**INDIVIDUAL PORTFOLIO**

***Student id:***

***Student name:***

***Course name:***

***Subject name:***

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# Part A:

# Research of organization:

Capgemini is known around the world as a leader in working with other companies to use the power of technology to run and change businesses. The group is led regularly so that human energy can be released with the help of modern technology. For a sustainable and inclusive future, technology is often used to guide the group. The company does business in more than 50 countries, and more than 350,000 people work for it (*Capgemini*, 2023). Clients trust the company to take care of all of their business needs, such as designing strategies and operations. In 2021, Capgemini made a total of €18 billion around the world.

Website of the company: www.capgemini.com/in-en

Vision: Enabling results via people

The people who work for the company add value to the technology. The group can understand the business value, which is something that technology alone can't do. It begins with working with possible team members to reach business goals and come up with the best solutions. The company thinks that putting people at the center of technology is good for business.

Mission: Collecting concrete business results

With the help of the whole team, the company can create and deliver technology solutions that meet the needs and help the company reach its goals. The company's goal is to give people the tools they need to act quickly and naturally when it comes to marketing dynamics. By using new technology, the brand can become faster and more competitive. Capgemini helps companies change and get better at what they do. The main goal of the company is to help people respond quickly and naturally, which will help with the way the market works.

*Values*

This is an application for a job in your company as a "Business Development Manager." I've read through the whole job description and looked at the different types of jobs that companies offer their clients. I would like to work for your company and be a part of your group. The job of business development managers is to grow the business of the company. The company builds a network of contacts to bring in new clients, monitors the growth of projects, and looks into new market opportunities to predict revenue. As a business development manager, your job would be to sell a wide range of marketing solutions, such as Campaign management, Digital content services, and marketing analytics, from a large portfolio.

The business development manager takes care of manga activities that can happen during the ideation, implementation, and design of marketing solutions. Along with that, for marketing to work well, it is necessary to do research and find out about any problems and marketing solutions. I wanted to be a business development manager because to do my job well, I need to have certain skills. I needed to have certain skills to be a successful business development manager.

# Job application:

Street: 43 Main Rd

City: Folkestone

Phone number: 077 0518 4814

Zip code: CT 19 6AZ

Country calling code: +44

Country: United Kingdom

Business Development Manager

Capgemini

London, UK

Website: www.capgemini.com/gb-en

Subject: Job application letter for Business Development Manager

Respected sir/ma’am

This is an application for a job in your company as a "Business Development Manager." I've read through the whole job description and looked at the different types of jobs that companies offer their clients. I would like to work for your company and be a part of your group. The job of business development managers is to grow the business of the company. The company builds a network of contacts to bring in new clients, monitors the growth of projects, and looks into new market opportunities to predict revenue. As a business development manager, your job would be to sell a wide range of marketing solutions, such as Campaign management, Digital content services, and marketing analytics, from a large portfolio.

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There are some skills I have contains which make me a better business development manager such as:

* Addressing people’s buying patterns and trends,
* Inbound marketing.
* Setting goals and developing action plans.
* In-depth knowledge and understanding of agency business
* Effective communication skills
* Good listeners

# Curriculum Vitae (CV):

**Name:** Jeffrey Jones

**Address:** 88 Lammas Street

**City:** Gravelly Hill

**Phone Number:** 070 5018 0709

**Zip code:** B23 6WR

**Country calling code:** +44

**Country:** United Kingdom

Jeffrey Jones is my name. I'm 24 years old and I have a bachelor's degree in business. Coursework for a business degree can teach you the basics of how to analyze data, make decisions, come up with new ideas, and start your own business. The University of London, Birkbeck, is where I got my MSc in International Business and Development. This course has two parts: one year of full-time study and two years of evening study. I'm good at communicating, confident, open-minded, goal-oriented, and a team player, and I know what it takes to be a good business development manager. I want to work for Capgemini as a business development manager.

***Technical skills***

* Communication skills
* Organizational skills
* Interpersonal skills
* Negotiating skills
* Collaboration skills
* Problem-solving skills
* Analytical skills

***Personal skills***

* Critical thinking
* Observation skills
* Creative thinking
* Flexibility
* Patience
* Team players
* Understanding
* Listener
* Client focus

***Linguistic skills***

* English
* Polish
* Scots

***Education***

Higher education: Birkbeck, University of London (2020-2021)

Secondary school: The Mount, Mill Hill International

***Experience***

Digital marketing executive

Door4 Lts

Burnley, UK

I've worked as a digital marketing executive for a performance marketing agency called Door4. Digital marketing is a good way to start my career and is also a good fit for my skills and interests. From 2017 to 2018, I worked for the company for a year.

