

L. J. INSTITUTE OF EVENT MANAGEMENT

LJKU BATCH-1 (2021-2024)

SUBJECT: *Carrier Skills & Resume Making*

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Career Skills and Resume Making: A Path to Professional Success

Essential Career Skills

1. Communication Skills:

- Effective communication is crucial in business environments. Whether it is writing reports, presenting ideas, or negotiating deals, clear and concise communication can make a significant difference. BBA students must hone their verbal, written, and interpersonal communication skills to articulate ideas effectively.

2. Leadership and Teamwork:

- In the business world, leadership and teamwork are essential. Employers seek candidates who can lead projects and work collaboratively with others. Leadership involves taking initiative, motivating team members, and making strategic decisions. On the other hand, teamwork requires adaptability, listening skills, and the ability to work in harmony with others.

3. Analytical Thinking and Problem-Solving:

- The ability to analyse data, identify trends, and make informed decisions is a critical skill in business. BBA students should develop strong analytical thinking and problem-solving abilities to tackle complex challenges. This skill set enables individuals to assess situations critically and devise effective solutions.

4. Time Management:

- Time management is vital for balancing multiple tasks and meeting deadlines. In the fast-paced business environment, being able to prioritize tasks and manage time efficiently is a valuable asset. BBA students should practice time management techniques, such as creating schedules and setting goals, to enhance productivity.

5. Technical Proficiency:

- With the increasing reliance on technology in business, technical proficiency has become essential. BBA students should be familiar with business software, data analysis tools, and digital marketing platforms. Keeping up-to-date with the latest technological trends can give candidates a competitive edge.

6. Networking:

- Building a professional network is critical for career growth. Networking involves connecting with industry professionals, attending events, and leveraging social media platforms like LinkedIn. BBA students should focus on expanding their network, as it can lead to job opportunities and career advancements.

Resume Making: Crafting a Professional Image

A resume is often the first impression a potential employer has of a candidate. It is essential for BBA students to create a well-structured and polished resume that highlights their skills, experience, and achievements. Here are some tips for effective resume making:

1. Choose the Right Format:

- There are several resume formats to choose from, including chronological, functional, and combination formats. BBA students should select the format that best showcases their strengths. A chronological resume is ideal for those with a strong work history, while a functional resume focuses on skills and experiences.

2. Start with a Strong Objective or Summary:

- The resume should begin with a concise objective or summary that clearly states the candidate's career goals and what they bring to the table. This section should be tailored to the specific job or industry, highlighting relevant skills and experiences.

3. Highlight Education and Experience:

- The education section should include the degree, institution, and graduation date. For experience, BBA students should list internships, part-time jobs, or any relevant work experience. Each entry should include the job title, company name, dates of employment, and a brief description of responsibilities and achievements.

4. Emphasize Skills and Certifications:

- A skills section is essential for showcasing key competencies relevant to the job. This may include communication skills, technical proficiencies, and leadership abilities. Additionally, any certifications or additional training should be highlighted, as they demonstrate a commitment to professional development.

5. Use Action Verbs and Quantify Achievements:

- When describing work experience, use action verbs like "led," "developed," or "managed" to convey a sense of initiative and impact. Quantifying achievements, such as "increased sales by 20%," adds credibility to the claims and demonstrates real-world results.

6. Proofread and Edit:

- Finally, the resume should be meticulously proofread to eliminate any errors. A well-crafted resume reflects attention to detail and professionalism.

