaction to challenges that were unforeseen.
- Adjustment according to the new deadlines or resources.

## **6. Focus on Detail:**

- Makes sure the end product of the task was done properly and in accordance with existing standards.
- Checking for possible mistakes before submitting any assignment.

### **7. Delegation:**

- Assigning competency-based tasks among team members based on merit and workload.
- Effective communication and follow-up.

### **8. Problem Solving:**

- Problems or roadblocks while implementing some task.
- Finding solutions as fast as possible to enable task accomplishment.

### **9. Communication:**

- Disseminating information relevant to the task clearly to involved stakeholders or team members.
- Giving updates to assigned work and asking for more information on it when required.

### **10. Uses of Technology:**

- Utilizing task management software such as Microsoft Teams, Notion, or Monday.com.
- Being up-to-date with software that aids in productivity.

## **2.4.2 - TASK MANAGEMENT SKILLS IMPORTANCES:**

- Improved Productivity: They assist in finishing more work effectively.

- **Stress Reduction:** Proper management avoids last-minute rushes and minimizes burnout.
- **Team Work:** Being part of an efficient team builds trust and improved performance.
- **Career Advancement:** Task management employees are likely to be regarded as dependable and are more likely to get promotions.



### (2.5.1) MANAGEMENT SKILLS:



- Contingency management ability is the skill to prepare, react to, and moreover under unforeseen situations or disruptions within a working setup.
- The ability is paramount in facilitating easy working and ensuring continuity even amidst crises or change.
- Employers regard the skill since it signifies versatility, stability, and the capability to handle challenges.

### 2.5.2 - CORE CONTINGENCY MANAGEMENT SKILLS:

Effective planning, responding, and recovering from unforeseen situations are the core contingency management skills. They are essential to crisis management, emergency response, and business continuity.



- Risk Assessment
- Planning for Uncertainty
- Adaptability and Flexibility
- Problem-Solving Under Pressure
- Decision-Making
- Communication and Collaboration
- Time Management During Crises
- Resourcefulness
- Monitoring and Feedback
- Stress Management

### **1. Risk Assessment:**

- This involves any assessment done to identify the potential hazards or challenges that could face an imminent project or task.
- This involves an assessment of the likelihoods and extent of such risks in order to prioritize responses/actions.

### **2. Planning for Uncertainty:**

- Making contingency plans for scenarios with significant hazards (a B plan, a C plan, etc.).
- Allowing flexibility in timelines, resources, and workflows to adjust to changes.

### **3. Adaptability and Flexibility:**

- To adjust to the new or altered situations quickly, without losing forward movement.
- Keep maintaining a constructive upbeat when there are hindrances or unforeseen concerns.

### **4. Problem-Solving Under Pressure:**

- Situational assessment, generation of viable solutions, and effective implementation under conditions of extreme crisis.
- Remaining calm and collected, thinking constructively during high-pressure situations.

### **5. Decision-Making:**

- Timely and effective decision-making based on limited and/or rapidly changing information.
- Weighing short-term solutions against long-term consequences.

### **6. Communication and Collaboration:**

- Keeping team members informed of any changes to or implementation of contingency plans.
- Working alongside and keeping in sync with stakeholders.

### **7. Time Management During Crises:**

- Allocating time and resources to ensure that critical priorities get addressed first.
- Work with tight deadlines even when disruptions arise.

### **8. Resourcefulness:**

- Working with what resources are at hand when standard options are unavailable.
- Getting creative in finding solutions with limited tools or information.

### **9. Monitoring and Feedback:**

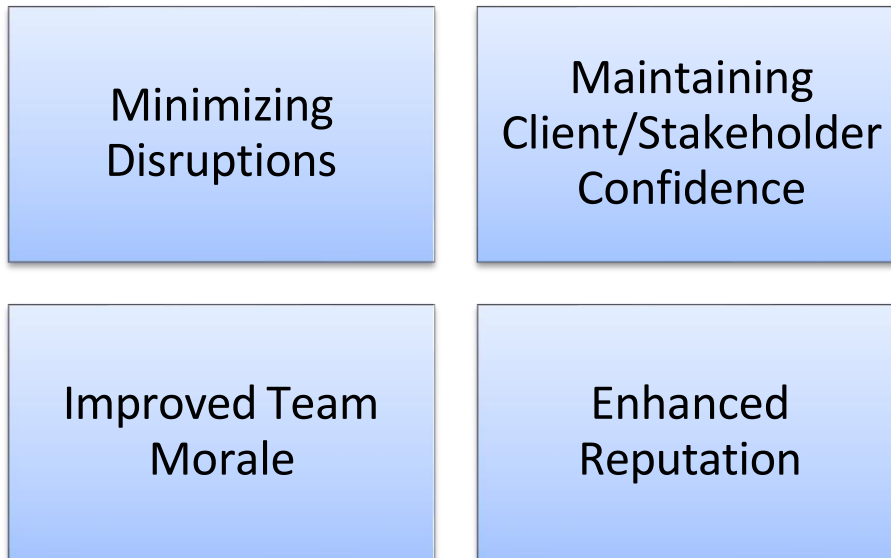
- Continuously monitoring situations to anticipate additional changes.
- Gathering feedback from past challenges to improve future contingency planning.

### **10. Stress Management:**

- To stay composed and focused in the presence of unfriendly and assertive surroundings.

## **2.5.3 - IMPORTANCE OF CONTINGENCY MANAGEMENT**

### **SKILLS:**



### **Minimizing Disruptions:**

This will help in assuring that minor incidents do not sabotage the project or other operations as a whole.

### **Maintaining Client/Stakeholder Confidence:**

Conveys a sense of professionalism and restraint when communicating with potential or current clients and stakeholders who are worried or in a state of uneasiness due to a certain period of uncertainty.

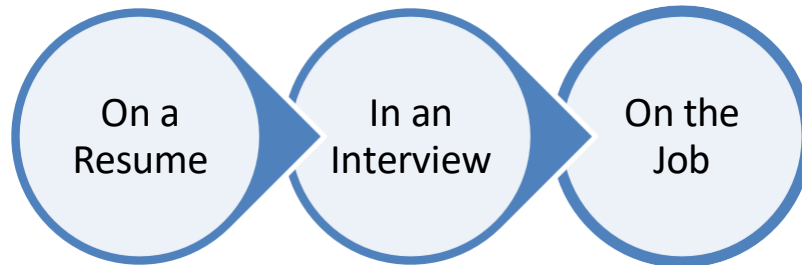
### **Improved Team Morale:**

The better a company handles a crisis, the more likely the members and employees will develop trust and confidence within the team.

### **Enhanced Reputation:**

People who are able to overcome unexpected obstacles by relying on proper selling strategies and best business practices are the most reliable and capable as well.

## 2.5.4 - HOW TO DEMONSTRATE CONTINGENCY MANAGEMENT SKILLS:



**A Resume:** Be sure to mention the type of usage and/or automation you were involved with when a machine is non-functional.

**Interview:** It strongly emphasizes that the teacher has other options. To put it differently, student choice has to be guided by the method of teaching used. From our previous example, students should be able to speak up during class whenever they fail to understand the teacher's explanation. Every student in the classroom should only be taught by their teacher once, doing it in such a way that exactly the necessary information gets conveyed to each one.

**At Work:** Companies that wish to adhere to such strategies must not dull their edges. Show how the goals, missions, and vision will shine from this fresh perspective.

## 2.5.5- CONTINGENCY PLANNING TOOLS:

Organizations and individuals use contingency planning tools and methods for the preparation of unanticipated events to ensure resilience and effective crisis management. Some key tools used for contingency planning include:



### 1. Risk Management Frameworks:

**SWOT-** A SWOT analysis identifies the strengths, weaknesses, opportunities, and threats of a project in terms of assessing possible risks and opportunities for improvement.

**PESTLE-** A PESTLE analysis kind of looks at the company's or industry's situation concerning all seven spheres: Political, Economic, Social, Technological, Legal, and Environmental.

### 2. Project Management Software:

**Trello, Asana, or Monday.com:** These systems allow you to move from one task to another without the need for any disruptions or extra workloads. Faults that arise can be carried on to the next task or the completion of the other tasks in sequence without delays.

### Microsoft Project:

Perfect for generating Gantt charts and contingency timelines across all phases.

### 3. Scenario Planning Tools:

**Decision Trees:** This is ideal for forecasting varied solutions and mapping those which inch towards the ideal situation and those which far stray from this ideal in the distant future.

**Monte Carlo Simulation:** Projects, and processes classified as scenarios, challenge the daring ones who face the unknown; for all they get to see are the possible probabilities of risk and impacts so they can analyze the risk and say what to do about it.

### 4. Crisis Management Templates:

**Business Continuity Planning (BCP):** It sort of works for template forms that summarize many steps when there is any disruption.

### 5. Cloud-Based Solutions:

**Google Drive/Dropbox:** This is a backup tool that helps users keep important files so that in the case of data loss, secured copies of their data will still be kept.

**Disaster Recovery Tools:** This stage of the business of recovering lost data uses Cloud storage and IT services (such as AWS or Azure).



## 2.5.6 - REAL-WORLD SCENARIOS FOR CONTINGENCY MANAGEMENT:

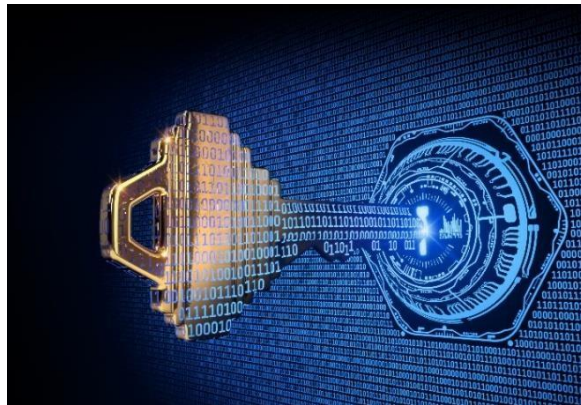
### 1. IT Industry - Data Breach:

**Scenario:** A company's database is hacked, and customer info is compromised.

#### Contingency Plan:

- Predefine an incident response team to handle breaches. Start making instant backups for the data and turn off the systems that are infected.
- Use communication tools to inform and, customers as well as the regulators by providing the right solutions and transparency.

- Make the enhancements to the cybersecurity system after the crisis



## 2.Manufacturing - Supply Chain Disruption:

**Scenario:** A vital supplier faces manufacturing delays on account of a natural disaster.

### Contingency Plan:

- Keep the contact list for alternative suppliers and vendors who can be reached quickly.
- Contract temporary healthcare workers or tap into volunteer pools.
- Adjust patient scheduling to prioritize urgent care cases.



### 3. Healthcare - Staff Shortages:

**Scenario:** A highly infectious flu virus manifests in a hospital, causing a deficit of staff availability.

#### Contingency Plan:

- Cross-train your staff and have them receive trainings for various jobs during emergencies.
- Enroll temporary healthcare workers to fix the situation or get volunteer help.
- Re-adjust the patient schedule to create space for immediate care cases later, if needed.



### 4. Retail - System Outage:

**Scenario:** Point On Sale (POS) systems go down on Black Friday.

#### Contingency Plan:

- Switch to paper receipts or use offline POS and conduct transactions manually
- Train employees in manual, offline transactions

- Keep spares for emergency portable card readers and backup sources of power



## 5. Event Management - Venue Cancellation:

**Scenario:** Wedding venue cancels due to unexpected reasons on a week before the wedding.

### Contingency Plan:

- Alternative venues can be partnered for last-minute arrangements.
- Emergency contacts for vendors, decorators, and caterers
- Discounts or refunds as a goodwill gesture to clients.



## 6. Education - Move to E-Learning:

**Scenario:** Schools are shut down indefinitely due to a natural disaster.

**Contingency Plan:**

- Train employees on how to utilize e-learning tools such as Zoom or Google Classroom.
- Make sure students have online resources and can access virtual learning tools.
- Prepare an asynchronous plan for those who do not have much internet.



**7. Transportation/Logistics - Weather Delays:**

**Scenario:** A snowstorm delays deliveries for a logistics firm.

**Contingency Plan:**

- Keep customers ahead of schedule on possible delays.
- Divert deliveries through un-affected areas as much as possible.

- GPS tracking to enable real-time tracking for customers.



### 2.6.1 - JOB/ROLE ENVIRONMENT SKILLS:

Job or role environment abilities refer to the ability to blend in, perform well, and excel in a particular work environment. Such abilities ensure that you are delivering what the firm needs, that you are perfectly understood in your role, and you mix well with others in the work environment.



### 2.6.2 - Essential Job/Role Environment Skills:

**1. Workplace Flexibility:** Quickly adapting to changes in organizational policies, procedures, or team dynamics. Flexible learning of new tools, systems, or workflows specific to the role.



**2. Knowledge of Organizational Culture:** Adjusting your behavior and communication style to fit with the company's values and norms. Respect diversity and promote inclusivity in the workplace.



**3. Role-Specific Technical Skills:** Mastery of the tools, software, or equipment used for the job. Keeping up with trends, technologies, and best practices in your field.



**4. Professionalism and Work Ethics:**



## 7. Time and Task Management:

- Prioritization and time management of the role demands.
- Ensuring quality output with meeting deadlines.



## 8. Teamwork:

- Team player, striving towards the accomplishment of organizational objectives.
- Knowledge of individual and group role in team dynamics.



## 9. Health, Safety, and Compliance Awareness:

- Knowledge of work safety legislation and safe workplace conditions.

- Compliances relevant to industry standards and ethics.



## 10. Continuous Learning and Development:

- Willingness to acquire new skills for improvement.
- Seeking feedback to improve and grow within your role.



## 2.6.3 - EXAMPLES OF ROLE-SPECIFIC SCENARIOS:

### 1. Healthcare Worker:

- **Essential Skills Required:** Understanding of patient care procedures, proficiency in the use of medical equipment, and compliance with sanitation procedures.
- **Adaptation Instance:** Gaining expertise in new electronic health record (EHR) systems as part of the hospital's digital transformation initiative.



## 2. Retail Associate:

- **Essential Skills Required:** Dealing with the customers, storing goods in a proper way and knowing how to use the cash register effectively.
- **Adaptation Instance:** Developing the quickest promotional strategies right in the middle of a heavy traffic during the shopping season.



## 3. IT Specialist:

- **Essential Skills Required:** Coding, technical support, and cyber security terms are a must for IT experts like me.
- **Adaptation Instance:** Transitioning to a state where using a new cloud-based platform for data storage and group work has become easier and the productivity level has increased a lot.



#### 4. Construction Worker:

- **Essential Skills Required:** Proficiency with tools, understanding safety regulations, and interpreting blueprints.
- **Adaptation Instance:** Incorporating updated safety protocols or equipment to align with new regulations.



#### 2.6.4 - HOW TO DEVELOP JOB/ROLE SKILLS:

1. Research and Preparation

2. On-the-Job Training

3. Seek Feedback

4. Network and Collaborate

5. Commit to Lifelong Learning

### 1. Research and Preparation:

- Familiarize oneself with the mission, values, and expectations of the company before starting.
- Learn about tools, systems, and processes that affect one's position.



### 2. On-the-Job Training:

- Activate orientation sessions and take part in training programs.

- Watch the actions of senior colleagues in order to understand the finer points of your role.



### 3. Ask for Feedback:

- At all times, ask for feedback from supervisors or peers to ensure agreement.
- Turn feedback around positively to build your methodology and your skills.



### 4. Networking and Collaboration:

- Build relationships in the workplace to learn from others' experiences.

- Engage with cross-functional projects to learn about different facets of the work environment.



## 5. Commitment to Life-Long Learning:

- Enroll in workshops, webinars, or online classes to remain current in your field.
- Take the initiative to pick up skills outside your immediate responsibilities that are of additional value.



## 2.6.5 - EXAMPLES OF ENVIRONMENT SKILLS:

### 1. Office Environment (Corporate/IT):

This involves adapting to hybrid working environments and working on tools like Zoom, Slack, or Microsoft Teams; Organizing documents online and communicating well with different departments.

## 2. Healthcare Environment:

Following safety protocols regarding infection controls and maintaining the confidentiality of patient records (fully in line with HIPAA standards); Ability to thrive in a fast-paced environment while showing empathy and being precise.

## 3. Retail/Customer-Facing Roles:

Responsible for in-store and online customer service duties; Adapted to the seasonal flow and handled all rescue tasks calmly and assertively.

## 4. Education Environment:

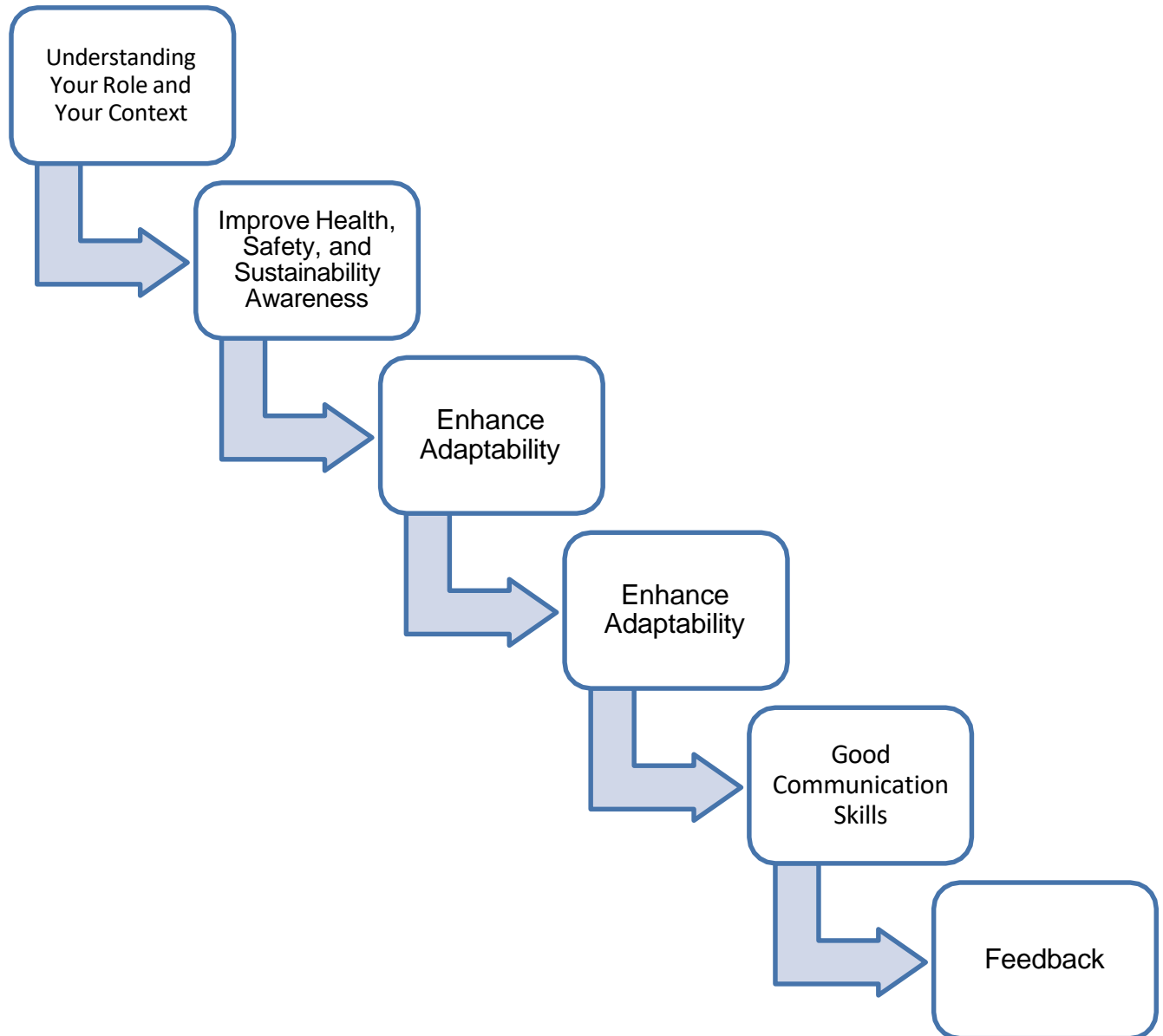
Adapting to a combination of online and in-person teaching styles; Working in cooperation with students, parents, and faculty in many different dynamic contexts.

## 5. Construction/Manufacturing:

Fully ensuring the strictly followed workplace standards safety procedures (for instance, OSHA); Maintain an excellent safe and organized working environment that is free from hazards.