Lead Salesforce Marketing Cloud

TECHOHANA

London, UK

After leaving the company I pursued my career in salesforce data where my role was testing and database management with managing a small team to ensure delivering quality work.

# Covering letter:

Capgemini is one of the most well-known companies in the world. It has more than 350,000 employees in more than 50 countries (*Capgemini*, 2023). I think it would be a great chance for me to work for a well-known company with so many opportunities. Over the past 50 years, the business has used technology to change the way it does business.

To

Capgemini team,

www.capgemini.com/in-en

Anne Lebel (Chief Human Resources Officer)

Jeffery Jones is my name. I'd like to join your team as a Business Development Manager because I'm very interested in a career in that field. I also have experience with digital marketing and sales force marketing, which will help me in my job as a business development manager. I'm getting better at my skills and learning as much as I can so I can do well in my field of work. I also have an MSc in International Business and Development from the Birkbeck College of the University of London. From the course, I have learned how to lead groups and give good services through business development. I'll be able to do my job as a manager of business development.

Thank you and regards.

Jeffery Jones

# Career Development Plan (CDP)

*Academic and professional skills*

A major step in a Business Development manager's career is promoting the company's image, services, and products while also meeting with clients, talking about revenue, keeping track of sales, and analyzing invoices. Doing research and putting together data to understand what the company and its customers need. For becoming a Business Development Manager, I need to have the skills listed below, which are useful and needed in my field.

* Communication & interpersonal skills
* Negotiation and persuasion skills
* Collaboration skills
* Project management skills
* Basic computer skills
* Business intelligence
* Research and strategy

*Competency gaps*

This part talks about the skills I've learned and the things I need to do. So I can do that, I need to know what my strengths and weaknesses are. This will help me figure out what skills and techniques I need to work on in my professional field.

*Strengths*

* I have strong verbal and Non-verbal communication skills.
* I have a learner's mindset for learning and understanding different concepts.
* I am a fast learner and flexible in my professional field.
* I have understanding skills.
* Team players lead others.
* Clients oriented to understand clients' requirements and fulfill their satisfaction.
* I have experience in digital marketing and salesforce marketing.

*Weakness*

I love my job and am very work-oriented, so it's hard for me to find a good balance between work and my personal life. So, I have to work extra hours, which is not good for my career. I care a lot about time, and when I get home from work, I only focus on learning new skills regularly. If you don't have a good plan for balancing, you'll need more time. Extra work doesn't always help and can lead to frustration. Because of this, it is seen as a weakness in my field of work.

Personality development objectives: I decided to learn new skills and try to learn more about business development managers in the first two years. At the same time, I'm getting better at communicating, which will help me advance in my career. As a business development manager, it's my job to make sure that work stays efficient and productive.

# Part B:

# Introduction

Employability is a measure of a person's ability to get and keep a job. Many things can affect a person's ability to get a job, such as their skills, education, experience, and personal traits like adaptability and dependability. In an organization, employers want to hire people who can do their jobs well in their specific roles. Networking, training, and other professional development opportunities can help people get jobs (Mittal and Raghuvaran, 20210, p. 153).

# Chosen sector employability opportunities and challenges including a summary of the report

## Employability pyramid for identifying essential and desirable competencies for specific graduate level jobs within the chosen sector

Business development managers can be used in any kind of business, including education, construction, finance, healthcare, IT, manufacturing, and many more. Employees who were able to work in both B2B and B2C businesses (Abd Majid et al., 2020, p.16) The job of a business development manager is to look for and research new business opportunities, such as growth, trends, areas, customers, partnerships, products, and services. Also, the goal is to get leads and meet customer needs by responding in a way that works with the plan. Different industries have different needs, so functional managers need to know a lot about the system, how it works, and how it can be run more efficiently. By getting a degree in business management, you can learn a lot about customers, finances, operations, communication, business policy, and information technology, as well as gain a broad understanding of these topics. The course also teaches how to understand the behavior and structure of an organization, how to make decisions, how to solve problems in creative ways, and a lot more.