## 2.6.6 - HOW TO DEVELOP ENVIRONMENT SKILLS:



### 1. Understanding Your Role and Your Context:

Know about organization's culture, goals, and needs; how do colleagues interact in teams and then modify your interaction style?

## **2. Awareness of Health and Safety and Concerns About Sustainability:**

Courses or certifications on aspects such as workplace safety or environmental sustainability programs (e.g. NEBOSH, OSHA, ISO 14001) are helpful. Suggest anything aligned towards going green, such as waste or energy cutdown programs.

## **3. Encouraging Adaptability:**

Accept various tasks or duties that would stretch your comfort zone. Also include the adaptability of working in different team dynamics or using different tools.

## **4. Good Communication Skills:**

Listen well to workplace dos and don'ts, then cultivate clear, concise, and professional communication.

## **5. Tools and Systems:**

Understand the tools and systems required by your industry (ERP for manufacturing, CAD for construction). Set up your workspace for the best productivity, online and offline.

## **6. Feedback Time:**

Stay connected with your peers and management about fitting better into the workplace. Reflect on your strategies against their comments.

## **2.6.7 - MEASURING AND DEMONSTRATING ENVIRONMENT SKILLS:**

### **1. On a Resume:**

- Example: "Adapted to a hybrid work environment, leveraging tools like Microsoft Teams to increase team productivity by 15%."

- Example: "Ensured workplace safety compliance by implementing new health protocols, reducing incidents by 30%."

## 2. During the Interview:

- Use the STAR Method for discussing how you conquered a challenge at work.
- E.g., "I adapted to the fast-paced retail ambiance during the holiday season by reorganizing the inventory system in my last job, leading to a reduction in order delays by 20%."

## 3. On the Job:

- This wilfully taking an excessive interest on keeping a positive and productive environment meant safety all.
- Show that you can be supportive as well as eager to participate in the organizational goals.

## SUMMARY:

Unpacking employability skills for both individual persons and organizations is an essential procedure. The result would be that the expectations of the workplace could be known of, that the individual could expedite his acquisition of a balanced skill set, and that it serves as a good foundation for employers to design effective recruitment and training programs. The process of unpacking these employability skills presents an opportunity for a union of efforts between employees and employers: they will work toward developing large, competent teams and achieving success for the individual and the employer.

**RELATED VIDEOS:**

<https://youtu.be/gF22hulUfJw?si=alcD5-Aqur0ul7ge>

<https://youtu.be/k3bEfr4n9S0?si=VHUQI1OFTmNpUXcD>

**Multiple Choice Questions (MCQS):****1. What are embedded employability skills?**

- a) **Skills that are directly taught in a classroom setting**
- b) **Skills that are integrated into job roles and tasks**
- c) Skills that are only relevant to leadership positions
- d) Skills that are unrelated to job performance

**2. Which of the following is an example of a task skill?**

- a) Managing a team meeting
- b) **Completing a specific job task accurately**
- c) Adapting to a new software
- d) Developing a project plan

**3. What is meant by dimensions of competency?**

- a) **Different aspects that define effective performance in a job role**
- b) Levels of education required for a job
- c) Types of certifications needed for a profession
- d) Stages of career development

**4. Which skill is essential for effective task management?**

- a) **Prioritizing tasks based on urgency and importance**
- b) Avoiding delegation of tasks

- c) Ignoring deadlines
- d) Working on multiple tasks simultaneously without planning

**5. What is contingency management in the workplace?**

- a) Managing regular tasks and duties
- b) **Handling unexpected situations and problems**
- c) Overseeing employee performance
- d) Conducting routine meetings

**6. Which skill is an example of a job/role environment skill?**

- a) Typing speed
- b) Project planning
- c) **Adapting to workplace culture**
- d) Data entry accuracy

**7. What is the primary focus of task skills?**

- a) **Completing specific job tasks efficiently and accurately**
- b) Managing team dynamics
- c) Developing long-term strategies
- d) Conducting employee training

**8. Why are embedded employability skills important?**

- a) They are only necessary for top management roles
- b) **They enhance job performance and adaptability**
- c) They are unrelated to career progression
- d) They are only relevant for technical jobs

**9. Which of the following best describes task management skills?**

- a) **Skills required to organize, prioritize, and complete tasks effectively**
- b) Skills needed for technical tasks only
- c) Skills focused on employee evaluation
- d) Skills related to team building

**10. What is a key component of contingency management skills?**

- a) Sticking to a rigid plan without flexibility
- b) Avoiding risk assessment
- c) **Anticipating and preparing for potential problems**
- d) Ignoring alternative solutions

**11. Which of the following is a job/role environment skill?**

- a) Coding proficiency
- b) **Understanding workplace policies and procedures**
- c) financial analysis
- d) Graphic design

**12. What is an example of a task skill in a customer service role?**

- a) Conducting market research
- b) **Resolving customer complaints**
- c) Creating advertising content
- d) Preparing financial reports

**13. How do dimensions of competency benefit employees?**

- a) By limiting their scope of work
- b) By increasing job turnover
- c) **By providing a framework for effective job performance**
- d) By focusing only on technical skills

**14. What is an essential aspect of task management skills?**

- a) Ignoring task deadlines
- b) **Planning and organizing tasks efficiently**
- c) Delegating all tasks to others
- d) Focusing on one task indefinitely

**15. Which of the following is part of contingency management?**

- a) **Developing backup plans for critical tasks**
- b) Ignoring potential risks
- c) Avoiding change and sticking to the initial plan

- d) Focusing solely on routine tasks

**16. Why are job/role environment skills important?**

- a) They are only useful in remote work settings
- b) They are irrelevant to job performance
- c) **They help employees adapt to the specific work environment**
- d) They are only necessary for part-time roles

**17. What does effective task management require?**

- a) **Prioritizing tasks and managing time effectively**
- b) Ignoring task dependencies
- c) Avoiding task delegation
- d) Working without a plan

**18. What is a key characteristic of embedded employability skills?**

- a) They are taught separately from job tasks
- b) **They are integrated into daily work activities**
- c) They are only needed for managerial positions
- d) They are focused on academic knowledge

**19. How can employees develop task skills?**

- a) By avoiding job-specific training
- b) **By practicing and gaining experience in their specific job tasks**
- c) By focusing only on theoretical knowledge
- d) By avoiding feedback from supervisors

**20. What is an important element of task management skills?**

- a) Ignoring task priorities
- b) Focusing solely on long-term goals
- c) **Managing multiple tasks and prioritizing them effectively**
- d) Avoiding task-related deadlines

**21. Which of the following is true about contingency management skills?**

- a) They are only relevant in crisis situations
- b) They focus solely on regular task management
- c) **They involve preparing for unexpected challenges**
- d) They are unrelated to risk assessment

**22. How do job/role environment skills contribute to employee success?**

- a) By limiting their career growth
- b) By reducing job satisfaction
- c) **By helping them fit into the company culture and work environment**
- d) By focusing only on technical skills

**23. Which skill is a component of task management?**

- a) Avoiding task delegation
- b) **Setting clear goals and priorities**
- c) Ignoring deadlines
- d) Working without a plan

**24. What is the role of embedded employability skills in the workplace?**

- a) **Enhancing job performance and career development**
- b) Limiting job roles and responsibilities
- c) Reducing employee engagement
- d) Focusing only on technical expertise

**25. Which of the following best describes task skills?**

- a) **Specific abilities required to complete job tasks accurately and efficiently**
- b) General skills unrelated to job performance
- c) Skills only relevant to leadership roles
- d) Abilities focused on theoretical knowledge

**26. What is a crucial aspect of contingency management in a project?**

- a) Avoiding risk assessment
- b) **Identifying potential risks and developing mitigation strategies**

- c) Ignoring alternative solutions
- d) Sticking to the initial plan without adjustments

**27. How can employees improve their job/role environment skills?**

- a) By avoiding interaction with colleagues
- b) **By learning about the company's culture and policies**
- c) By focusing only on technical tasks
- d) By disregarding workplace norms

**28. What is the main focus of task management skills?**

- a) Ignoring task priorities
- b) **Organizing, prioritizing, and completing tasks effectively**
- c) Delegating all tasks to others
- d) Working without a plan

**29. Why are embedded employability skills integrated into job roles?**

- a) To make job tasks more complicated
- b) To limit employee growth
- c) **To enhance overall job performance and adaptability**
- d) To focus solely on technical knowledge

**30. Which of the following is true about task skills?**

- a) **They are specific abilities required to perform job tasks**
- b) They are unrelated to job performance
- c) They are only relevant to senior management
- d) They focus only on academic knowledge

**31. What is a key element of effective task management?**

- a) Ignoring task dependencies
- b) Avoiding planning and organization
- c) **Setting clear priorities and managing time efficiently**
- d) Focusing solely on short-term goals

**32. How do contingency management skills benefit employees?**

- a) By reducing their problem-solving abilities
- b) By limiting their adaptability
- c) **By preparing them to handle unexpected challenges and changes**
- d) By focusing only on routine tasks

**33. Which skill is essential for adapting to the job/role environment?**

- a) Technical proficiency
- b) **Understanding and adhering to workplace culture and policies**
- c) Ignoring company norms
- d) Avoiding interaction with colleagues

**34. What is an important characteristic of task management skills?**

- a) **Effective organization and prioritization of tasks**
- b) Ignoring task deadlines
- c) Delegating all tasks to others
- d) Focusing solely on long-term goals

**35. Why are embedded employability skills integrated into job roles?**

- a) To make job tasks more complicated
- b) To limit employee growth
- c) **To enhance overall job performance and adaptability**
- d) To focus solely on technical knowledge

**36. Which of the following is true about task skills?**

- a) **They are specific abilities required to perform job tasks**
- b) They are unrelated to job performance
- c) They are only relevant to senior management
- d) They focus only on academic knowledge

**37. What is a key element of effective task management?**

- a) Ignoring task dependencies
- b) Avoiding planning and organization
- c) **Setting clear priorities and managing time efficiently**
- d) Focusing solely on short-term goals

**38. How do contingency management skills benefit employees?**

- a) By reducing their problem-solving abilities
- b) By limiting their adaptability
- c) **By preparing them to handle unexpected challenges and changes**
- d) By focusing only on routine tasks

**39. Which skill is essential for adapting to the job/role environment?**

- a) technical proficiency
- b) **Understanding and adhering to workplace culture and policies**
- c) Ignoring company norms
- d) Avoiding interaction with colleagues

**40. What is an important characteristic of task management skills?**

- a) **Effective organization and prioritization of tasks**
- b) Ignoring task deadlines
- c) Delegating all tasks to others
- d) Focusing solely on long-term goals

**41. Which of the following best describes contingency management skills?**

- a) Skills required for daily routine tasks
- b) Skills focused on team management
- c) **Skills for handling unexpected situations and emergencies**
- d) Skills related to data analysis

**42. Why is it important to develop task skills?**

- a) To avoid completing job tasks
- b) **To perform job tasks accurately and efficiently**
- c) To focus only on theoretical knowledge
- d) To ignore job responsibilities

**43. Which of the following is an example of a job/role environment skill?**

- a) Data analysis
- b) Adapting to organizational changes**
- c) technical writing
- d) Market research

**44. How do effective task management skills improve job performance?**

- a) By ignoring task priorities
- b) By organizing and prioritizing tasks for efficient completion**
- c) By avoiding delegation
- d) By focusing on one task indefinitely

**45. What is a key component of embedded employability skills?**

- a) Integration into job tasks and roles**
- b) Separation from daily work activities
- c) Focus on academic knowledge
- d) Limited to technical expertise

**46. Which of the following best describes task management skills?**

- a) Skills for only managerial roles
- b) Skills for organizing, prioritizing, and completing tasks effectively**
- c) Skills unrelated to job performance
- d) Skills focused on long-term strategies

**47. Why is contingency management important in project management?**

- a) To ignore potential risks
- b) To avoid backup plans
- c) To prepare for and handle unexpected challenges**
- d) To focus solely on planned activities

**48. What is the role of job/role environment skills?**

**a) To help employees adapt to the specific work environment and culture**

b) To limit employee responsibilities

c) To focus only on technical tasks

d) To reduce employee engagement

**49. How can employees develop effective contingency management skills?**

a) By avoiding risk assessment

**b) By anticipating potential issues and creating backup plans**

c) By ignoring alternative solutions

d) By sticking to the initial plan

**50. What is an essential element of task skills in the workplace?**

a) Ignoring job tasks

**b) Completing specific job tasks accurately and efficiently**

c) Focusing only on long-term goals

d) Avoiding feedback from supervisors

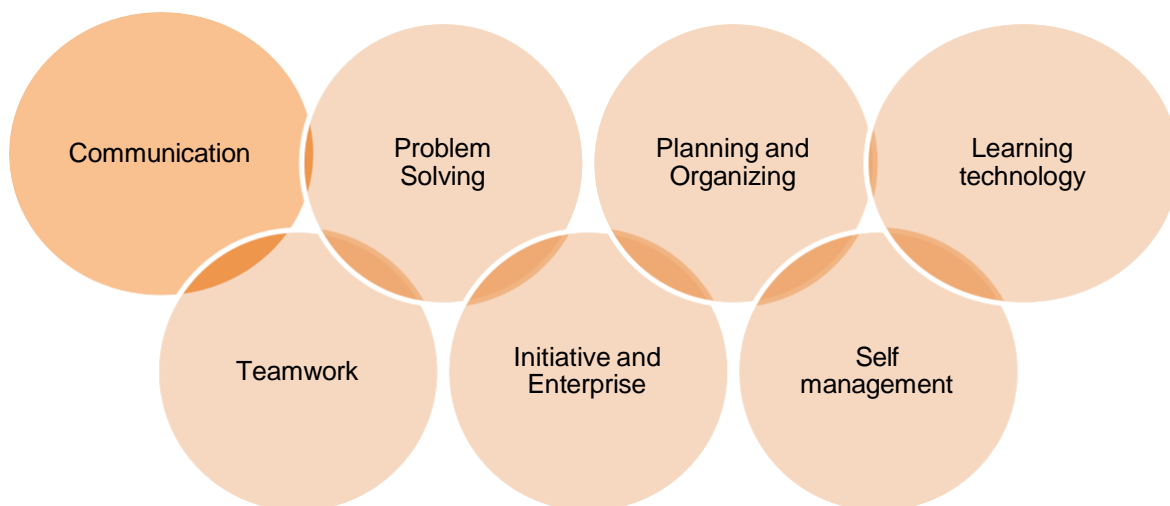
## SECTION 3.1: INTER-RELATIONSHIPS OF EMPLOYABILITY SKILLS

### LEARNING OUTCOME:

After studying this unit, you would be able to-

- ✓ Know about the Interdependent Employability Skills
- ✓ Communicate effectively.
- ✓ A Demonstration of Teamwork and Collaboration
- ✓ Develop Problem-Solving Skills
- ✓ Initiative and Enterprise Skills
- ✓ Acquire Planning and Organizational skills
- ✓ Adopt Learning and Adaptability Techniques
- ✓ Use Technology at Work

### CHAPTER OVERVIEW:



### INTRODUCTION

The context of today's changing job economy, Employability skills play a key role in determining a successful career and professional development of a person. Employability skills are amiable skills that help anyone to work effectively in a workplace and adapt to the ever-evolving workplace requirements. Examples of such skills include, but are not limited to: communication, teamwork, problem-solving, adaptability, time management, leadership, technical proficiency, etc. All of these skills interlink and go hand in hand, forming an overall skill set that makes one better equipped to bring to the table within an organization.

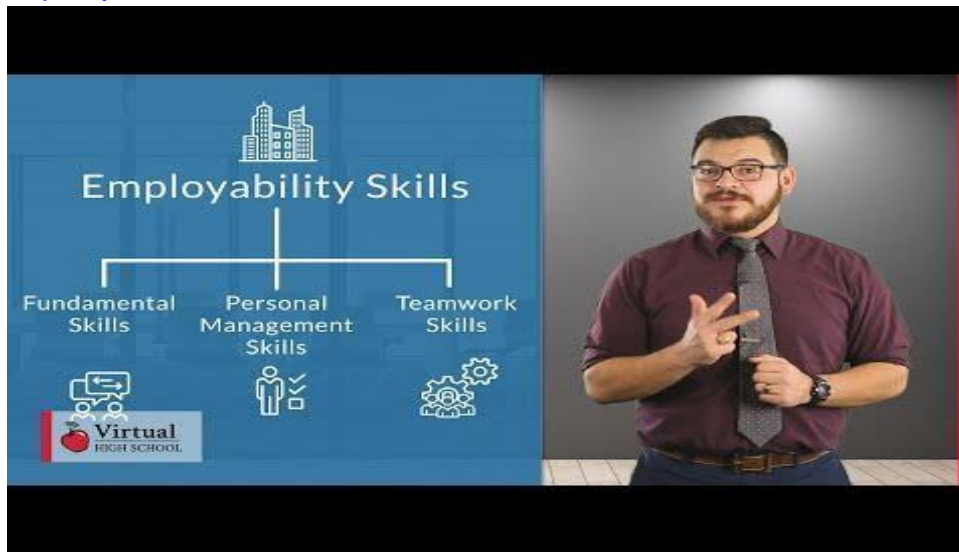
As they encompass all these soft skills, their focus on the employability skills is interdependent as the improvement of one skill leads to the improvement of the others. For example, effective communication skills are vital when working with others in a team, as it allows members to articulate their ideas, listen attentively to one another, and provide constructive feedback. Like critical thinking and decision-making which is critical for solving workplace problems effectively, problem-solving skills also corresponds with them. Adaptability goes with time management as well, implementing this quality helps in prioritize the work properly to make sure we are able to be productive even in changing situations. These links show how a well-balanced employability skill creates a ripple effect for positive improvement across an individual to making them more effective and valuable for an employer.

Additionally, employers are looking for candidates who have not only the technical expertise but also a strong base of employability skills that can allow them to work successfully together, critically think and be adaptable with what is happening in industry. This ushered the way for Soft Skills, Organizations are seeking out individuals who can; complement the technical skills with interpersonal ones, the fact that these former drive innovation in addition to a healthy workplace.

Let us provide some insights into the inter-relationship of employability skills for long-term career success. This allows individuals to mark themselves as an asset in the job market and pursue their professional goals in a more efficient manner. Mastering these skills can lead to more effective job performance and enhanced employability.

By developing these skills, an individual can enhance his or her job performance and boost their appeal to prospective employers.

For a deeper insight, you can watch the video here:  
<https://youtu.be/JXEmkYtdblk?feature=shared>



### 3.1.1-STUDIES ON DEFINITION OF EMPLOYABILITY SKILL

**Dr. M NISHAD NAWAZ, Dr.B KRISHNA REDDY (2013)** Employability skills are the non- technical skills and knowledge necessary for effective participation in the workforce. Employability skills include skills such as problem-solving communication, self-management, and teamwork. Employability skill also referred to as generic skills, capabilities, enabling skills or key competencies

**Rasuls (2012)** suggest that Employability skills can be defined as a foundation for graduates to successfully get a job and to develop their career.

**Ruhizan (2011)** suggest that Employability skills are the skills required of an employee apart from the knowledge and skills related to the workplace

**Mohammad Sattar (2009)** defined Employability skill is a non-technical ability and a job skill that is equally important to technical skills and should be possessed by every person involved in the industry.

**UK Commission for Employment and Skills (UKCES) (2009)** provides a useful overarching definition of employability skills as 'the skills almost everyone needs to do almost any job

**Robinson (2008)** defined "Employability skills are basic skills necessary for getting, keeping and doing well on a job."

According to **Johannes et al. (2008)**, from society perspectives, an employability skill is an opportunity indicator for people to get jobs. For employers, employability is an indicator of the opportunity to balance the supply and demand throughout the changing of the organization. While from the perspective of the individual or employee, employability skills is an indicator of the opportunity for him to get a good job in the world of jobs.

According to **National Centre for Vocational Education Research (2008)** defined employability skills as a set of skills that allow individuals to get, to keep and to succeed in employment; including group work skills and work habits, interpersonal skills, learning, thinking and adaptability skills.

**Rothwell and Arnold (2007)** said that Employability skills as the ability to survive in a job

**Mantz & Yorke (2004)** defined Employability skills are A set of achievements, understandings and personal attributes that make individuals more likely to gain employment and to be successful in their chosen occupations

**Yahya (2004)** suggest that Employability skills as non-technical skills and competencies sought by employers.

**The Conference Board of Canada (CBC) (2002)**, refers employability skills as comprising three key skills groups; a) Basic Skills; referring to the skills needed as a basis for future development, b) Personal Management Skills; referring to personal skills, behaviors and actions that drive a person to develop their potential, c) Team Skills; referring to skills and attributes that are needed to contribute productively to a company.