One of the most important and basic skills in business today is being able to talk to people well (Kenayathulla *et al.,* 2019, p.97). Most of the most successful businesses can do well because they know how to communicate well. By having good communication skills, the team members are now more open with each other. To become a business development manager, you need to be able to talk to people well. So, it will make it easier to deal with different groups and attract new clients, which will help build trust (Fahimirad *et al.,* 2019, p.26)

## Addressing the challenges and opportunities with employability in the chosen sector

Business development managers don't have to know everything, but they do need the right training, strategies, and organizational skills to do well in their jobs ( Damoah *et al.,* 2021, p. 1311). Most business development managers feel like they don't have enough training and structure. Most companies don't care about how well their business development managers are trained. Because of this, it's often hard to work well which has a big effect on performance. A business development manager has to deal with a wide range of tasks every day. If you can't finish it by the end of the day, you'll lose your drive.

Time management is an important job for a business development manager. During the day, you don't have to divide up tasks or make a list of things to do. But it's important to learn from mistakes and accept changes so you don't make the same ones again (Smaldone *et al.,* 2022, p.671).

# Identify how multicultural workgroups enhance student learning and workplace activities

One of the most important things that make people want to work for a company is the culture there (Sarkar *et al.,* 2020, p.346). Even more so when a group has to work with people from different backgrounds, it is important to know the rules of the host country. Managers who work with people from different cultures and languages often have to deal with language and cultural issues. Dealing with language barriers is one of the most important things. Trying to work together will be hard if everyone on the team speaks a different language. It's common for some people in a group of people from different backgrounds to have trouble communicating. So, it's normal for team members to want to hear something again, and they shouldn't feel bad about it. If a worker has a strong accent, it may be hard for other workers to hear or understand what they are saying. People are often asked to repeat themselves, and both sides need to feel comfortable. Capgemini is a company that works in many different countries, so it needs to know the language and customs of each one (Lisá *et al.,* 2019, p.71) So, the team would be easy to run. Different cultures have their ways of talking to each other and showing what they mean. Things like how someone looks, moves, and talks are all forms of nonverbal communication. Everyone on a team needs to be able to understand and keep up with the different ways people talk. When people aren't in the same time zone, it can be hard to run a virtual team. So, it's important to keep track of the time and make plans that take into account different time zones (Laguna-Sánchez *et al.,* 2020, p.796)

# Reflect on your own learnings and shortcomings about a specific area in which you have been better

## Gibbs Reflective cycle

***Describe what happened***

I now know what it takes to be a Business Development manager. In the business world today, it's important to come up with ideas for managing the whole organization while keeping the quality and efficiency of the work high. I knew about business development and had management skills that helped me learn more about the field.

***Reflect on your feelings***

I've seen how many business development managers are needed in the business world right now. Business development managers have an important job that helping businesses reach their goals. As a business development manager, you need to find new leads, predict sales revenue, and work out prices with clients.

***Evaluate what happened***

During my course, I wasn't sure about the field of work and the opportunities available. I knew this was a dynamic field where I could learn a lot and do well. But after I signed up for the course, I knew how much business development managers are needed right now. This class taught me a lot of things I didn't know before.

***Analyse to make sense of it***

During the course, I worked on my communication skills to help me feel more confident and be able to talk to anyone. To do well in this field, one of the most important things is to be able to talk to people well.

***Conclude what you have learned and what could have done differently***

I've learned how to handle any situation and come up with good ideas by thinking more critically. So, it will make me more sure of myself at work.

***Develop an action plan***

My plan is to work for the best companies and become an expert in this field.

# Description About critical thinking by giving one actions example which indicates critical thinking and one example does not indicate critical thinking

As per the view of Kornelakis and Petrakaki, (2020, p.290), critical thinking is the process of making decisions based on evidence, facts, observations, and arguments. Critical thinking helps you understand any situation better and avoid negative beliefs by letting you focus on the good things. Also, critical thinking is the ability to ask questions and clear up all doubts so that decisions and judgments can be made in an informed way (Ayala Calvo and Manzano García, 2021, p.293)

Critical thinking at work tends to lead to clear goals and good problem-solving skills, which tend to cut down on mistakes. If you know how to think critically, you can handle any situation and come up with strategies that will help the organization. For putting together a well-qualified team with a solution plan that could help team members and managers talk to each other well.

# Conclusion

Based on the above study, it was discovered that being employable is one of the most important things for both companies and employees. So, this study shows the opportunities and problems that a business development manager faces when working on areas that can be made better.

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