According to **Australian Chamber of Commerce and Industry & Business Council of Australia (2002)** Employability skills as skills required not only to gain employment, but also to progress within an enterprise so that achieve one's potential and contribute successfully to enterprise strategic directions. Employability skills are also known as generic skills, capabilities or key competencies

According to **INTERNATIONAL LABOUR ORGANISATION (ILO) (2000)** Employability skills as the skills, knowledge and competencies that enhance a worker's ability to secure and retain a job, progress at work and tackle with change, secure another job if he/she so wishes or has been laid off and enter more easily into the labor market at different periods of the life cycle.

**Overtoom (2000)** said that Employability skills as Transferable core skills groups represent essential, functional and enabling knowledge, skills and attitudes required by 21st century workplace necessary for career success at each and every level of employment and education.

According to **The Conference Board of Canada (1996)** Employability skills as individual quality required by the employer. These skills can be applied in various fields of work.

**Lankard (1990)** defined Employability skills comprise of personality, interpersonal skills, as well as good attitudes and behavior.

**Buck and Barrick (1987)** said that Employability skills are the attributes of employees, other than technical skills competence, that make them asset to the employer. It includes problem solving, decision making, reading, basic arithmetic and other basic skills and other high- order thinking skills; and dependability, a positive attitude cooperativeness, and other affective skills and traits.

**Sherer and Eadie (1987)** defined Employability Skills aren't job specific, however area unit skills that cut horizontally across all industries and vertically across all jobs from entry level to chief executive officer.

Employability skills (often called soft skills) have been identified by several different scholars and organizations as a combination of abilities that are not technical in nature that must be possessed in order for a person to succeed in the workforce. These skills, known as generic skills or transferable skills, are important for getting, keeping and performing in a job scientifically-proven skills such as problem-solving, communication, teamwork, self-management and adaptability. Employability skills are skills gained from a person that are not technical in nature, but involve the person's positive attitude toward work, social skills, and higher-order thinking skill needed to make the employee valuable to an organization. They are used throughout industries and at all job levels, and they are essential to career development and lasting employability in a changing labor Marke

### 3.1.2- Communication

One of the main necessary talents of an employee must have is effective communication, which enables people to articulate their ideas clearly, develop relationships, and work efficiently. Good communicators also make them feel valued and integral to an organization, as they are able to adjust their communication style and content according to the audience and context.



#### 3.1.2.1- PERSONAL COMMUNICATION SKILLS

##### A. Reflection and Self-Assessment

To be able to develop this communication training skills it actually starts from knowing yourself. People should reflect on their strengths and what they can work on considering things like their tone, clarity, and confidence as they speak and write. I think reflection on oneself helps in terms of approaching better to different communication situations.

### **B. Revising and Improving Continuously**

The art of communication is ever evolving and needs constant practice and fine-tuning. Refresh: Regularly revising communication techniques, such as going over recent conversations and feedback, can help improve clarity and effectiveness.

### **C. Managing Emotions**

Professional interactions can benefit from emotionally intelligent communication. By being able to manage their emotions during conversations, they can think through their response instead of reacting on impulse.

### **D. Building an Online Presence**

In the current digital age, an impressive online professional personal on social media platforms, especially LinkedIn, is an absolute necessity. In line with the industry expectations, a personality must be capable of introducing itself formally, along with the skills, experience, and career goals.

## **3.1.2.2- INTERPERSONAL COMMUNICATION SKILLS**

### **A. Workplace Communication**

Good communication at the workplace means to communicate in a concise and professional manner with peers, superiors, and subordinates. It ensures the free flow of information and better coordination and cooperation, and creates a good work climate.

### **B. Giving and Receiving Feedback**

Constructive feedback is essential for personal and professional growth. Employees should be able to provide feedback in a respectful manner and accept evaluations with an open mindset, using it as an opportunity for improvement.

### **C. communication can be formal or informal (contextual)**

Understanding appropriate tone of voice and body language in respect to the situation. Official communication will be needed in official meetings, emails or presentations, informal communication will be used in casual workplace interaction or team-building activities.

### **E. Communication: Verbal and Non-Verbal**

Communication skills are recognized not just with the words of your mouth, but also with your body language, facial expressions, tone of voice, and also gestures. Using

eye contact and an open posture demonstrates confidence and makes you appear attentive.

### **F. Listening Capability**

An essential element of active communication. This process of hearing is a conscious activity that allows you to listen extra carefully to exactly what someone is saying, just to give them the opportunity of being understood, which is how you create rapport and trust.

### **G. Gender Sensitivity in Practice**

Use gender-sensitive communication at work a workplace (or office) is where people work, but for our purpose is the environment in which humans exist irrespective of their gender. Practicing gender sensitivity can help us create more inclusive workplace communication. An awareness of gender-sensitive language and behavior leads to equal workplace.

By mastering these aspects of communication skills, individuals can enhance their employability, build strong professional relationships, and contribute effectively to their organizations.

#### **Example:**

During a group presentation for the course project. Now assume that this project presents a marketing strategy and the student will have to present it to a panel of professors and colleagues. The student would have to clearly articulate his goals of the strategy and back up what he had been saying with data, along with confidently fielding questions. In this case, communication is not only about writing coherent thoughts it is presenting them in an intellectually accessible marketplace, answering questions, being responsive, and shaping our message to our audience. The student also needs to listen to their peers and professors and build a holistic approach by incorporating other people's recommendations. Verbal and non-verbal communication are important in any workplace as it enables bonding, cooperation, and efficient idea exchange.

### 3.1.3-Teamwork



Business programs are meant to prepare individuals for the dynamic world of work. Group work is a key component of all of these programs, with participants working together on projects, case studies, and presentations. This setting is representative of the real-world business environment in which cross-functional teams frequently collaborate to address complex challenges. Students also learn to harness the advantage of the shared knowledge and skills available through teamwork. They develop practical skills in navigating group dynamics, mediating conflicts, and ensuring that everyone is working towards a shared vision. Working well with others is especially important in a world where teams are more culturally diverse than ever, particularly in a global business environment.

#### **Effective team work:**

A team that is strong and successful contains different people contributing in unique ways to complement one another. A team of planners will not find it easy when deadlines or plans change, but on the other hand, an entirely spontaneous group can become really disorganized. An effective team requires both these kinds of people to function well. The output of a good team is more than the sum of its members.

Clear goals must be set and understood by all members of the team. Everyone should be well aware of their responsibilities and support each other to achieve the collective objectives.

A team benefits by having a coordinator who changes their leadership style to suit the situation, from autocratic to democratic. Leadership roles may change hands among the team members for various tasks, thereby ensuring flexibility and adaptability.

There is a balance between focusing on the task at hand (what needs to be done) and the process (how to achieve it). A collaborative and supportive environment is essential, where team members feel encouraged to take risks, share their thoughts, and engage in open discussion.

The group learns from the successes and setbacks, constantly reviewing and improving performance based on experience. An excellent team is not just about skills but also diverse personalities that come together to create an effective, harmonious, and high-performance team.

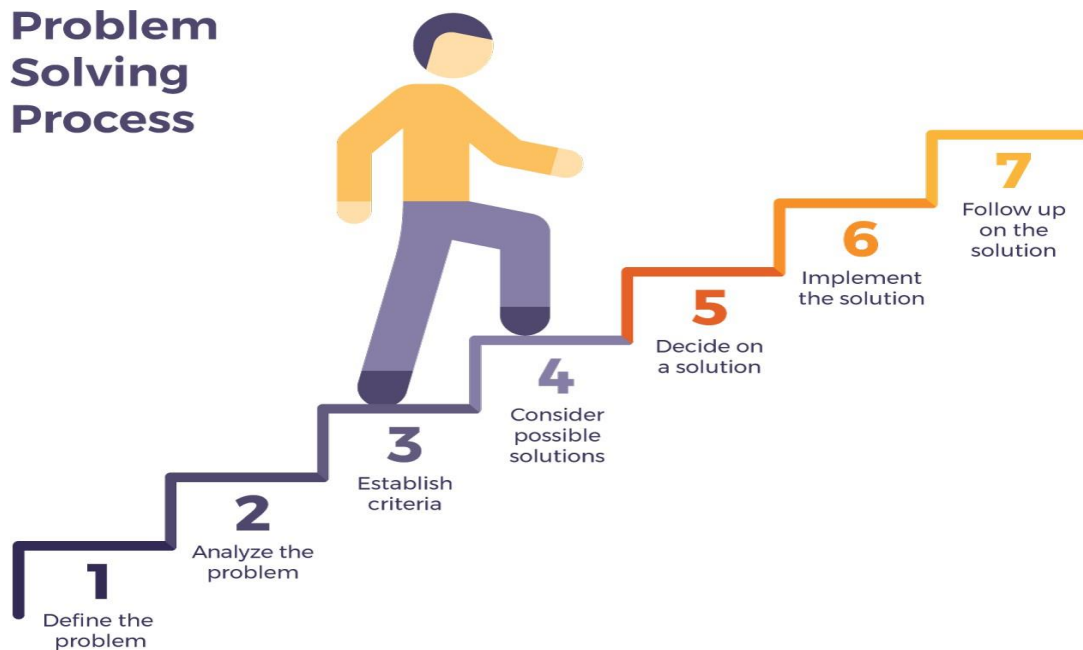
### **Here are some examples of on-the-job of teamwork skills:**

- Working together as a team to achieve organizational goals.
- Developing and leveraging prosperous relationships with people of diverse personalities.
- Building and sustaining positive relationships with coworkers and supervisors.
- Keeping others informed and desirably in the loop.
- Shadowing and mentoring other employees.
- Assisting in trainings and development initiatives.
- To lead, to influence, to drive and to inspire others in order to achieve goals.
- Looking for ways to offer assistance to others
- Expressing a genuine interest in the well-being and concerns of others.
- Engaging with a variety of people with flexibility and an open attitude.
- Consume others and read your surroundings.

### **3.1.4- Problem-solving**

The “solving” of the “problem-solving” in employability skills refers to the understanding to identify with the problem or barrier you face in the workplace, identify what area of your life, work, or skills is impacted, and then seeking and finding the best and most appropriate solution. The skills that make up problem-solving include critical thinking in analyzing a situation, creativity in creating a solution, deciding on next steps then carry through with them to reach an outcome. This is an essential skill, because it allows someone to face complicated situations and actively both seek and implement

solution



**Eric Mochnacz, senior HR consultant at Red Clover,** says. “Employers want to see individuals who can make well-informed decisions that mitigate risk, and they can do so without suffering from analysis paralysis.”

### a) Research

Research is the initial step of problem-solving. It provides a deeper view of the context in which the problem is placed. Investigation into the problem discovers the root causes. For example, is declining revenue due to the execution of a new sales strategy, seasonal trends, or targeting the wrong crowd?

Extensive study broadens the scope of the view and opens your eyes to consider every cause that might contribute to the problem. After identification of the actual cause, you can narrow your focus and provide a solution-driven approach.

### b) Analysis

Analysis is the next problem-solving stage. After determining what the problem is, analytical skill helps determine potential solutions. The point of analysis is not necessarily to solve the problem immediately.

It's to come to a deeper understanding of it, and that's where the real solution is, said Gretchen Skalka, owner of Career Insights Consulting. "Understanding a problem without bias is necessary to achieving a balanced view from all angles."

### How to Develop Your Ability to Solve Problems:

A Guide When you identify a problem, you can take action to solve it. Identifying areas that want improvement, even though most people are likely more used to handling issues as they come along. Discover the benefits of curiosity by challenging the processes and activities you engage in on a daily basis.

How might things have been handled differently? What would happen if you had additional helpers? If you were given fewer resources, how would you change it? Encourage yourself to analyze and impact your environment and improve your problem-solving skills. Gain familiarity with digital options. The skills of digital solvers, such as using technology to challenges that were previously only possible with traditional constraints, are extremely important in today's business.

Due to our department's initial financial constraints, Case explains, "my division couldn't afford a professional voice actor to narrate sections of video introductions when I freelanced as a marketing writer." But after researching this, I found a way to get voice-over services at a reasonable price. In this age of mostly shared and hybridized processes, one of the key abilities is even learning for knowledge you have never faced before. If you believe a new technology could save your company time and money, be the first to try it out. Work together. Since problem-solving is sometimes a collaborative endeavor, it is not always an isolated task.

By including employees in the questioning process, for instance, you can cut down on the time it takes to reach a result, get rid of bias, and find alternative alternatives. The goal is to present a fair argument for everyone. Be adaptable. According to business opinions, the working field is always changing, making flexibility a strength. However, in order to accomplish this, you must prepare your problem while keeping an open mind to refocusing any indicated data. Do everything is necessary for your survival, even if it involves trying a new method or changing the order of your hours. Take on Difficult Tasks. If you adopt a rigorous solution, you will surely have to deal with unforeseen and challenging issues, particularly those that fall outside the present boundary.

Quick thinking and the measuring of uncertain future facts are necessary even with limited feedback. Investigate and ask questions proactively to identify specific boundaries and how to overcome them.

### **c) Decision-Making**

Decision-making is a vital aspect of problem-solving and it is also an in-demand employability skill in today's fast evolving workplace. It is having the capacity to examine information at hand, review multiple viewpoints, and choose the best path to resolve challenges and realize organizational objectives. Strong decision-making skills help professionals make informed, timely and strategic choices that lead to business success.

Identification of Decision Making in Problem Solving: A systems-based approach to problem-solving is necessary to successfully identify and select effective solutions. At

work, employees often encounter complex situations where they need to evaluate risks, anticipate consequences, and align their choices with business goals.

## **Important Features of Decision-Making in Problem Solving:**

### **Critical Thinking**

Good decision-making doesn't happen without critical thinking skills, which includes evaluating facts and challenging assumptions to make logical deductions. This will aid in determination of the best possible solution from several alternatives.

### **Data-Driven Approach**

These days, data is at the heart of decision-making in any contemporary workplace. Data analysis skills will be an essential requirement for employees to collect, analyze, and interpret data for informed decision-making that supports business strategies and objectives.

### **Risk Assessment**

With every decision comes potential risk. Answering the question of what can go wrong with a selected option and planning for contingencies are an important part of ensuring a solution is effective and sustainable.

### **Collaboration and Input**

Good decision-making is often about consulting with team members, stakeholders, and specialists. This teamwork allows for comprehensive solutions that combine varied viewpoints and backgrounds.

### **Judiciousness and Accountability**

And take responsibility for what the outcome is. In any work environment, professionals who make decisions know what they are deciding upon, consider alternatives, assess the risks, and act decisively.

### **Developing Decision-Making Abilities**

Individuals can learn to apply case studies, find mentors, and build strategic thinking through their practices, seeking knowledge by way of real-world experiences

through practice to improve decision-making capabilities. Cultivating strong problem structures like the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) or the PDCA (Plan, Do, Check, Act) cycle can help in making better decisions.



Making sound decisions is one of essential employability skills that help professionals on their career path to solve problems and grow the business. By doing so, the person gets to build critical thinking, data analysis, risk assessment skills, which provide the individual a solid foundation to improve their effectiveness when it comes to problem-solving, as well as increase their employability in numerous industries.

### 3.1.5-Initiative and Enterprise

Initiative is a matter of taking action early and independently without needing to be told. It involves identifying opportunities, addressing the challenges head-on, and making decisions which will position the organization better.

Enterprise, however, aligns skills associated with finding new opportunity, innovation, risk taking, and ultimately business growth and competitiveness. It includes entrepreneurial mentality in a corporate context.

Ultimately, these skills enable professionals to navigate complex business landscapes and help drive an organization toward long-term success.

## INITIATIVE AND ENTERPRISE

Initiative & enterprise ...	Facets	Learning Activities
... that contributes to innovative outcomes	<ul style="list-style-type: none"> <li>○ Adapting to new situations</li> <li>○ Being creative</li> <li>○ Assessing risks</li> <li>○ Translating ideas into actions</li> <li>○ Identifying a range of options</li> <li>○ Identifying opportunities</li> </ul>	<ul style="list-style-type: none"> <li>○ Brainstorming activities</li> <li>○ Simulations</li> <li>○ Digital story telling</li> <li>○ Projects</li> <li>○ Scenarios</li> </ul>



### Importance of Initiative and Enterprise in the Workplace:

#### a) Workplace Initiative and Enterprise (Expanded)

Encouraging initiative and enterprise is important in that it creates a proactive and innovative work environment. The consequence is that employees are self-driven, action-minded for improvement, get rid of passivity and make their organization thrive and flourish for a long time!

#### b) Knowledge-driven problem solving and innovation

Innovation is bigger than invention, it is partly about initiative, enterprise and delivering innovative solutions to challenges which the organization is facing. Forcing companies to think on their feet and adapt to current times to remain relevant. This means identifying inefficiencies, suggesting alternatives and even implementing actions that optimize workings.

#### How it helps the org:

- ✓ Creates an atmosphere of empathy and possible growth.
- ✓ Reduces reliance on management for solving daily problems.
- ✓ Leads to more cost-effective solutions with superior products.

Example: An employee in a manufacturing company notices redundancies in its production process and they propose automating it, speeding things up, lowering the costs, and increasing the output.

### c) Leadership Development

By taking initiative, individuals develop into leaders and bring transformation and change in the organization. What is leadership if not to take ownership of the problem and energize the will of others to get moving. Referencing initiative fosters the development of essential leadership attributes such as decision-making, responsibility, and much more.

Why it helps the org:

- ✓ Developing future leaders of the organization.
- ✓ Give employees control and consensus to closure.
- ✓ With positive pressure to inspire and motivate the team

Example: In other words, if you have someone on your team who habitually facilitates brainstorming sessions and gives positive feedback on others' ideas, they may gradually earn the respect of their colleagues and become the default leader for subsequent initiatives.

### d) Business Growth

These enterprise skills are fundamental to identifying and pursuing new market opportunities, leading to increased growth and profits. Think employee entrepreneurs who conduct market research, interact with customers, and create leading-edge strategies that keep the company competitive. Encouraging companies to risk and enter into new sectors.

Why does this matter to the organization:

- Enables the identification of opportunities for new income generation and the creation of more market space.
- As it allows the company to outpace its competitors in creative offerings.
- Encourage innovative risk taking aligned with business objectives.

Example: A retail worker notices an underserved demographic and believes a targeted marketing push towards this group, whose sales have spiked, is warranted.

### e) Increased Productivity

Such proactive employees drive organization productivity because they optimize workflows, eliminate inefficiencies and simplify processes. In other words, they do not wait around to be prompted by someone before they seek to improve what they do and how they can better contribute to their team objectives.

### f) Adaptability

In trying times of the changing business world, Pivoting is usually the hallmark of survivability and growth. Such proactive and enterprising employees can anticipate changes in the industry, welcome modern technologies, and respond quickly to new market realities.

#### How its work in the organization:

- Leading to better utilization of resources, improvement in operational efficiency
- Pinpoint and eliminate bottlenecks to reduce downtime.
- Encourages a performance-driven culture of accountability.

Example: As customer service representative introducing automation response system to frequently asked questions which would reduce the turnover time for each response and increase customer satisfaction levels.

#### How this benefitting the organization:

- Ensures the manner which the company is accessible to market disruptions and rising trends.
- This creates organizational resilience and sustainability.
- Encourages a growth mindset across its team members leading to constant learning and growth.

Example: A marketing executive observes a trend in consumer behavior moving away from traditional buying methods and approaches management regarding the need for a more online presence and advertising campaign.

These are powerful characteristics of the good employees to be engaged and feel as if they contribute well to their company. However, encouraging employees to take initiative and be entrepreneurial establishes a culture of innovation, efficiency and growth that equips organizations to tackle the unknowns of the future.

## 3.1.6-Planning and organizing

Having the capacity to plan and organize is something inherent to everyone; in fact, many of us utilize these skills every day. Balancing study, work, and family responsibilities necessitates that you effectively plan and manage your time and resources.

Although some individuals do this instinctively, others may find it requires additional effort. Regardless of whether you are an innate planner or not, the necessary skills and capabilities for managing a project remain the same.

## KEY COMPONENTS OF PLANNING



### Identifying your desired outcome and having a vivid picture of the result:

- Establishing regular goals along the way to track your progress and, even more crucially, to identify if you are falling behind.
- Creating an action plan based on these goals and organizing the needed resources for execution.
- Formulating a work schedule or timetable, setting deadlines, and communicating consistently with others if needed.
- Efficiencies in time management.

### Essential to possess certain organizational abilities:

Researching – explore opportunities, stay informed about relevant information, and remain alert to developments or issues that may affect your project.

Prioritizing – recognize essential tasks, arrange them in a sensible order, and be flexible enough to modify plans as needed.

Record keeping – ensure you maintain precise records to track what needs to be done, when, and (if relevant) by whom; also, document what has been accomplished or agreed upon.

Time management – you must accurately gauge the time and effort needed to finish a task and manage your schedule effectively to fulfill all your obligations.

The ability to multitask – you should be capable of handling multiple tasks simultaneously and be comfortable with challenges and variety.

Interpersonal skills – to effectively organize anything, you must collaborate well with others. Strong communication skills are essential, along with confidence and assertiveness, without being confrontational or hostile.

### **Ways to demonstrate planning and organizational abilities include:**

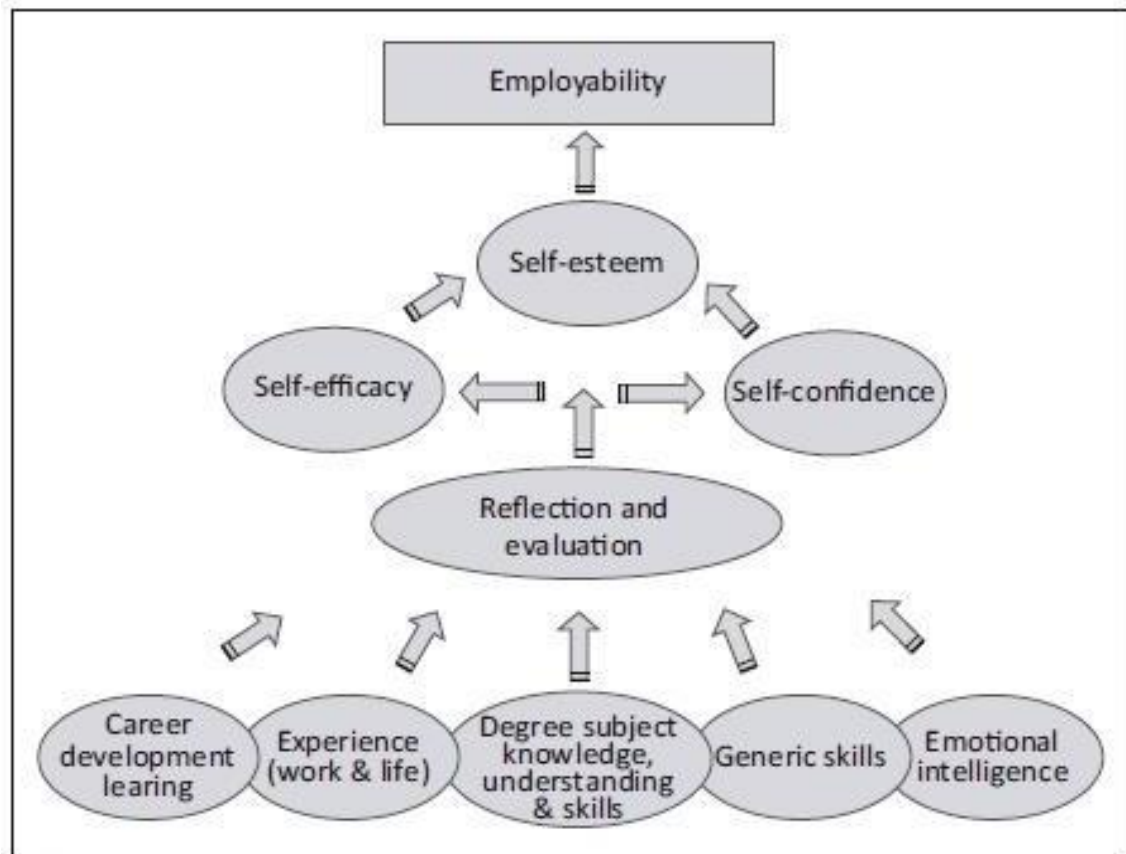
- Handling and prioritizing your own tasks (time management).
- Coordinating social, sports, or charitable events.
- Planning travel schedules.
- Setting up work experiences or internships.
- Experience in event management (e.g., customer communication, coordinating bookings, organizing resources, strategizing marketing, and adhering to deadlines).
- Developing projects (e.g., coursework or final year projects).

Example: A corporate seminar organized by event management company for 500 people. That's where the formal planning starts to identifiable goals like selecting venues, booking catering and technical support. Some tasks are distributed across teams marketing deals with the promotion, logistics with seating and equipment, finance with the budget. Timelines need to be coordinated in terms of sending out the invitations, getting all the vendors set in place, and getting a practice for how the event flow will run. Potential pitfalls a cancellation, a tech failure at the wrong moment are anticipated and contingency plans set in motion. Data also is collected to determine how well the event and areas of improvement.

### 3.1.7-Self-Management

To excel in your career and in life overall, it's essential to enhance and manage various skills such as discipline, punctuality, goal-setting, problem-solving, teamwork, and professionalism. By cultivating your character and abilities in these domains, you will find success in both your personal and professional endeavors.

Self-management refers to the ability to take responsibility for your personal development, well-being, and your behavior. It helps individuals keep their workplace organized, motivated, and productive.



#### Key aspects of Self-Management:

##### a) Goal Setting

- You will set short term and long-term goals so you can maintain focus.
- Skills for allocating work to complete goals.
- Applying SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals framework

**b) Time Management**

- Creating a plan, prioritization of tasks, and their deadlines
- Not procrastinating and distracting themselves.
- Tools like to-do lists, calendars and reminders

**c) Self-Motivation**

- Staying committed and driven towards personal and professional goals.
- Daring to take on struggles in a more positive manner.
- Gather insights on your personality and work-specific proficiencies.

**d) Stress Management**

- Recognizing stressors and developing positive coping mechanisms.
- Do meditation or deep breathing relaxation practices.
- To balance work life and personal life outside of the work.

**e) Adaptability and Flexibility**

- Not remaining closed to taking risks and new challenges at work.
- And learning new skills to remain relevant in the changing job market.
- Developing a proactive approach towards uncertainties.

**f) Self-Awareness**

- Self-awareness of likes and dislikes.
- Working on things that you are not good at.
- Adjusting towards your impact on coworkers and work atmosphere

**g) Decision-Making Skills**

- Fact-finding and strategic decision making.
- If you have some medical knowledge (or otherwise have trained in this in your job), you consider risks and potential outcomes.
- Asking for input when appropriate but making a call.

**h) Continuous Learning**

- Continuing to learn the ongoing discovery to increase knowledge and skills.
- Courses to go on to workshop to industry trends.
- Receiving feedback and improving yourself

Here's you find the self-management skills in the workplace and its essentials:  
<https://youtu.be/SJjlo6BON-o?si=YE7TGQGpntIRuE1b>



### 3.1.7-Learning Skill

#### Managing Own Learning

Taking responsibility for your own learning, that's called Managing your own Learning. That includes targeted learning goals, areas of growth, and new areas of development they are pursuing. It means being ahead in murder, staying ahead, the latest trends in murder industry, new skills, not stopping. A big part of this is reflecting on how much you have learned and adjusting plans to cater to your needs and help you achieve your goals.



## Share Knowledge & Experience at The Workplace

Lessons learned, share each other's knowledge and experience in your workplace. One person is teaching you, so you end up creating a collaborative learning environment. You propagate a culture of knowledge sharing by communicating insights, methods and lessons learned transparently. Such environment encourages and increases the productivity of individuals and teams, and enhances collaboration and mutual assistance in the team or group. It can be communicated in meetings, written it out in reports or casual chats, giving others the opportunity to learn from your errors or triumphs and vice versa.

## Encouraging Learning in the Workplace

You support one another in a way that encourages teamwork and learning to provide to the learning community at the work. For instance, you could guide junior staff, suggest improvements in work processes, or contribute resources that allow your team to thrive. A learning community can promote collaboration and open dialogue and can improve performance and morale at work.

## A Thirst for Lifelong Learning

A fixed attitude about learning would give it a bad reputation in the long run. Enthusiasm means getting up and solving these problems, striving to better yourself

despite adversity. A greater desire to learn informally and formally that demonstrates your commitment to being current and adaptable in fast-changing work environments.

### **Open to learning, on and off the job**

And the education doesn't end when you leave the office or classroom. The self-directed learner seeks out learning opportunities while working, at home, at networking events, and in everyday life. It lets you to learn new things and mastering them indefinitely it makes learning a lifestyle and enrolling in a course they regions of day job end.

### **Open To New Ideas and Strategies**

Openness to do and approach things differently. And, now we have to work fast, new ideas, new tools, and new ways are needed to get things done. It could be an acceptance of a new tool another method of doing things or even changing your modus operandi to be more productive, all of which need an open mind if you seek to develop personally and organizationally.

### **Effort to mastering**

Lifelong learning takes time and effort to learn a new skill. This could be the extra hour after your usual workday, spent in additional training or self-study to learn new techniques. It may also mean signing up for more formal education or certifications that could catalyze your career to the next level. The returns are great in terms of professional development and job satisfaction for such investments.

### **Knowledge of When You Do Need to Learn**

With change as the only constant, the pandemic has brought about the realization of the need to learn, which matters for continued relevance. Therefore, we are required to be multi-taskers, and failing to do so, to get exposed to changes (inevitable) — they can be in technology, processes, or organizational structures that require us to unlearn and learn a new skill. And if you want to turn change into a learning opportunity, it needs to start with transparency around change, and readiness for change, that can help you remain viable in the industry.

The ability to control the way you learn and adjusting to include new info that has both a direct and indirect benefit because success in an ever-changing job market requires agility and flexibility. So, on your own Growth, also bring this up and also the other development in the organizational by Sharing knowledge and transfer learning through different learning forms, experience application of what you learn experience Learning, emphasize positive learning continuous approach. Therefore, you need to be

flexible about new information and you must be able to put yourself into learning and then only you will be able to if successfully sailing through whatever is thrown at you in the working life.

## Interacting with Different Types of Media

Today, learning comes in a multitude of forms. Not limited to orthodoxy, there are other such alternative mediums that you are adopting such as:

Another mentor: Before you do the same job, solicit real-time feedback from someone else who has done it.

Networking: That is talk with the profession who is outside of your team or organization about trends.

IT (Tech): You are making use of the webinars, e-learning portal, and online resources.

Courses: Taking formal or informal courses teaching you particular technical skills or knowledge domains relevant to your industry.

### 3.1.8-Technology Skill

Technological proficiency in today's fast-moving job market has become an essential skill of employability. With industries becoming progressively reliant on digital solutions, employees who can harness modern technologies have a considerable edge. It's not only using specific software or tools that involves knowledge of technology but that also shows an ability to adapt to new systems and platforms as they arise.

Tech-savviness is one of the key skills required by organizations while hiring. These can include both technical skills like proficiency with certain coding languages, or with data analytics or cybersecurity and softer tech-related skills like digital communication and troubleshooting. No matter what role needs to be filled, employers always want people who can wisely use technology to increase productivity, simplify processes, and drive innovation.

The use of technology is ubiquitous in workplaces today: it helps automate many of the monotonous tasks and facilitates collaboration across different departments. Learning how to use and implement technology helps employees stay competitive, productive, and ahead of the curve. Whether this is in the form of a new project management tool, or the basics of machine learning, generally speaking, employees who actively engage with and learn about emerging technologies are more likely to succeed in the upcoming years.

On the technology side, it is a very important aspect to solve the problems and to decide. Employees who understand technology-driven concepts and leverage them to make better decisions are in high demand by organizations. These skills not only improve individual performance, they also propel the organization as a whole in the market.

Therefore, developing a sound understanding of not only basic but advanced technological knowledge is an integral requirement of remaining relevant in the current job market.

In general, technological fluency is the foundation for being employable across almost every industry. With organizations across every industry undergoing some form of digital transformation in a global market, employees that know how to leverage technology appropriately have an advantage for career growth and organizations that prioritize hiring technologically adept people are better suited to remain competitive and flexible in an ever-changing environment.



## Learning or Advancing Your Technology Skills

Technology skills sometimes dubbed technical or digital skills are ever more valuable up and down the workplace in a fast-changing job market. Be it a student, pro or someone looking for career promotions, keeping up with technology can increase your employability and your productivity. Here are some concrete methods to cultivate or hone your tech skills and examples of how from them could pay off.

### Explore Short or Online Courses

Online programs and short courses are a convenient and effective means to acquire new technological skills. Websites like Coursera, Udemy, LinkedIn Learning and edX have diverse classes to suit all experience levels and career aims. For example, if you want to learn data analysis, you can find a Microsoft Excel or Python for data science course. Courses such as graphic designing tools like Adobe Photoshop or Canva can further boost creativity and marketing skills. Many of these courses provide flexibility, which allows people to learn at their own pace, while managing other engagements.

For instance, a marketing specialist might take a course in Google Analytics to learn how to evaluate website performance and develop better digital marketing strategies.

### **How to Request Additional Training at Work**

To enhance the capabilities of their workforce, numerous organizations provide internal training programs and sponsor their employees for external training. Request your employer to send you for additional training if you find yourself lacking in some technical knowledge. Doing so this this allows you not only to learn the relevant skills, but also shows initiative and commitment on your side to both yourself and potential employers.

An employee in the accounting department may request training on advanced accounting software features like intuitive integration if he/she needs to enhance efficiency and eliminate errors from financial reporting using QuickBooks or SAP.

### **Evaluating technology**

One key step in career advancement is getting a sense of the technological requirements for the role you want. Look for industry testbed opportunities like job descriptions, networking with people working in the field, or attending industry webinars. Recognize the tools, software and platforms commonly required in your target role and dedicate time to learn.

For instance, a business analyst learns SQL and Tableau as a necessity for data visualization and database management. Knowledge of these tools would make them more competitive in the job market.

### **Analyzing technology**

People often undervalue the technology they rely upon. Evaluating the tools and software you are familiar with helps you understand your strengths and improvement areas. It also allows you to identify transferable skills that could apply to other roles or industries.

A student who frequently drafts Word documents can expand this knowledge by adding advanced formatting knowledge to these documents or repeatedly working in PowerPoint for presentations.

Curiosity, adaptability, and a proactive approach are essential, as you must understand that you need to constantly learn and grow, and the focus on technology skills is just part of this process. From signing up for classes to requesting training at work to doing research individually, everything builds on professional development.

Here's you find how technology plays vital aspects in employability skill through this: <https://youtu.be/Qqu-fNxHS3Y?si=fjRB3cEavKqnO38N>



**To gain a better insight into how employability skills and career growth are connected, you may want to check out these books written by prominent authors:**

1. Roberts, S. & Vela, R. - Developing Employability Skills: A Guide to the Essentials

The basic skills required for employability covered here are communication, teamwork and problem-solving.

2. Brown P, Hesketh A & Williams S - The Global Auction: The Broken Promise of Education, Jobs and Incomes

This book explores the link between education, employability skills, and job market expectations amidst a shifting global economy.

3. Pegg, A., Waldock, J., Hendy-Isaac, S. & Lawton, R. This book emphasizes education as a means of improving employability skills and the important relationship between academic learning and career readiness.

Here's you find the inter—relationship of employability skills  
<https://youtu.be/DyC57XSnIAo?feature=shared>



## Test your knowledge:

### MCQ:

1. Which of the following is NOT a component of effective communication?

- a) Active listening
- b) Clarity in speech
- c) Ignoring feedback**
- d) Body language

2. What is the most crucial aspect of verbal communication?

- a) Speaking loudly
- b) Speaking clearly and concisely**
- c) Using complex words
- d) Talking continuously

3. Which type of communication involves gestures and facial expressions?

- a) Written communication
- b) Non-verbal communication**
- c) Verbal communication
- d) Formal communication

4. Why is active listening important in the workplace?

- a) It helps avoid responsibilities
- b) It improves understanding and collaboration**
- c) It allows people to interrupt more often
- d) It is unnecessary in a professional setting

5. What is the purpose of written communication in business?

- a) To create confusion
- b) To provide clear documentation and formal communication**
- c) To reduce teamwork
- d) To avoid accountability

**6. Teamwork helps in:**

- a) Increasing workplace conflicts
- b) Enhancing problem-solving and productivity**
- c) Promoting individualism over collaboration
- d) Avoiding responsibilities

**7. A good team player should:**

- a) Take credit for all achievements
- b) Be open to different perspectives**
- c) Ignore team discussions
- d) Work in isolation

**8. Collaboration in a team is strengthened by:**

- a) Encouraging blame culture
- b) Open and honest communication**
- c) Ignoring deadlines
- d) Avoiding responsibilities

**9. What is the biggest challenge in teamwork?**

- a) Aligning different work styles**
- b) Avoiding collaboration
- c) Ignoring deadlines
- d) Working alone

**10. Which of the following is NOT an advantage of teamwork?**

- a) Increased conflict resolution
- b) better creativity and innovation
- c) Slower decision-making**
- d) Stronger relationships

**11. A good leader should:**

- a) Dominate and control the team
- b) Inspire, guide, and support team members**
- c) Ignore team concerns
- d) Work alone

**12. Which leadership style encourages participation from all members?**

- a) Autocratic
- b) Democratic**
- c) Laissez-faire
- d) Authoritarian

**13. What is the primary role of a leader in a team?**

- a) Making all decisions alone
- b) Motivating and guiding team members**
- c) Ignoring feedback
- d) Avoiding responsibilities

**14. A transformational leader focuses on:**

- a) Maintaining the status quo
- b) Inspiring innovation and change**
- c) Avoiding conflicts
- d) Delegating all work

**15. What is the most important trait of an ethical leader?**

- a) Manipulation
- b) Integrity and fairness**
- c) Favoritism
- d) Avoiding tough decisions

**16. The first step in problem-solving is:**

- a) Identifying the problem**
- b) Jumping to conclusions

- c) Avoiding responsibility
- d) Blaming others

**17. A good decision-maker should:**

- a) Rely only on intuition
- b) Analyze facts and alternatives before deciding**
- c) Ignore possible consequences
- d) Take unnecessary risks

**18. Critical thinking helps in:**

- a) Making informed and logical decisions**
- b) Avoiding difficult choices
- c) Relying on personal biases
- d) Ignoring analysis

**19. What is the biggest barrier to effective decision-making?**

- a) Overconfidence
- b) Lack of information and analysis**
- c) Taking calculated risks
- d) Being open to change

**20. Which of these is NOT a problem-solving technique?**

- a) Brainstorming
- b) Trial and error
- c) Procrastination**
- d) SWOT analysis

**21. Adaptability is important in the workplace because:**

- a) It helps employees handle changes effectively**
- b) It encourages resistance to change
- c) It reduces innovation
- d) It promotes job insecurity

**22. Emotional intelligence includes:**

- a) Understanding and managing emotions effectively**
- b) Ignoring emotions in decision-making
- c) Suppressing all emotions
- d) Being overly emotional in conflicts

**23. Which of the following is a characteristic of a resilient professional?**

- a) Giving up after failure
- b) Learning from setbacks and persisting**
- c) Avoiding feedback
- d) Blaming others for mistakes

**24. A person with high emotional intelligence will:**

- a) Lose control in stressful situations
- b) Manage their emotions and remain calm under pressure**
- c) Avoid emotional situations
- d) Ignore others' feelings

**25. Self-motivation is important because:**

- a) It encourages dependency
- b) It drives individuals to take initiative and achieve goals**
- c) It reduces efficiency
- d) It makes work-life balance harder

**26. Professionalism in the workplace includes:**

- a) Being reliable and responsible**
- b) Ignoring deadlines
- c) Engaging in office gossip
- d) Avoiding teamwork

**27. Ethical decision-making involves:**

- a) Making choices that align with moral principles**

- b) Choosing shortcuts to success
- c) Ignoring ethical concerns
- d) Acting without considering consequences

**28. Which of the following is an example of workplace ethics?**

- a) Lying to a client
- b) Being honest and transparent**
- c) Taking credit for others' work
- d) Ignoring company policies

**29. Maintaining confidentiality in the workplace means:**

- a) Sharing sensitive company information
- b) Keeping important business information private**
- c) Discussing company issues with competitors
- d) Publicly posting company financials

**30. Punctuality in the workplace shows:**

- a) Lack of discipline
- b) Respect for time and responsibility**
- c) Disinterest in work
- d) Avoidance of deadlines

**31. Time management helps employees:**

- a) Miss deadlines
- b) Reduce productivity
- c) Prioritize tasks effectively**
- d) Work without planning

**32. A good strategy for managing time effectively is:**

- a) Procrastination
- b) Creating a to-do list and prioritizing tasks**

- c) Multitasking without focus
- d) Ignoring deadlines

**33. Which of the following is NOT a time management technique?**

- a) Pomodoro Technique
- b) Eisenhower Matrix
- c) Procrastination**
- d) Setting SMART goals

**34. Poor time management can lead to:**

- a) Increased stress and missed deadlines**
- b) Higher productivity
- c) Improved focus
- d) better work-life balance

**35. What is the key to balancing multiple responsibilities effectively?**

- a) Prioritizing important tasks and setting deadlines**
- b) Ignoring some responsibilities
- c) Working without planning
- d) Completing easy tasks first, regardless of urgency

**36. Networking is important because:**

- a) It helps build professional relationships and career opportunities**
- b) It is a waste of time
- c) It is only useful for sales professionals
- d) It replaces hard work

**37. Which platform is most commonly used for professional networking?**

- a) Instagram
- b) LinkedIn**
- c) TikTok
- d) YouTube

**38. An effective networking strategy includes:**

- a) Only reaching out when in need
- b) Building long-term relationships and offering value**
- c) Avoiding interactions with new people
- d) Ignoring industry trends

**39. What is a key benefit of strong workplace relationships?**

- a) Increased conflicts
- b) Better teamwork and collaboration**
- c) Avoiding difficult conversations
- d) Relying on gossip

**40. Networking can help professionals by:**

- a) Increasing job opportunities and knowledge-sharing**
- b) Wasting time at social events
- c) Reducing work focus
- d) Avoiding professional growth

**41. Creativity in the workplace leads to:**

- a) Increased problem-solving abilities**
- b) Reduced efficiency
- c) More rigid work processes
- d) Less collaboration

**42. Which of the following promotes workplace innovation?**

- a) Encouraging new ideas and diverse thinking**
- b) Sticking to old methods only
- c) Discouraging employee input
- d) Limiting learning opportunities

**43. Why is curiosity important for professional growth?**

**a) It helps in continuous learning and improvement**

b) It distracts from job responsibilities

c) It prevents employees from making decisions

d) It is not relevant to the workplace

**44. Which of these is a characteristic of an innovative employee?**

a) Resistance to change

**b) Openness to new ideas and approaches**

c) Avoiding challenges

d) Rejecting feedback

**45. Encouraging creativity in an organization helps in:**

a) Limiting new opportunities

**b) Enhancing productivity and competitiveness**

c) Discouraging teamwork

d) Reducing market growth

**46. Stress management is important because:**

**a) It helps maintain focus and productivity**

b) It reduces efficiency

c) It increases workplace conflicts

d) It leads to job dissatisfaction

**47. Which of the following is a good stress management technique?**

a) Ignoring responsibilities

**b) Practicing mindfulness and relaxation exercises**

c) Procrastinating until the last minute

d) Avoiding social interactions

**48. What is a key factor in achieving a healthy work-life balance?**

**a) Setting boundaries between work and personal life**

b) Working extra hours every day

- c) Avoiding vacations
- d) Focusing only on work

**49. Poor stress management can lead to:**

- a) Higher motivation levels
- b) Increased focus and productivity
- c) Stronger teamwork

**d) Burnout and decreased job performance**

**50. A good way to improve work-life balance is to:**

- a) Avoid responsibilities at work
- b) Work continuously without rest
- c) Take regular breaks and manage workload effectively**
- d) Ignore personal well-being

**Expected questions:**

1. Discuss why communication skills are important for boosting employability.
2. What role do interpersonal skills play in one's ability to work effectively with others in a corporate setting?
3. Can you elaborate on how leadership and team management skills can really impact an MBA graduate's career trajectory?
4. The Value of Emotional Intelligence in an MBA Graduate Give some examples from the workplace of how that might be applied.
5. How does critical thinking and problem-solving develop better decision making in a business setting?
6. What are soft skills and hard skills? What are the fundamental differences between them, and why are both kinds of skills needed to get a job?
7. What role does adaptability play in the success of the ever-evolving corporate landscape?
8. Discuss the role of time management in improving the productivity and employability of MBA students?

9.

## **EMPLOYABILITY SKILLS**

### **SECTION 4.1: RESUME WRITING**

#### **Here's the Shortened Version:**

4.1 : Introduction to resume writing

- 4.1.1: Meaning of resume
- 4.1.2: Importance of a good resume

4.2: Features of a good resume

4.3: Types of resume writing

4.4 : Model of resume writing

- 4.4.1: Resume model

4.5 : Etiquettes to be followed

- 4.5.1: Etiquettes of resume writing
- 4.5.2: Etiquette for the Job-Seeking Process

#### **4.1 : INTRODUCTION TO RESUME WRITING**

Drafting a good resume is important in showcasing your employability skills and getting the job you are applying for. Key skills you may want to emphasize can include communication, teamwork, problem-solving, leadership, adaptability, and technical skills. Keep your layout simple and tidy with bold headings and bullet point achievements, while a professional summary stands at the top of your resume. Tailor your resume for each job posting, use dynamic verbs, and quantify your achievements. Proofread several times to ensure that your resume is free from errors. Your polished resume shows your worth to employers and helps you stand out in the job market.



### 4.1.1 : Meaning of Resume

A resume is a formal document detailing an individual's experiences, skills, accomplishments, and qualifications. It is a useful tool in the job application process that allows the job seeker to introduce themselves in the best positive light to a potential employer. A well-written resume not only puts forth a person's qualifications but casts one's professional identity. This makes for the serious consideration of relative importance among the job applicants.

### 4.1.2 : Importance of a good resume

#### a. First Impression:

Your resume is often the first impression that potential employers will have of you. It must be clear, concise, and professional in order to guide that first impression.

**b. Professional Summary:**

A well-designed resume begins with a professional summary, which encapsulates the critical knowledge, skills, and goals achieved; it serves as a good hook to steer managers towards further exploration of your resume.

**c. Highly Skilled or Top Achiever:**

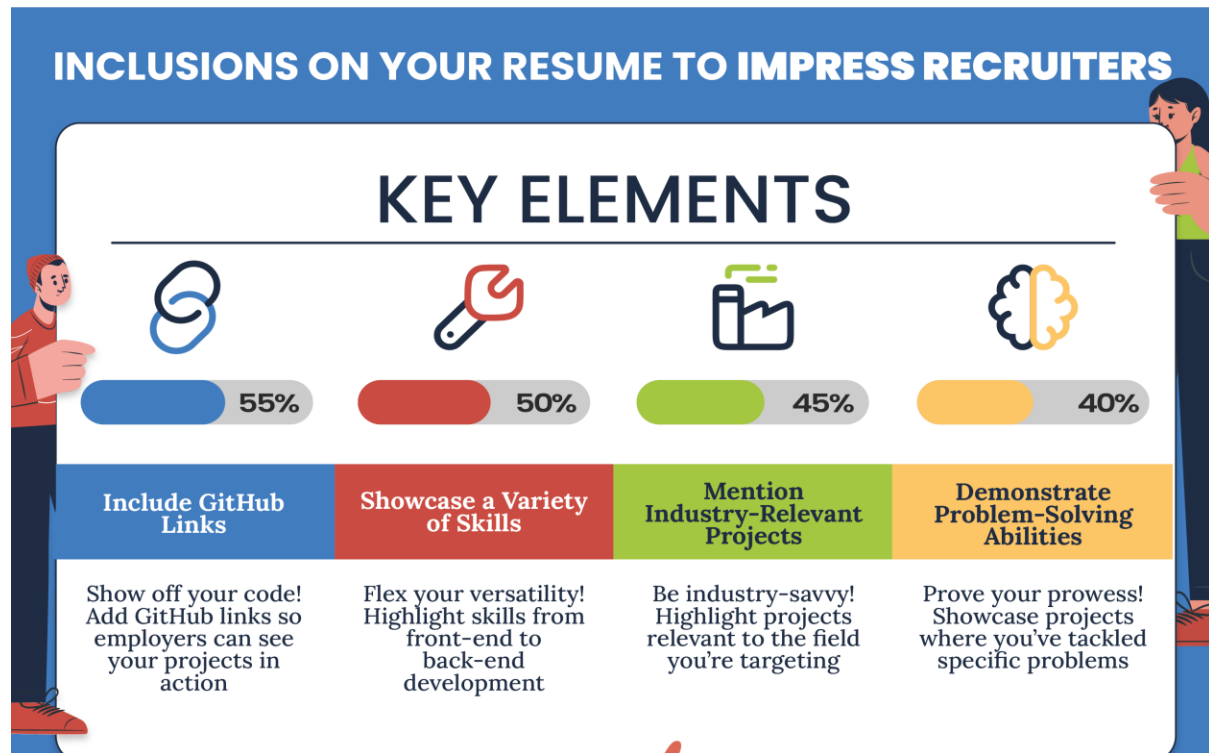
A resume gives you the opportunity to reflect on your skills, achievements, and very best for all previous roles. This part provides you with a possibility to show how contributing to the company you are applying with

**d. Specific to the Position at Hand:**

A resume that is well crafted should be very job-specific. By concentrating on some few qualifications and experiences that are considered most important for the job, it heightens your chances for the first shortlist.

**e. Professionalism or Detail:**

The resume that speaks profoundly of your professionalism and attention to detail goes a long way in making an object that you would give to the potential employer for closer consideration.



## 4.2: Features of a Good Resume

A fine resume is a powerful aid in your job quest armoury. It effectively conveys your qualifications and makes you stand out from other candidates. The main features that set a resume apart are as follows

### 1. Clarity and Conciseness:

- A resume that is clearly structured: A balanced and well-organized resume with sections that are clearly marked is easy for recruiters to access information from the resume.
- Conciseness in content: Omit those details that do not directly relate to the topic and focus on the most relevant information. The use of bullet points will facilitate the reading of the resume.

## 2. Professional Layout:

- **Neat Design:** Go for a simple, clean design which should be uniform in terms of fonts and formatting. Avoid the use of excessive colours, graphics, and fancy fonts.
- **Easy to Read:** Create a nice, airy look with the right amount of petty pace. Use single space as well as professional fonts like Arial, Calibri, or Times New Roman.

## 3. Relevance:

- **Content tailored to the job:** In each job application, the resume should be customized. Include the most pertinent skills, experiences, and qualifications related to the job.
- **Job-Related Keywords:** You should add the keywords from the job listing in your resume to get it through the Applicant Tracking Systems easily (ATS).

## 4. Accuracy:

- **Exact Information:** Before submitting your resume, take another look at your contact information, dates, and job titles for mistakes.
- **Reviewing:** Ensure the whole project is without typos or grammatical mistakes. Consider asking a friend or professional to review your resume.

## 5. Impactful Summary:

- **Professional Summary:** The opening part of the Narrative is only connected to a strong professional summary which depicts your key skills, backgrounds, and career prospects. It is a brief statement (2-3 sentences) that singles out the reader from the rest and this hence makes it a good introduction to the rest of the text.

## 6. Quantifiable Achievements:

- **Specific Accomplishments:** Communicate your attainment of goals with some examples of the work you accomplished. Give each number and metric so, give your accomplishments a particular number with figures like "Increased sales by 20%".
- **Action Verbs:** Kick off the bullet points with strong action verbs such as "led," "developed," "managed," and "achieved."

## 7. Consistency:

- **Visual Consistency:** Make sure all the designs will look the same, which includes font, size, bullet points, and headings. Let consistency stay across the document when you use bullet points and subheadings because it is very important in good typography.
- **Chronological Order:** Start with the latest in the reverse chronological order, and then detail your work history and education.

## 8. Education and Certifications:

- **Relevant Education:** Focus on the educational qualification which is most suitable for the application. Present the name of the facility, the obtained degree, and the year of graduation as instances.
- **Additional Certifications:** Show exactly any other extra certifications or courses that are linked to the function.

## 9. Skills:

- **Technical Skills:** List technical skills that you are familiar with and are relevant to the job. They could be like your software capability, languages that you can program with, and other technical skills.

- Soft Skills: Additionally, mention soft skills such as communication, teamwork, leadership, and the ability to solve problems.

## **10. Professional Experience:**

- Relevant Experience: Base the discussions on the major impact of projects accomplished in the past that are highly related to the job you are applying for.
- Detailed Descriptions: Be more specific in listing down your duties in each job. Your focus should be on your key accomplishments and contributions for each position.

TED Talks about resume preparation:

[https://youtu.be/WMtyJw4NED8?si=G5nAMggqZ9SZj\\_vr](https://youtu.be/WMtyJw4NED8?si=G5nAMggqZ9SZj_vr)

### 4.3 : Types of Resume Writing

There are various resume styles, each of which is designed to emphasize different aspects related to a candidate's qualifications. Deciding on the type of resume that suits your career history, skills, and the job you are applying for is the most important thing to solve the problem. This is a very wide category of resumes, and this article will help you to learn the types of resumes in detail:



## 1. Chronological Resumes

### **Description:**

The chronological résumé is the most common and traditional format for résumé writing, detailing one's work history in reverse chronological order. It begins with the

applicant's most recent position and goes backward in time, thereby tracing their career development through time.

### **Advantages:**

- ✓ **Easy to Read:** The easy flow allows the employer to follow your career into very easily clear lines of work.

- ✓ **Signs for Stability:** It shows a stable and progressive career path, indicating long-term employment and promotions.
- ✓ **Widely Accepted:** It works best for job applications given that most recruiters and employers prefer it.

### **Disadvantages:**

- ✓ **Doubts Future:** They bring a lot of attention to any breaks in employment that could, perhaps, bring up questions.
- ✓ **Less Tolerance:** In fact, it works against anyone with a truly eclectic work experience or wanting to change careers-the technique is rigidly focused on job titles and dates.
- ✓ **Possible Under-appreciation of Acknowledge:** While it emphasizes backward work history, it overlooks skills and achievements that may reflect your potential.

## **2. Functional Resume**

### **Description:**

Functional resumes put emphasis on skills and ability instead of a chronological work history. Information is arranged in categories of skills, highlighting relevant expertise and accomplishments.

## Advantages:

- ✓ **Skills-Oriented:** Focuses on skills and abilities, making it ideal to showcase what you can do instead of where you've worked.
- ✓ **Best for Career Changes:** Helps those who are entering a new career or industry by emphasizing transferable skills.
- ✓ **Minimizes Employment Gaps:** Less emphasis on dates and titles minimizes the impact of employment gaps.

## Disadvantages:

- ✓ **Missed Work History:** The lack of a concrete work history raises the possibility that employers may question your experience.
- ✓ **Not the Most Preferred:** Not well accepted by recruiters, who do favour a chronological format.
- ✓ **May Be Confusing:** Without a clear timeline, it'd be difficult for employers to trace the progression of your career.

## 3. Combination (Hybrid) Resume

### Description:

The combination (or hybrid) resume merges both the chronological and functional resumes. Therefore, such a resume describes your skills and talents while also listing your work experiences chronologically.

## Advantages:

- ✓ **Best of Both Worlds:** The combination utilizes the best of both worlds offered by a chronological and functional resume.
- ✓ **Flexibility:** Works for basically every scenario, from career change to showcasing specific abilities.
- ✓ **Completeness:** It shows every angle of your qualifications regarding skills and work history.

## Disadvantages:

- ✓ **Complicated Design:** The more complicated path to construction and reading organization is paramount.
- ✓ **Length:** It is information-heavy and may become long-winded, which some employers dislike because they prefer concise documents.
- ✓ **Not Accepted by All:** Whereas flexibility applies, some employers would actually prefer a more conservative format.

## 4. Targeted Resume

### Description:

Targeted resumes represent a modification for specific jobs or industries, focusing on the most relevant qualifications and experiences and tailoring content to meet job specifications.

## Advantages:

- ✓ **Tailored Content:** Created specifically for that job, thus grabbing the attention of the recruiter.
- ✓ **Relevance:** Discusses the qualifications, skills, and experience most relevant to that job.
- ✓ **Better Results:** Likely to lead to increased interviews, as the document closely mirrors the job description and requirements.

## Disadvantages:

- ✓ **Time-Consuming:** It costs a lot of working hours to customize resumes for every job application, especially if one is applying for many positions.
- ✓ **Less Flexibility:** Not useful for applying for many job types at the same time since every version is painstakingly tailored for a specific role.
- ✓ **Potential Over-Customization:** An overzealous tailoring process may lead to some underemphasis on other equally important aspects of your qualifications.

## 5. Mini Resume

### Description:

A mini resume is a brief summary that captures your key qualifications and experiences. It is used often for networking purposes, as an additional item to a business card, or in cases where a complete resume is just not needed.

### Advantages:

- ✓ **Concise:** Provides key information in a brief format that anyone can read and share easily.
- ✓ **Convenient:** Good for networking, career fairs, or informal introductions where the requirements of a full resume may be excessive.
- ✓ **Quick Reference:** A fast reference to your most important qualifications and contact information.

### **Disadvantages:**

- ✓ **Limited Information:** Without detailed achievements and work experience, it does not fully showcase your capability.
- ✓ **Less Formal:** It would not be suitable for formal job applications that require full resumes.
- ✓ **May Omit Details:** Due to space constraints, important information may have to be left out.

## **6. Infographic Resume**

### **Description:**

An infographic resume uses graphical elements like illustrations, charts, icons, and colours to give a creative and compelling presentation of information. It is often a choice in creative fields to exhibit the designers' skills.

### **Advantages:**

- ✓ **Visually Appealing:** Incorporating graphics, it augments the beauty of the presentation, thereby drawing attention toward it.
- ✓ **Creative Showcase:** This form is suitable for creative professions where design and visual communication are among the skills valued.
- ✓ **Memorable:** More likely to leave an imprint in the minds of employers because of its unique form.

### **Disadvantages:**

- ✓ **ATS Compatibility:** Might be incompatible with ATS (applicant tracking systems) that rely on parsing the text and could potentially fail in the automated screening.
- ✓ **Not Universally Accepted:** Not suitable for traditional or conservative industries that prefer standard formats for resumes.
- ✓ **Overly Creative:** If not done well, it can be distracting to the point of being counterproductive; it could be cluttered and incoherent.

## **7. Video Resume**

### **Description:**

A video resume is a short video made by the candidate to introduce himself/herself, showcase skills, and highlight personality. This innovative approach helps in standing out and making a personal connection with employers.

### **Advantages:**

- ✓ **A truly dynamic presentation:** A chance to personalize your resume, thus making it come alive.
- ✓ **Standout factor:** Sets candidates apart from others and thus makes a bigger bang.
- ✓ **Showcasing personality:** Clearly communicates enthusiasm, communication skills, and personality traits.

### **Disadvantages:**

- ✓ **Technical problems:** To produce a really good presentation, considerable video production and editing efforts may be required.
- ✓ **Not ubiquitous:** Some employers may not accept or prefer video resumes, thus rendering it a less reliable option.
- ✓ **Time-consuming:** Preparing a good professional video resume may prove to be much time-consuming and involve several takes and aspects of editing.

### 4.4 : MODEL OF RESUME WRITING



#### 1. Contact Information:

- Example: John Doe  
  
johndoe@example.com  
  
+1 (123) 456-7890  
  
linkedin.com/in/ john doe

## 2. Professional Summary:

- Instructions: Write a brief statement (2-3 sentences) highlighting your key skills, experience, and career goals.
- Write a brief statement (2-3 sentences) highlighting your key skills, experience, and career goals.

- **Example:**

Results-driven MBA graduate with over 5 years of experience in marketing and project management. Skilled in developing and implementing strategic marketing plans. Seeking a challenging role to leverage my expertise in driving business growth.

## 3. Education:

- Instructions: List your academic qualifications in reverse chronological order.
- List your academic qualifications in reverse chronological order.

- **Example:**

Master of Business

Administration (MBA)

University of XYZ, 2022

Bachelor of Commerce (B. Com)

ABC University, 2018

#### 4. Work Experience:

- Instructions: Include details of your professional experience, using bullet points to highlight key responsibilities and achievements. Use action verbs and quantify achievements where possible.
- Include details of your professional experience, using bullet points to highlight key responsibilities and achievements.
- Use action verbs and quantify achievements where possible.

- **Example:**

Marketing Manager

DEF Corporation, 2019 - Present

- Developed and executed marketing campaigns that increased sales by 20%.
- Managed a team of 5 marketing professionals and coordinated cross-functional projects.
- Analysed market trends and customer feedback to refine marketing strategies.

Marketing Intern

GHI Company, 2018 – 2019

- Assisted in the development of social media marketing strategies.
- Conducted market research and provided insights for product development.
- Supported the planning and execution of promotional events.

## 5. Skills

- Instructions: List both technical and soft job-related skills.
- List both technical and soft skills that are job-specific.

- **Example:**

Technical Skills: - Very skilled in the different Microsoft Office Suite programs (Word, Excel, PowerPoint) - Significant knowledge about customer relationship management (Salesforce, HubSpot)

Soft Skills: - Good ability to communicate and present - Remarkable leadership skills and team management qualities

## 6. Certifications & Awards:

- Instructions: Include any other qualifications or recognitions that are related to the position if any.
- Include any additional qualifications or recognitions related to the job you've.

- **Example:**

Certified Project Management Professional (PMP), 2021 Awarded as "Employee of the Month" by DEF Corporation, March 2020

### 7. *Projects:*

- Instructions: Write a short note on the main projects you have worked on. Focus on the main achievements as well as the effects.
- Provide brief descriptions of significant projects you've worked on, highlighting the impact and the outcomes.

- **Example:**

Project: Launch of New Product Line - Oversight of the marketing team in launching a new product line which led to a 15% increase in market share. - I joined the sales team and product development to create a compelling go-to-market strategy.

### 8. *Design and Formatting Tips:*

- Instructions: Pick a professional and clean layout with the same font style and bullet points at all places besides using many colours and graphics. To make it easy to read ensure that the resume has enough space by providing appropriate margin.
- Use a clean and professional layout with consistent fonts and bullet points.
- Avoid using too many colours or graphics.
- Ensure there is sufficient white space to make the resume easy to read

### 4.4.1: Resume model

# Carla Jensen

Senior Financial Analyst | Strategic Planning | Data Analysis

help@enhancv.com

linkedin.com

undefined

## SUMMARY

Decade long background in strategic financial planning, data analysis, and operational efficiencies. Leverage expertise in sophisticated MBA methodologies. Recognized for streamlining processes, leading cross-functional teams, and delivering impactful business outcomes.

## EXPERIENCE

### Senior Financial Analyst

#### Bank of America

2016 - Present New York, NY

Drove revenue growth through strategic planning and financial modeling.

- Led 15 cross-functional team members to manage a \$500 million portfolio
- Developed new budgeting process saving 15 hours per week
- Streamlined reporting processes resulting in 30% time savings

### Financial Analyst

#### Goldman Sachs

2013 - 2016 Los Angeles, CA

Managed financial forecasting and analysis to drive business strategy and success.

- Assisted with quarterly and annual closings, reducing process time by 20%
- Improved forecast accuracy by implementing new financial techniques
- Managed a portfolio exceeding \$200 million while exceeding goals for risk and return

### Associate Financial Analyst

#### JPMorgan Chase

2010 - 2013 Chicago, IL

Provided support for budgeting, forecasting, and financial reporting.

- Supported a 10% reduction in operational costs by identifying inefficiencies
- Improved financial reporting speed by 25% by implementing new software
- Assisted with quarterly and annual reports to investors and regulatory agencies

## EDUCATION

### MBA in Finance

#### Harvard Business School

2008 - 2010 Cambridge, MA

### B.Sc in Finance

#### University of Pennsylvania

2004 - 2008 Philadelphia, PA

## LANGUAGES

English  
Native



Spanish  
Advanced



## STRENGTHS

### ★ Strategic Thinking

Developed a 5-year financial strategy for a multimillion-dollar corporation, resulting in a 20% increase in annual revenue.

### ⚡ Leadership

Led a team of 15 financial analysts, and guided strategic decision-making that drove profitability.

### ☆ Problem Solving

Implemented new budgeting process which decreased prep time by 30% and increased forecast accuracy by 15%.

## SKILLS

### Strategic Financial Planning

### Budgeting and Forecasting

### Data Analysis

### Financial Reporting

### MS Excel

### SAP

### QuickBooks

## CERTIFICATION

### Certified Management Accountant (CMA)

Institute of Management Accountants (IMA)

### Chartered Financial Analyst (CFA)

CFA Institute

## PASSIONS

### ✓ Continued Learning

I am passionate about continually evolving my knowledge and staying current with the financial industry trends.

### ✍ Mentoring

I find extreme satisfaction in mentoring young professionals and guiding them in their financial careers.

<https://youtu.be/3agP4x8LYFM?si=RM38aPTI9ZaKzYQj>

## 4.5 : ETIQUETTES TO BE FOLLOWED

### 4.5.1 : ETTIQUETTES OF RESUME WRITING

The most significant aspects of resume writing are clearness and readability. These etiquettes guarantee that your resume turns out to be the best one; exactly what you need to do to get the job you want. Here's a detailed and expanded guide on the etiquettes of resume writing:

#### 1. Clarity and Readability:

- **Use Clear Headings:** Giving clear names of these sections (such as Contact Information, Professional Summary, Work Experience) would aid in their quick retrieval by the personnel department. This makes it the most efficient way for recruiters to obtain the information they are seeking.
- **Consistent Font:** We recommend you to write in a professional and easily readable font like Arial, Calibri, or Times New Roman. Please make sure that the font sizes are consistent throughout the document.
- **Bullet Points:** Using bullet points to list responsibilities and achievements is also a good idea. That way the content will be easier to scan and more readable.
- **White Space:** Make sure that you include enough white spaces around the margins and between sections. This will make your resume look both more readable and less overwhelming.

#### 2. Content Relevance:

- **Tailor to the Job:** Adjust the resume to each job you apply for. Showcase the skills and experiences that are related to the job description.
- **Focus on Achievements:** Go for accomplishments and quantifiable results as opposed to only cataloguing the tasks you were doing. For example, instead of saying "Managed a team," say "Managed a team of 10, leading to a 15% increase in productivity."

- **Avoid Irrelevant Information:** Do not include personal information such as age, marital status, or hobbies unless it is strictly relevant to the job in question.

### 3. Professional Tone:

- **Formal Language:** One of the essential things in a resume is the professional and formal language. Try not to use slang, jargon or overly casual language.
- **Third-Person Perspective:** Try to write in the third person, without using pronouns like "I" or "me." One nice example could be Instead of "I developed a new marketing strategy," write "Developed a new marketing strategy."

### 4. Accuracy and Honesty:

- **True Information:** Your resume should reflect only truthful and accurate information. Do not overstate or misrepresent your credentials, experiences, or accomplishments.
- **Proofreading:** It is a good idea to examine your resume meticulously to eliminate typos, grammatical errors, and inconsistencies. Ask a friend or a professional to give it a look as well.

### 5. Professional Layout:

- **Consistent Formatting:** Employ consistent formatting in headings, bullet points and text alignment. This way, your resume will have a cohesive and professional look.
- **Margins and Spacing:** Utilize the standard margins (1 inch) and make sure there is a uniform amount of space between sections and paragraphs.

## 6. Contact Information:

- **Current and Professional:** Keep your contact information up to date, which should include your name, phone number, email, and LinkedIn profile information.
- **Professional Email Address:** Get a professional email address, which can be your name (e.g., john.doe@example.com). Consider avoiding nicknames and unprofessional email addresses.

## 7. Professional Summary:

- **Concise and Impactful:** Write a short but emotional professional summary that will stress to the employer your key skills, experience, and career goals.
- **Tailored to the Job:** Tailor the summary to harmonize with the specific post that you are applying for.

## 8. Work Experience:

- **Reverse Chronological Order:** Put your work experience in the descending date order, starting with the one you are currently doing.
- **Action verbs:** Writing Skills-working with and creating action verbs as well as responsibility and achievement are the best for candidate's profile, such as "Led," "Developed," "Managed".
- **Performance Indicators:** Presenting quantifiable results that prove how your work has brought change can be a great way to showcase your contribution (e.g., "Increased sales by 20%").

## 9. Education and Certifications:

- **Relevant Education:** Write a short paragraph that contains your educational qualifications and relevant certifications, obviously mentioning the title of the

qualification, the institution, the date of passing. Be sure to keep it simple and to the point.

- **Additional Certifications:** Inform about any other relevant certifications or courses you took that are connected to the job available.

#### 10. Skills:

- **Technical and Soft Skills:** Use bullet points to display both technical skills (e.g., software proficiency) and soft skills (e.g., communication, leadership). Make sure to personalize this one for the job description you are applying for.

#### 11. Professional Experience:

- **Detailed Descriptions:** To make the most out of it, please provide clear and detailed descriptions of your roles and responsibilities. See what did you do for the companies and what made you special in these activities.
- **Relevant Experience:** Concentrate on those jobs that are in line with the job for which you are applying.

#### 12. Design and Formatting:

- **Clean and Professional Layout:** A simple and professional layout is established using readable fonts and bullets that match the style of the page. The see-through is clean and very professional.
- **Templates:** Moreover, you might think about having your resume created by a professional that is fully equipped in this particular field and is entirely up-to-date with document trends and styling. (Source: GlobalEdgecareers.com)

That way, your document will be designed by the standards of professional resume writing telltales plays and therefore, make it attract the attention of the employers you are applying to.

## 4.5.2 : Etiquette for the Job-Seeking Process

Job searching is a process that demands professionalism and insight into workplace etiquette. Some etiquette to observe during the process are:



### Research and Preparation

- ✓ **Know the Company:** Research what the company stands for, including its mission, values, and culture.
- ✓ **Know the Job:** Cover job descriptions and qualifications required to perform the job.

### 2. Application Process

- ✓ **Application Instructions:** Read and follow instructions as provided by the hiring company.

- ✓ **Professional Communication:** Use a professional email and format all written communication accordingly.

### 3. Resumes and Cover Letters

- ✓ **Content Tailoring:** Your CVs and cover letters should speak for the jobs to which they are applying.
- ✓ **Error-Free:** Proofread to eliminate any grammar or spelling errors.

### 4. Interviewing Techniques

- ✓ **Dress Appropriately:** Dress appropriately based on the company culture
- ✓ **Rehearse:** Can prepare answer responses to frequently asked questions and may possibly do a practice run with a friend or in front of a mirror.

### 5. During the Interview

- ✓ **Punctuality:** Arrive at least on time and a few minutes early.
- ✓ **Be Polite and Courteous:** Greet all of your interviewers, including every receptionist and staff clerks, in a polite manner.
- ✓ **Active Listening:** Concentrate on what the interviewer has to say, as he/she will be weighing various aspects of your interaction and giving you thoughtful feedback.

### 6. Body Language

- ✓ **Posture:** Stand and sit up straight; engage in eye contact.
- ✓

- ✓ **Engaged:** Nod and smile within predesignated moments to express your interest.

## 7. After the Interview

- ✓ **Thank-You Note:** Write a thank-you email or note within 24 hours after the interview thanking the interviewer(s).
- ✓ **Follow Up:** If you do not hear back by the time indicated, you may follow up respectfully.

## 8. Professionalism

- ✓ **Honesty:** Be truthful about your skills and experiences.
- ✓ **Respectful:** Show respect to everyone you come into contact with.

## 9. Networking Etiquette

- ✓ **Relationship Building:** Network with professionals in your industry and attend related events.
- ✓ **Follow-Up:** This includes maintaining contact with others while thanking them for assistance, guidance, or advice rendered.

## 10. Social Media Etiquettes

- ✓ **Clean Online Image:** Make sure your social networking profiles are presentable and good.
- ✓ **LinkedIn:** Ensure your LinkedIn profile is professional and current.

## MULTIPLE CHOICE QUESTIONS:

1. What is the primary purpose of a resume?

- a) To provide a detailed autobiography
- b) To highlight your skills and experiences relevant to a job**
- c) To showcase your creative writing skills
- d) To list all your personal achievements

2. Which resume format is most suitable for someone with a strong and continuous work history?

- a) Functional
- b) Chronological**
- c) Combination
- d) Targeted

3. In a functional resume, what is emphasized the most?

- a) Work history
- b) Education
- c) Skills and abilities**
- d) Hobbies and interests

4. Which sections of a resume typically comes first?

- a) Education
- b) Work Experience
- c) Professional Summary**
- d) References

**5. What is the main advantage of using a combination (hybrid) resume?**

- a) It is the shortest format
- b) It highlights both skills and work history**
- c) It is the most visually appealing
- d) It requires the least amount of customization

**6. How should you list your work experience in a chronological resume?**

- a) From oldest to newest
- b) Alphabetically by company name
- c) From newest to oldest**
- d) Grouped by job type

**7. What type of resume is often used for networking purposes?**

- a) Chronological
- b) Functional
- c) Mini**
- d) Infographic

**8. Which resume type uses visual elements like graphics and charts to present information?**

- a) Video
- b) Targeted
- c) Infographic**
- d) Mini

9. What is a key disadvantage of a functional resume?

- a) It is too long
- b) It lacks detailed work history**
- c) It is difficult to read
- d) It is not customizable

10. In a video resume, what should you focus on?

- a) Providing detailed work history
- b) Showcasing your personality and communication skills**
- c) Listing all your qualifications
- d) Displaying your hobbies

11. What is the ideal length for a resume?

- a) 1-2 pages**
- b) 3-4 pages
- c) 5-6 pages
- d) As long as necessary

12. When tailoring a targeted resume, what should you consider?

- a) The job description and requirements**
- b) Your favourite achievements
- c) Your personal interests
- d) The company's dress code

13. What should you include in the education section of your resume?

- a) Your hobbies and interests

**b) Your highest degree and relevant certifications**

c) A list of all courses you have ever taken

d) Your social media handles

**14. Which resume format is best for someone changing careers?**

a) Chronological

**b) Functional**

c) Mini

d) Infographic

**15. What is one key feature of an infographic resume?**

a) Emphasis on work history

**b) Use of visual elements and design**

c) Detailed job descriptions

d) long paragraphs of text

**16. How should you handle employment gaps in your resume?**

a) Leave them unaddressed

**b) Use a functional format to downplay gaps**

c) Provide fictional job entries

d) Ignore them and focus on education

**17. What is the main goal of the professional summary in a resume?**

**a) To introduce yourself and highlight key qualifications**

b) To list all your hobbies

c) To provide references

d) To discuss your salary expectations

**18. Why is it important to use action verbs in your resume?**

- a) To make it longer
  - b) To create a dynamic and engaging description**
  - c) To use complex language
  - d) To confuse the reader
- 19. What is one thing you should avoid including in your resume?**
- a) Contact information
  - b) Irrelevant work experience**
  - c) Key skills
  - d) Professional summary
- 20. How can you make sure your resume is error-free?**
- a) Use complex vocabulary
  - b) Proofread multiple times and have someone else review it**
  - c) Avoid using a template
  - d) Keep it as short as possible
- 21. What is a resume?**
- a) A casual letter to a potential employer
  - b) A formal document detailing an individual's experiences, skills, and qualifications**
  - c) A list of references
  - d) A generic form used for all job applications
- 22. What is the primary purpose of a resume?**
- a) To negotiate salary

- b) To showcase your skills and qualifications to potential employers**
- c) To provide personal information
- d) To express your interest in a specific company

**23. Which of the following is NOT a key feature of a good resume?**

- a) Clarity and conciseness
- b) Professional layout
- c) Excessive use of colours and graphics**
- d) Accuracy

**24. What is the recommended font for a resume?**

- a) Comic Sans
- b) Arial**
- c) Papyrus
- d) Brush Script

**25. What is the purpose of a professional summary on a resume?**

- a) To list all your previous job titles
- b) To provide detailed descriptions of your hobbies
- c) To highlight your key skills and experience in a concise manner**
- d) To explain your reasons for leaving previous jobs

**26. How should you list your work experience on a chronological resume?**

- a) **In reverse chronological order, starting with your most recent job**
- b) In alphabetical order by company name
- c) In order of importance to the job you're applying for
- d) Randomly

**27. What is a functional resume best suited for?**

- a) **Individuals with employment gaps or career changes**
- b) Recent graduates with limited work experience
- c) Individuals with a stable and linear career path
- d) Individuals applying for creative positions

**28. What is a key advantage of a targeted resume?**

- a) It can be used for any job application
- b) **It is tailored to a specific job description**
- c) It is shorter than other resume types
- d) It includes personal information like hobbies

**29. What is a potential disadvantage of an infographic resume?**

- a) It is too simple
- b) **It may not be compatible with Applicant Tracking Systems (ATS)**
- c) It is not visually appealing
- d) It is too long

**30. What is the main purpose of a video resume?**

- a) To replace a traditional resume
- b) To showcase your video editing skills
- c) To introduce yourself and highlight your personality**
- d) To provide a detailed account of your work history

**31. Which of the following should NOT be included in your contact information on a resume?**

- a) Your phone number
- b) Your email address
- c) Your marital status**
- d) Your LinkedIn profile URL

**32. What is the recommended tone for a resume?**

- a) Informal and conversational
- b) Formal and professional**
- c) Humorous and witty
- d) Emotional and persuasive

**33. What should you do before submitting your resume?**

- a) Proofread it carefully for errors**
- b) Send it to all your friends for feedback
- c) Post it on social media

d) Print it on brightly coloured paper

**34. Which of the following is an example of a strong action verb for a resume?**

a) Was responsible for

b) Did

**c) Managed**

d) Tried

**35. How should you present your skills on a resume?**

a) In a long paragraph

**b) Using bullet points**

c) With complex technical jargon

d) In a separate document

**36. What type of information should be included in the education section of a resume?**

a) Your high school GPA

**b) Your degrees, institutions, and graduation dates**

c) A list of all the courses you took

d) Your favourite subjects

**37. What is the purpose of quantifying your achievements on a resume?**

a) To make your resume longer

- b) To impress the employer with big numbers
- c) To provide concrete evidence of your accomplishments**
- d) To show off your math skills

**38. What is the best way to handle employment gaps on a resume?**

- a) Lie about the dates
- b) Ignore them completely
- c) Consider using a functional resume format**
- d) Explain them in detail in a cover letter

**39. What is the purpose of a cover letter?**

- a) To repeat the information on your resume
- b) To introduce yourself and explain your interest in the position
- c) To provide personal information not included on your resume**
- d) To request an interview

**40. What should you do after an interview?**

- a) Call the interviewer immediately to ask for feedback
- b) Send a thank-you note within 24 hours**
- c) Post about the interview on social media
- d) Wait for the employer to contact you

**41. What is networking in the context of job searching?**

- a) Connecting with friends and family for job leads
- b) Building relationships with professionals in your industry**
- c) Using social media to find job postings
- d) Attending job fairs

**42. What is the importance of maintaining a professional online presence during a job search?**

- a) To gain more followers on social media
- b) To show off your personal life
- c) To ensure your online profiles reflect positively on you**
- d) To connect with potential employers on social media

**43. Which of the following is NOT a recommended interview etiquette?**

- a) Arriving on time
- b) Dressing appropriately
- c) Interrupting the interviewer frequently**
- d) Maintaining eye contact

**44. What is the purpose of researching a company before an interview?**

- a) To impress the interviewer with your knowledge
- b) To prepare questions to ask the interviewer
- c) To demonstrate your interest in the company
- d) All of the above**

**45. What is the best way to follow up after an interview if you haven't heard back?**

- a) Call the interviewer every day
- b) Send a demanding email
- c) Send a polite and respectful follow-up email**
- d) Give up and move on to other applications

**46. What is the most important aspect of a mini resume?**

- a) Its length
- b) Its design
- c) Its conciseness**
- d) Its format

**47. What is the primary focus of a combination resume?**

- a) Both skills and work experience**
- b) Only skills
- c) Only work experience
- d) Personal information

**48. What is the main advantage of using bullet points in a resume?**

- a) To make the resume longer
- b) To add visual appeal
- c) To improve readability and scannability**
- d) To emphasize keywords

**49. What should you avoid including in a resume unless it is directly relevant to the job?**

- a) Your skills
- b) Your education
- c) Your hobbies**
- d) Your work experience

**50. What is the purpose of using keywords in a resume?**

- a) To make the resume sound more impressive
- b) To improve the resume's searchability
- c) To help the resume get through Applicant Tracking Systems (ATS)**
- d) To demonstrate your vocabulary

**Video links:**

TOP 10 SKILLS TO MENTION IN RESUME:

<https://youtu.be/tDa3Z7dOeMw?si=iuHI61cFJSWy4EW1>

CV & RESUME TEMPLATE FOR STUDENTS:

<https://youtu.be/7tXMw5MdV08?si=ortwaw69fFHxhZ-Y>

## EMPLOYABILITY SKILLS

### SECTION 5.1: BUSINESS PRESENTATION

#### OVERVIEW

**1. Introduction to Business Presentations**

**2. Types of Presentations (Written, Oral, Team)**

**3. Preparing for Presentations**

**4. Delivering Presentations**

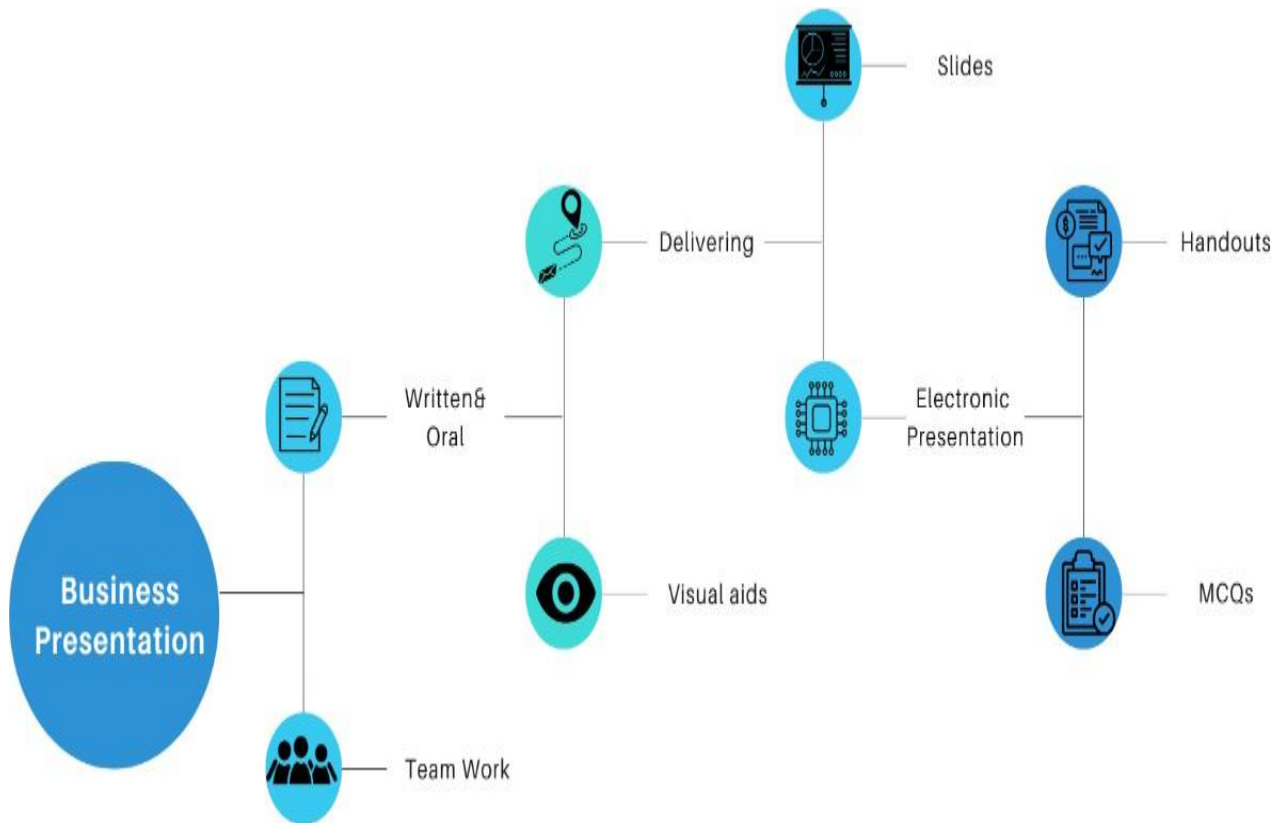
**5. Visual Aids**

**6. Electronic Presentations**

**7. Handouts & Materials generate it with clear and correct spelling images**

**8. Managing Q&A Sessions**

<b>9. Overcoming Challenges</b>
<b>10. Case Studies</b>
<b>11. Conclusion</b>
<b>12. Additional Resources</b>



## 5.1.1-Introduction to Business Presentations:

Business presentations are one of the essential communication aspects in the professional world. They serve as a medium to share ideas, strategies, and proposals within a company or with external stakeholders. It is about informing, persuading, or motivating the audience in the context of internal meetings, client pitches, or discussions with investors.

The powerful business presentation can be a recommendation device, relational builder, and success driver for a business. It doesn't just present data; it formulates a message that resonates, engages, and challenges for action.

Mastering the art of presentation is the most vital tool in today's competitive landscape. A business presentation requires good preparation, effective communication, and integration of visual aids, storytelling, and interactive elements. All these elements work in harmony to ensure that the message lingers long enough in the audience's mind and also stimulates them into taking action.

## 5.1.2-Critical Components of an Effective Business Presentation:

1. **Clear Objective**: What action do you want the audience to take?
2. **Engagement of Audience**: Techniques are used to hook and hold attention throughout.
3. **Visual Aids**: Slides, graphs, or any other visualization used to augment your message in front of the audience
4. **Call to Action**: Final call in which you create a clear compelling action for them to take in order to reach the next level.

### 5.2.1-Definition of business presentation:

A business presentation offers a way to share key info or thoughts in a work setting. It means showing data, insights, or ideas to people like team members, customers, or outside partners.

#### The aim:

- ✓ To inform,
- ✓ To convince, or
- ✓ To get people to act.

These presentations often use visual tools—slides, graphs, charts—to help explain tricky info in a way that's easy to grasp. Behind the scenes, there's a lot of research, planning, and organizing. This makes sure the message hits home and matters to the people watching.

The success of a business presentation hinges on both the quality of the content and the speaker's ability to deliver it. This includes keeping the audience interested, speaking with confidence, and giving a clear next step.

- **Clear objectives:** The presentation should have a well-defined purpose such as to propose a new idea, to address a problem, or to get approval.
- **Audience awareness:** It's crucial to adapt the presentation to what the audience needs, cares about, and expects.
- **Engagement techniques:** Using stories visual aids, and interactive elements helps to keep people's attention and make a strong impression.
- **Professionalism:** Presentations need to be well-polished focusing on being clear, accurate, and using the right tone to build trust.

### 5.2.2-Importance of Business Presentations

Business presentations undeniably are important in the commercial world of doing business. They could be instrumental in driving any kind of business transaction involving a large number of ideas, data, and proposals in a way that is both lucid and pithy.

Business presentations can act as a soft-sell persuasion technique appropriate for seeking approvals through project launches, recommending a strategy, demanding follow-ups, and taking necessary action. A well-delivered presentation establishes the credibility of the presenter and the expertise and capability of taking an audience along with expertise in engaging that audience.

Secondly, the PowerPoint tool on business presentations enables an understanding-oriented discussion by offering a platform that integrates all; it gives interaction within the group, criticism, and healthy reviews, which promotes a sense of belonging and effective collaboration within this setting. Yet, as soon as there is trust and friendship, business presentations stand a significant chance in making relationships last.

The end result being that business presentations are created to ultimately incite action through bringing the audience to a realization about some new theories, knowledge, or ideas in which the latter hopefully gets encouraged to take specific actions to achieve the business interest.

### 5.2.3-The core benefits of business presentations:

- **Clear Communication:** Topic areas that are presented in an organized, coherent manner.
- **Persuasion and Consequence:** The ability to secure intention and business implications of an audience.
- **Credibility and Professionalism:** Elevation of presenter's status in a good light and what creates employer.
- **Collaboration and Feedback:** Platform for a discussion where the audience is not only stimulated into participation but does receive the grounds with responsive feedback that builds within this interactive spirit.

## 5.2.4-Presentations in Business

Business Presentation an organized structural form of communication intended for communication of data, ideas, or proposals to an audience in a corporate context.

### Primary Objectives:

- **Inform**: Share important data, reports, or updates.
- **Persuade**: Influence decisions regarding a proposal or gather support.
- **Motivate Action**: Motivate the audience into a direction, job or decision.
- **Common Venues**: Business presentations are typically held during meetings, customer pitches, conferences, boardroom meetings, or company updates.

### Use of Tools:

Visual aid; the slides come handy with the graph, charts, and videos for providing easier access to complex data and making it more interesting.

Presenter tries to keep the audience engaged - Responsible for not just imparting knowledge, but also being able to create an impact on the audience such that the message is well understood and is retained.

### Objectives:

Successful business presentations help in aligning teams, ensuring decision-making, and creation of relationships - all contributing to the success of a project or a business.

### 5.2.5-Different Entities with Different Links:

Good presentation is a requirement in each and all (almost). For, the presentation makes room for decision-making and sets the business operation-on purpose and project-straight.

Here's a clear breakdown:

#### 1.In Presentation Context:

- **Entities:** Text boxes, images, charts, shapes, or slides.
- **Links:** Hyperlinks, action buttons, or transitions that connect slides or external websites.
- **Example:** A financial chart (entity) linked to a detailed report. A project overview slide (entity) linked to specific task slides.

#### 2.In Business Context:

- **Entities:** Departments, teams, stakeholders, or business units.
- **Links:** Relationships such as reporting lines, workflows, or communication channels.
- **Example:** Marketing Department (entity) linked to the Sales Team through lead generation processes. Finance Team linked to Management via financial reports.

#### 3.In Technical/System Context:

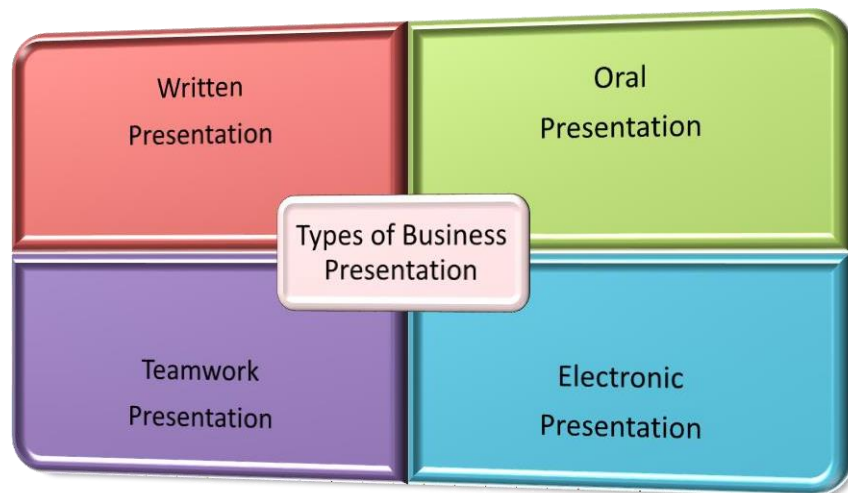
- **Entities:** Databases, websites, or software modules.
- **Links:** APIs, data flows, or code references that connect systems.
- **Example:** A user account database (entity) linked to a login system via an API. Web pages (entities) linked through internal hyperlinks.

#### 4. Why It's Important in Presentations:

A well-structured presentation connects different entities logically, guiding the audience through: Clear decision-making paths. Purpose-driven business operations. Structured project overviews.

### 5.3.1-Types of Business Presentations

Presentations are used in almost every sphere, be it business presentation, education, or even entertainment. Naturally, there's no single solution for a presentation. In fact, there's a lot of things to consider when you choose the types of presentation. While your presentation's goal certainly matters, there's also the visuals, the lengths, the type of presentation style and a lot of other features to consider.



### 5.3.2-Written Business Presentations

Written Presentations are very useful when information shared requires long data analysis, research, or background details that may be too long or time-consuming to

present orally. Written presentations tend to be more formal than oral ones and can act as a reference document for the audience.



## Key elements:

- **Clarity:** Language should be simple and concise, well-structured to help the reader easily understand complex ideas.
- **Supporting Data:** To be included are charts, tables, and graphs to support the claims and make data more palatable.
- **Purpose:** Informing or persuasiveness; informative used with much detail for decision making or analysis.
- **Detailed Analysis:** Extensive research and analysis are done to support key arguments and provide information that is comprehensive.
- **Formality:** The structure of the essay is formal and usually consists of introduction, body, and conclusion.

## Case Study: Business Plan for New Product Launch

Use of Written Presentation for XYZ Tech Solutions' New Product Launch Clear Communication:

Presents essential information about the product, market, and financials in a straightforward manner.

Reference for Investors: Serves as a document that investors can consult after the presentation.

**Professionalism:** Showcases the company's credibility and strategic foresight.

**Persuasive Impact:** Backs up claims with data, forecasts, and competitive strengths.

**Guides Discussions:** Keeps Q&A sessions centered on important business issues.

**Consistency:** Ensures that all investor groups receive the same clear message. This approach helps build investor confidence and secures funding for production and marketing.

### 5.3.3-Oral Business Presentations

An oral business presentation is delivered in spoken words, usually in the setting of a meeting, conference, seminar, or webinar. They are one of the most direct and effective means of communication in the business world with an ability to persuade, engage, and build rapport with an audience.

They provide a basis for real-time interaction, thus allowing the speaker to take into consideration the feedback and reactions of the audience and adjusting accordingly.

Strongly considering oral presentations to be an effective way of influencing decisions and keeping the audience engaged is attributable to the capability of expressing tone, passion, and energy.



## Key elements:

- **Verbal & Non-Verbal Communication:** Engaging the audience involves the spoken word as well as body language, tone, and facial expressions to bring focus on key messages.
- **Energetic & Flexible:** The presentation is a lively interaction that can be modified dynamically in real-time according to audience responses, keeping them on alert.
- **Interactive and Persuasive:** The presentation must be intriguing, persuasive, and enabling participants to ask and clarify points, thus allowing for understanding.

## Case Study: A CEO's Approach to Presenting Quarterly Results

A CEO presenting quarterly financial results to an annual shareholders' meeting:

The CEO uses charts to break up complex data for the audience.

Storytelling explains key factors affecting the company's performance, making financial results relatable.

Throughout the presentation, the CEO interacts with shareholders. He responds to questions and feedback. This way, the message has the highest chances of sticking.

Such an amalgamation of energy, visual aids, and interaction makes an oral presentation effective and entertaining for the audience to be enjoyed.

### **5.3.4-Team Presentation**

A team presentation is when one person presents a topic, proposal, or an idea to an audience with the help of others who may come from different backgrounds but are very good at specializations in different fields in question.

Each expert presents whatever aspect they specialize in about that particular subject, thus ensuring more complete and balanced information is presented. Such is the common application in business-based presentations, academic studies, or any professional pitches, which always call for multifaceted analyses to be presented coherently.



## Key elements:

- **Coordination:** Team members must work together, aligning roles, responsibilities, and transitions to ensure a smooth presentation flow.+
- **Consistency:** Maintain uniformity in tone, style, visuals, and content to ensure a cohesive presentation.
- **Clear Division of Topics:** Each member focuses on a specific section, leveraging their expertise without overlap, ensuring in-depth coverage of all points.
- **Engagement:** Keep the audience involved through interactive elements, questions, and dynamic delivery to maintain interest.
- **Time Management:** Pre-presentation with clear planning for speaking time distribution within the present allocated time to facilitate ease of smooth presentations.

## Case Study: Team Presentation for Business Expansion Plan

Company: GreenTech Innovations

Objective: Present a comprehensive business expansion plan to potential investors.

Team Members:

John – Market Research & Competitive Analysis

Sarah – Product Development Strategy

Michael – Financial Projections & Risk Management.

### 5.6.1-Preparing for Business Presentations

Before preparing for a business presentation, take care to structure it, prepare clear and meaningful content, and practice to ensure a seamless presentation.

#### Planning the Presentation

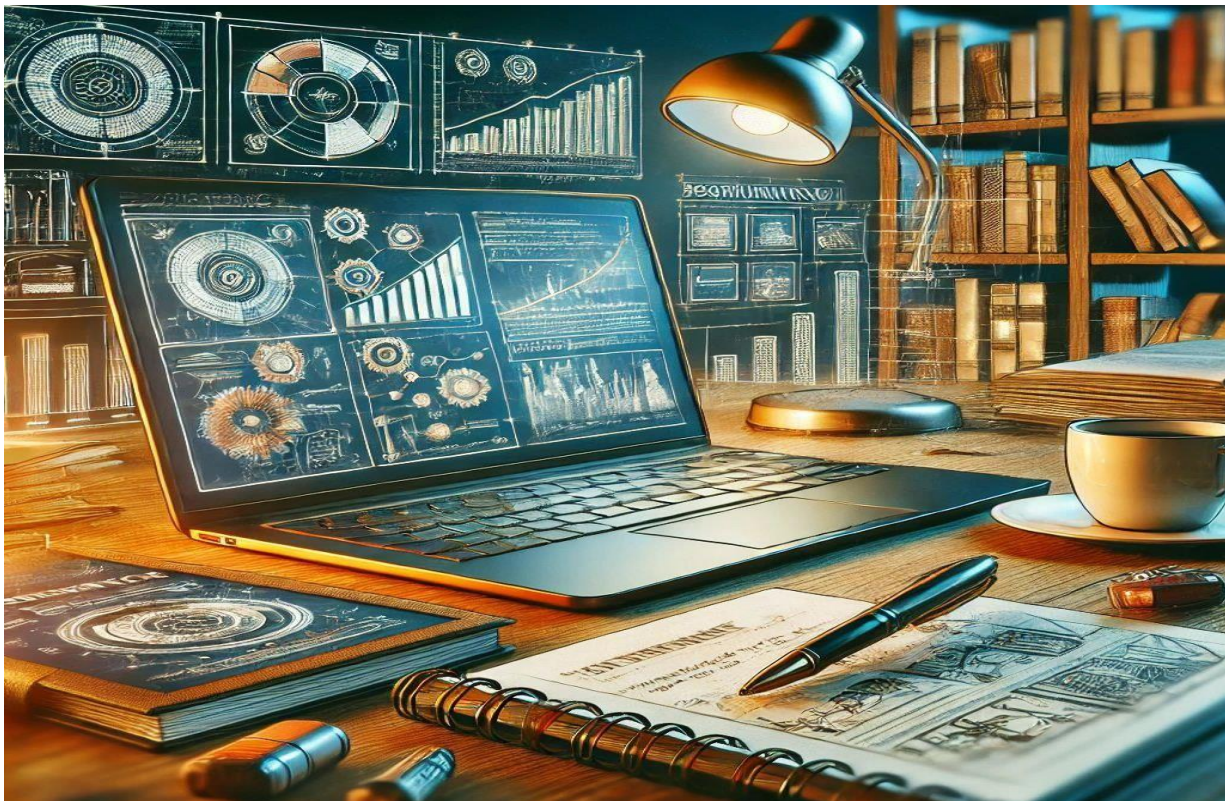
Understanding the purpose and the audience is the first step in preparing any business presentation. Different audiences require different approaches; for instance, a presentation to senior executives will be different from one to a team of colleagues.

#### Steps for Effective Planning:

1. **Define Objectives:** What do you want to achieve with this presentation? Do you need to inform, persuade, or motivate?
2. **Know Your Audience:** Tailor your content to their level of knowledge, interests, and concerns. For example, when presenting to potential investors, focus on ROI, financial projections, and market opportunity.
3. **Create a Logical Flow:** Organize your presentation with a clear beginning (introduction), middle (core content), and end (summary and call to action).

### 5.6.2-Research and Content Creation

The profundity of research determines the quality of your presentation. In a business proposal, or updating a project, or analysing a market, you need to ensure that this information is correct, detailed, and relevant.



## Steps for Content Creation:

1. **Gathering Reliability Data**: While using credible sources, industry reports, case studies, and internal data.
2. **Making Complex Ideas Simple**: Lumping big ideas into segments easily understandable for your audience.
3. **Chart and Graph and Table Buildup**: Make the complex data more accessible through tables, charts, and graphs.

**Actual Example**: While giving a corporate merger presentation, the company told the stakeholders how beneficial the merger was going to be through explicit financial projections, SWOT analysis, and an integration plan.

## Rehearsal and Practice

The art of delivering a seamless presentation calls for practice. It is advisable to practice before the mirror or with a trusted colleague who will be able to provide constructive feedback. In addition, practice the countdown so you are well within your time requirements and maintain a constant pace.



### 5.6.3-Presenting the Business Presentation

When you have properly rehearsed your content, it is time to present. This is where verbal and non-verbal communication will come into play.

It is known that effective verbal communication requires clear tones, paces, and emphasis. Non-verbal communications, such as posture, body language, and eye contact, have a major role in how the message will come through to the audience.

#### Key Aspects

**Tone:** Sincerity, excitement, or empathy—each type of tone can be conveyed only when your message has been reflected in your communication.

**Pacing:** Pace in a manner that you permit the audience to absorb what you are conveying to them.

**Non - verbal Cues:** Maintain good posture, use hand gestures to emphasize points, and ensure eye contact to engage the audience.

## Effective Story telling Techniques

Storytelling is one of the powerful tools in business presentations. It humanizes data, makes content relatable, and keeps the audience engaged.

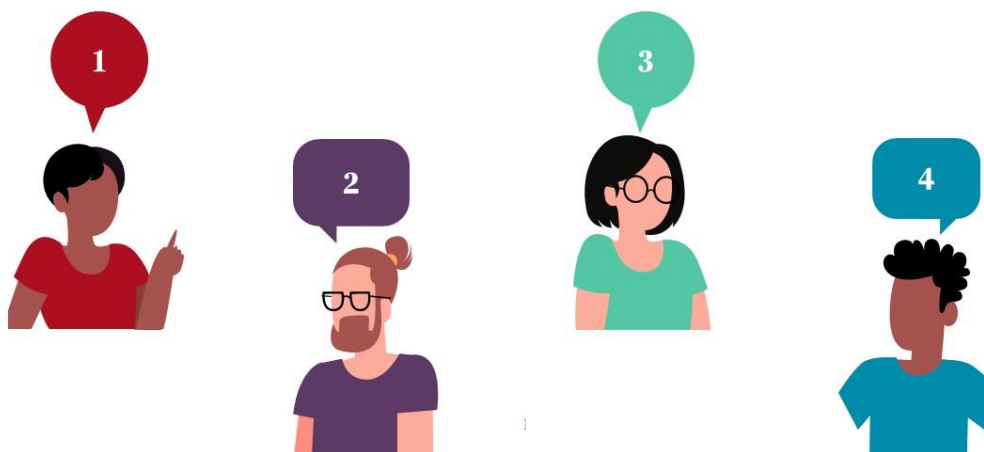
### Tips for Effective Storytelling:

**Structure:** Use the classic structure of beginning, middle, and end to craft your story.

**Emotional Connection:** Using stories that are emotionally charged, like customer success stories or overcoming adversity, can help your message connect.

**Story of a Real Person:** A presenter pitching a new product used a customer's success story to illustrate how the product had transformed their business.

## Storytelling In PowerPoint



## 5.7.1-Visual Aids in Business Presentations

Visual aids are tools that make abstract concepts concrete and help your audience visualize your points.



### Types of Visual Aids

1. **Slides:** PowerPoint, Google Slides, and Prezi are common tools used to create slides. These should be simple, with minimal text and relevant visuals (charts, images, graphs).
2. **Charts and Graphs:** Ideal for presenting data and trends, such as sales growth or market share.
3. **Infographics:** This takes complex information and makes it beautiful.
4. **Videos:** Show a short product or service video.

## Using Visual Aids Effectively:

1. **Consistency**: Ensure that design themes, font and colour are applied consistently
2. **Clarity**: Make sure to minimize clutter: be sure that using bullet points is a key as well as visualization that help carry the message through
3. **Relevance**: Make sure every visual has a reason, it needs to support your message, not be a distraction to the message.
4. **Real World Application**: A business PowerPoint would create a group of bar graphs and pie charts to illustrate market trends and consumer preferences.

### 5.8.1-SLIDES:

In the context of a presentation, slides are pages or frames of a slideshow that often contain different types of content such as text, images, graphs, charts, and other visual elements. Each slide is a distinct visual representation of a specific idea, topic, or point being made during the presentation.



### Key elements:

- **Structure:** Slides often follow a flow, or a sequence that they are structured around. A single slide typically presents one important idea or concept.
- **Content:** Depending on the presentation, content placed on a slide can be a variety of items including:
  - **Text:** Bullet points, short phrases, or brief explanations.
  - **Images:** Photos, icons, illustrations, and other forms of visual support.
  - **Charts/Graphs:** To show data in an appropriate visual form such as a bar chart, pie chart, or line graph.
  - **Videos/Audio:** At times, the slides may carry multimedia to accompany the presentation.
  - **Design and Layout:** Slides are often prepared with an emphasis on clarity and aesthetics. This may involve fonts, colour schemes, and use of templates for design.

- **Slide Transitions**: In a program such as PowerPoint, there are animations and transitions that can be added to slides to make the transition between slides more dramatic or seamless.

The intent of slides is to visually backup the message being delivered by the speaker and make the content easier to consume and more interesting for the audience.

- **Software**: Presentations are made using software, such as Microsoft PowerPoint, Google Slides, Keynote, etc.

### 5.9.1-Electronic Presentations

An electronic presentation refers to the digital format of presenting information before an audience, often through software known as PowerPoint, Google Slides, or through other multimedia presentations.

It is a combination of text, images, videos, charts, and other visual elements meant to present ideas in an interactive and engaging manner. Electronic presentations are very popular today in business meetings, in the classroom, and during conferences as they carry a lot more flexibility and interactivity than traditional paper-based presentations.



## Key Elements:

- **Visual and Graphics:** images, charts, infographics.
- **Text and Bullet Points:** use very short text sentences and bullet points for better clarification and easy reading.
- **Multimedia:** include audio and video presentations to provide diversification in terms of the medium of presentation
- **Slide Transitions and Animations:** Use very smooth transitions but subtle animations, so the presenter does not break the flow with unnecessary animation.
- **Include interactivity:** This can include polls or Q&A sessions that stimulate further audience interaction.
- **Consistency and design:** All fonts, colours, and designs should be standardized to maintain a professional appeal and readable presentation.

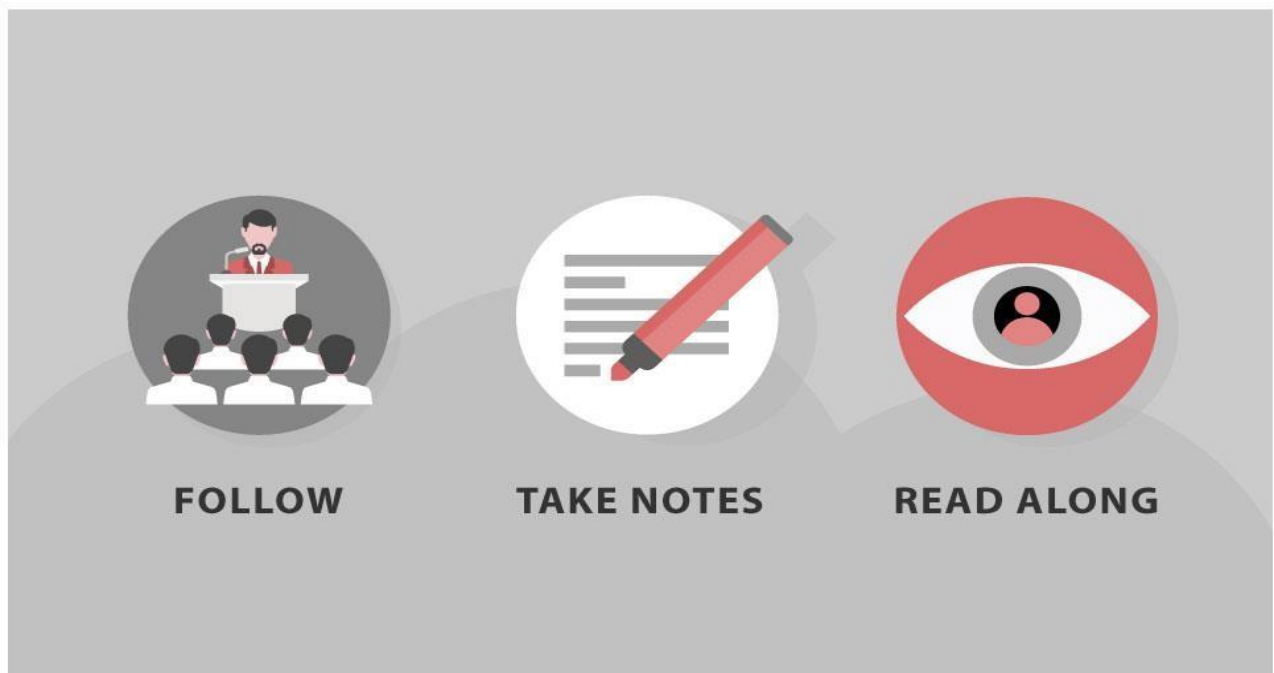
## Case Study: Electronic Presentation for New Product Launch

Company: Tech Innovations Inc.

Objective: Present a new product launch to internal stakeholders and external investors.

### 5.10.1-Handouts and Supporting Materials

Handouts and supporting materials: these are supplements to the audiences in reinforcing what is presented; they aid them in remembering a piece of information, clear the complexities, or refer them afterward. The formats of such supplementary materials may take various forms in print or in digital format such as brochures, charts, reports, etc.



## Key Elements:

- **Relevance**: Materials should all revolve around the presentation contents and add value.
- **Clarity and Simplicity**: Keep contents well-structured and easy to read with bullet points and subheadings.
- **Visual Appeal**: Use charts and images to put across the message and hence remain professional.
- **Brevity**: Key point should be emphasized in order not to overwhelm the audience with too many details.
- **Distribution Timing**: The handouts are distributed before, during, or after the presentation according to their intent.

## Types of Supporting Materials:

- ✓ **Printed Handouts**: Summarizes, data sheet or report, for easy reference.
- ✓ **Digital Handouts**: PDFs or slides via email or file exchange.
- ✓ **Brochures and Flyers**: Graphic, short documents summarizing main points.
- ✓ **Reports and Proposals**: For detailed reporting, analysis or further follow-ups.

### 5.11.1-Designing Effective Handouts

Handouts should be brief summaries of your presentation, key data points, and any other resources. They should be easy to read and follow, and should match the tone and style of your presentation.

Concentrate on your presentation's main ideas, synopses, and pertinent information.

**Simple to Read:**

For easy comprehension, use basic language, bullet points, and clear headings.

**Visual Appeal:**

To draw attention to crucial information, use graphs, charts, or other visual aids.

**Continual Style:**

For a unified appearance, match your presentation's color scheme, typography, and tone.

**Well-Ordered Design:**

Use sections to logically organize the content for simple navigation.

**Provide Value:**

Provide follow-up instructions, contact details, or more resources to keep your audience interested after the presentation.

## **5.12.1-Delivering the Presentation**

Delivering a successful business presentation provides clarity in communication with your audience, captures the attention of the audience, and establishes the impression of your key messages. It is not only about what you say but how you present the words along with how you interact with your audience.



## Key elements:

- **Preparation:** The presenter becomes acquainted with the details of the strategy and rehearses in front of a colleague to improve his presentation skills.
- **Confidence and Body Language:** He is upright, looking into the eyes of the executives and uses body gestures to make important strategic points stand out.
- **Clarity of Speech:** He refrains from using technical terminologies and organizes the strategy into clear digestible portions for the executives.
- **Engagement:** They seek feedback from the executives on critical strategy areas and allow discussion throughout the presentation.
- **Visuals and Technology:** A PowerPoint presentation with charts and graphs is used to present market analysis, growth projections, and the timeline to implement the strategy very vividly.
- **Time Management:** The presenter keeps track of time and ensures that all major points are covered within the allotted 30 minutes.

- **Q&A Session:** After the presentation, the presenter fields questions and responds with data-backed answers, demonstrating knowledge and preparation.

### 5.12.2-Managing Q&A Sessions

A well-handled Q&A session is a critical part of reinforcing your message, addressing the concerns of the audience, and engaging with the audience. This is an opportunity to clarify any uncertainties that may have risen and deepen the audience's understanding of your presentation. This can be challenging, especially with difficult or unexpected questions.



#### Tips for Handling Q&A Sessions:

- **Get Ready for Expected Questions:**  
Brainstorm questions your talk might spark and work out clear answers beforehand.
- **Keep Your Eyes on the Crowd:**  
Talk to everyone, not just the person who asked. This helps all listeners stay interested.

- **Stay Cool and Collected:**  
If someone asks a tough question, don't get worked up. Answer like a pro and talk about fixes instead of making excuses.
- **Show You're Open with Your Body:**  
Look people in the eye, give a smile, and nod to show you're confident and ready to chat.
- **Be Upfront:**  
If you don't know something, just say so. Offer to find out more later. This makes people trust you.

## 5.12.2-Preparation and Response Strategies

Preparation and Response Strategies help speakers give successful business presentations when it comes to handling questions and answers.

Response Strategies are about how you deal with questions and feedback while you're presenting. This means staying cool listening, giving short and clear answers, being upfront when you're not sure, and keeping a good attitude the whole time.

### Know, Think, Feel, Do



## Conclusion:

In the modern corporate landscape, presentations serve as more than just a means of conveying information—they are a vital instrument that can influence decisions, affect outcomes, and propel business success. Whether you're delivering a proposal, providing a strategic update, or making a pitch, the manner in which you present can greatly affect the success of your initiative.

Effective preparation, confident delivery, and the thoughtful use of visual aids are crucial in developing presentations that not only inform but also motivate action. By honing these skills, you can craft presentations that make a memorable impact and help you reach your business objectives.

**For reference, you can explore these valuable resources to enhance your presentation skills:**

### Books:

- "Presentation Zen" by Garr Reynolds
- "The Art of Public Speaking" by Dale Carnegie

### Online Courses:

- Coursera
- LinkedIn Learning
- Udemy (courses on business communication and presentation skills)

These resources offer an in-depth look at effective presentation techniques and business communication, assisting you in further refining your skills.

**YouTube Video Links:**

[Effective Presentation Techniques] <https://youtu.be/jKMtNbnZnC8?si=-3GcqsWWYD0iqZGX>



[How to Handle Q&A Sessions][https://youtu.be/P2lgW\\_SXnEQ?si=8A5lvOBIVs3RSLAt](https://youtu.be/P2lgW_SXnEQ?si=8A5lvOBIVs3RSLAt)



## Measure your success:

1. What is the primary purpose of a business presentation?

- a) To entertain the audience
- b) To communicate information effectively**
- c) To demonstrate technical skills
- d) To showcase artistic talent

2. Which of the following is NOT a key element of an effective business presentation?

- a) Clear objective
- b) Audience engagement
- c) Visual aids

**d) Complex technical jargon**

**3. What is the first step in preparing a business presentation?**

**a) Defining the objective**

b) Creating visual aids

c) Rehearsing the presentation

d) Gathering data

**4. What is the purpose of visual aids in a presentation?**

a) To distract the audience

**b) To make complex information easier to understand**

c) To fill up empty space on the slides

d) To showcase the presenter's design skills

**5. Which of the following is NOT a type of business presentation?**

a) Written

b) Oral

c) Team

**d) Impromptu**

**6. What is a key element of a written business presentation?**

a) Informal language

**b) Supporting data**

c) Minimal detail

d) Impromptu delivery

**7. What is an advantage of an oral presentation over a written one?**

- a) It allows for more detailed analysis
- b) It provides an opportunity for real-time interaction**
- c) It is more formal and structured
- d) It is easier to create

**8. What is a key challenge in a team presentation?**

- a) Keeping the audience engaged
- b) Ensuring coordination and consistency**
- c) Using visual aids effectively
- d) Managing the Q&A session

**9. What is the purpose of rehearsing a presentation?**

- a) To memorize the entire script
- b) To ensure a smooth and confident delivery**
- c) To avoid using any visual aids
- d) To eliminate the need for audience interaction

**10. What is an effective way to engage the audience during a presentation?**

- a) Speaking in a monotone voice
- b) Avoiding eye contact
- c) Using storytelling techniques**
- d) Reading directly from the slides

**11. Which of the following is NOT a type of visual aid?**

- a) Slides
- b) Charts and graphs
- c) Infographics
- d) Teleprompter**

**12. What is important to consider when using visual aids?**

- a) Using as many visuals as possible
- b) Ensuring relevance and clarity**
- c) Ignoring design consistency
- d) Making the visuals complex and detailed

**13. What is a key element of an electronic presentation?**

- a) Limited interactivity
- b) Multimedia elements**
- c) Inconsistent design
- d) Lack of visual aids

**14. What is the purpose of handouts in a presentation?**

- a) To distract the audience
- b) To replace the need for a presentation
- c) To provide supplementary information**
- d) To showcase the presenter's artistic talent

**15. When should handouts be distributed?**

- a) Only at the end of the presentation

b) Never

**c) Before, during, or after, depending on the content**

d) Only if the audience requests them

**16. What is an important aspect of delivering a presentation?**

**a) Maintaining eye contact with the audience**

b) Speaking quickly to cover all the material

c) Avoiding any hand gestures

d) Reading directly from the slides

**17. What is a key tip for managing a Q&A session?**

a) Ignoring difficult questions

b) Providing long and complex answers

**c) Anticipating potential questions**

d) Avoiding audience interaction

**18. What is an effective response strategy for a question you don't know the answer to?**

a) Making up an answer

b) Dismissing the question

**c) Offering to follow up later**

d) Criticizing the question

**19. What is the overall goal of a business presentation?**

a) To confuse the audience

b) To showcase technical jargon

**c) To achieve business objectives**

d) To demonstrate artistic talent

**20. What is an important resource for improving presentation skills?**

a) Social media

b) Video games

**c) Online courses**

d) Comic books

**21. What is a key element of effective communication in a presentation?**

a) Mumbling

**b) Clear and concise language**

c) Using technical jargon

d) Speaking quickly

**22. What is the purpose of storytelling in a presentation?**

a) To waste time b) To confuse the audience

**c) To make the content more relatable**

d) To showcase the presenter's acting skills

**23. What is an important aspect of slide design?**

**a) Maintaining consistency**

b) Using as much text as possible

c) Ignoring visual appeal

d) Making the slides complex and cluttered

**24. What is a benefit of using multimedia elements in a presentation?**

a) To distract the audience

**b) To enhance engagement and interactivity**

c) To make the presentation longer

d) To showcase the presenter's technical skills

**25. What is a key challenge in delivering a team presentation?**

a) Keeping the audience awake

**b) Ensuring smooth transitions between speakers**

c) Avoiding the use of visual aids

d) Ignoring the Q&A session

**26. What is an effective way to handle a difficult question during a Q&A session?**

a) Getting defensive

b) Ignoring the question

**c) Responding calmly and professionally**

d) Criticizing the questioner

**27. What is the purpose of a call to action in a presentation?**

a) To confuse the audience

b) To end the presentation abruptly

**c) To encourage the audience to take a specific step**

d) To showcase the presenter's authority

**28. What is an important aspect of nonverbal communication during a presentation?**

- a) Slouching
- b) Avoiding eye contact
- c) Using hand gestures purposefully**
- d) Fidgeting

**29. What is a key benefit of practicing a presentation?**

- a) To eliminate the need for visual aids
- b) To reduce nervousness and improve confidence**
- c) To memorize the entire script
- d) To avoid audience interaction

**30. What is an effective way to structure a presentation?**

- a) Starting with the conclusion
- b) Jumping between topics randomly
- c) Following a logical flow**
- d) Ending with a confusing message

**31. What is the purpose of a business presentation?**

- a) To entertain the audience.
- b) To inform, persuade, or motivate the audience in a business context.**
- c) To showcase the presenter's artistic talents.
- d) To demonstrate technical skills.

**32. What is the first step in preparing a business presentation?**

**a) Defining the objective.**

b) Creating visual aids.

c) Rehearsing the presentation.

d) Gathering data.

**33. What is the purpose of visual aids in a presentation?**

a) To distract the audience.

**b) To make complex information easier to understand.**

c) To fill up empty space on the slides.

d) To showcase the presenter's design skills.

**34. Which of the following is NOT a type of business presentation?**

a) Written

b) Oral

c) Team

**d) Impromptu**

**35. What is a key element of a written business presentation?**

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**b) Supporting data**

c) Minimal detail

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**36. What is an advantage of an oral presentation over a written one?**

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c) It is more formal and structured

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**b) Ensuring coordination and consistency**

c) Using visual aids effectively

d) Managing the Q&A session

**38. What is the purpose of rehearsing a presentation?**

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**b) To ensure a smooth and confident delivery**

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**c) Using storytelling techniques**

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**42. What is a key element of an electronic presentation?**

- a) Limited interactivity
- b) Multimedia elements**
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- d) Lack of visual aids

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- b) Speaking quickly to cover all the material
- c) Avoiding any hand gestures
- d) Reading directly from the slides

**46. What is a key tip for managing a Q&A session?**

- a) Ignoring difficult questions
- b) Providing long and complex answers
- c) Anticipating potential questions**
- d) Avoiding audience interaction

**47. What is an effective response strategy for a question you don't know the answer to?**

- a) Making up an answer
- b) Dismissing the question
- c) Offering to follow up later**
- d) Criticizing the question

**48. What is the overall goal of a business presentation?**

- a) To confuse the audience

b) To showcase technical jargon

**c) To achieve business objectives**

d) To demonstrate artistic talent

**49. What is an important resource for improving presentation skills?**

a) Social media

b) Video games

**c) Online courses**

d) Comic books

**50. What is a key element of effective communication in a presentation?**

a) Mumbling

**b) Clear and concise language**

c) Using technical jargon

d) Speaking quickly