EXIOLESS POLITICIS

Presenters

David Yarwood – Lecturer in Business Education

Becky Hartnup - Strategically Creative, **Adobe Business School Innovation Panel**

Katherine Hornsey & Abigail Tait – **Business and Management Students**



Programme Development Context

- Launch of 3 new Business & Management programmes
- Focus on embedding employability and aligning with DELTA (Biggs' Constructive Alignment)
- Previous assessment: static, Word-based reports
- Issues: scale, no dedicated ePortfolio, marking challenges
- No consistent vehicle for digital storytelling or skills showcase

Abigail Tait ESMDF

References

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Abigail Tait ESMDF

Skills and experience gap (Appendix A)

In my employability module last year (DAPD), my Strengths profile was identified.



Realised Strengths

When looking at my realised strengths, I believe my listening and feedback strength is strong as I believe I listen and take on constructive criticism well and act on this. I also believe my emotional awareness and explainer also fits my aspiration of becoming a project manager and will ensure to use these strengths throughout my placement applications and interviews.

Unrealised strengths

With Change Agent and mission being an unrealised strength, I wanted to start second year off with an activity which starts to develop these more. As such, my friend and I completed the StartX Simulations Business Challenge. During this, we had the mission to raise the SPI of 2 new products whilst remaining sustainable. To do this, I used my Change Agent unrealised strength

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Abigail Tait ESMDF

to see where we could adapt the product after each year to reach the highest SPI. I thoroughly enjoyed using these strengths and will look for opportunities to develop them further.

Learned Behaviours

Last year, my aim was to procrastinate less which I could do by developing my work ethic and resilience behaviours. I feel I do already have these however will be looking for opportunities to apply them more and being pushed out of my confrot zone. I did this well when I went to the Bright Network event alone last month, being resilient to make as many connections as possible even though it was sony at first.

Weaknesses

When reviewing my Action Plan last year, I understood why adherence, timo optimiser and organiser were my weaknesses and planned to work on these. I have already started to develop these by organising my time so that I can start applying for as many placements as possible whilst also balancing my university work and part time jobs.

Last year's action plan (Appendix B)

Short-term Goals		SMART Objectives	
a) Complete my BA Business & Management degree with a first.	٠	Create a study timetable and remain on top of assignments	
b) Secure a placement	۰	Attend different opportunities such as networking events an take advantage of RISE projects.	
c) Work on my strengths profile weaknesses	٠	Complete LinkedIn Learnings	
	Business & Management degree with a first. b) Secure a placement c) Work on my strengths profile	Business & Management degree with a first. b) Secure a placement c) Work on my strengths profile	

Regarding my study timetable, I no longer have this however I was very proud of the fact I got all firsts and a high 2.1 in all my assignments last year. I will continue to create these timetables to organise my time so I can hopefully achieve a first at the end of year 2.

With my placement goal, I attended a Bright Network event in September which I found extremely useful, and I learnt more about my dream placement at Disney which I have since

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bigail Tait ESMD

applied to. I was also a part of the online sustainability project during my first year of university which I thoroughly enjoyed and will look for new projects during my second year.

Regarding my strengths profile, I did complete a few LinkedIn learnings last year however I hope to have completed at least 5 more by Christmas.

Undeted action plan (Amondia 6)

Long-term Aims	Short-term Goals	SMART Objectives	
Secure a project management graduate role within the beauty/fashion industry.	a) Complete my BA Business & Management degree with a first.	 Continue to create and adapt a study timetable and remain on top of assignments. Aim to get a first after my first semester. 	
	b) Secure a placement	 Attend further networking events and take advantage of RISE projects. Aim to apply for at least 3 placements a week. 	
	c) Work on my strengths profile weaknesses	Complete at least 5 more LinkedIn Learnings by December 2025.	

Comparing last year plan to this year, I have included more specific objectives and used the same objectives I knew worked last year. Already completing some RMSE projects and attending network events I understand the importance of these and hope to continue this through second year. l Tait

Business Research (Appendix D)

I am interested in applying for the role of RSMs consulting placement programme 2025.

RSM is a leading provider of audit, tax and consulting services to the middle market (RSM, 2024). They have a strong global presence and operate under "the power of being understood, which reflects that cilent-focused, personalised approach and excellence in service (RSM, 2024). With a strong leadership team who act in the best interests of every stakeholder to meet the needs of all clients, their aim is to be the leading provider of professional services in the UK and around the world (RSM, 2024).

I am particularly interested in RSMs culture and core values. Their commitment to 'succeeding together' by working collaboratively and transparently (RSM, 2024) aligns well with my strengths and working style, With esteem building, explainer and listence heigh my top strengths (Capfinity, 2020), I work best in a collaborative setting and engaging with others. They additionally place high emphasis on building lasting relationships and connecting with others, which coincides with my unrealised connecter strength which I would like to use more of.
RSM also strives for excellence in all they do through impactful innovation (RSM, 2024). This

RSM also strives for excellence in all they do through impactful innovation (RSM, 2024). This works well with my strategic awareness strength and will allow me to develop my resilience learnt behaviour. I already am proud of all the work! produce so I feel this environment would allow me to further excell and achieve.

Additionally, RSM also have a "grow your own" programme which is a core pillar of their strategy. This programme allows employees to steer their career through a mentoring programme which supports takent development (RSM, 2024). This scheme particularly interested me as I am always looking to develop myself to become the best possible version of my professional self. They also pride themselves on their early careers programme, offering a well-structured programme to achieve career development and professional qualifications. They were also ranked 8" under the top apprenticeship employers for 2022 (Department of Education, 2022) which highlights RSM's commitment to nurturing talent.

Furthermore, RSMs stance on corporate social responsibility is a vital factor for me. They want to be transparent in how they operate and accountable for their impact and believe protecting the planet is a moral imperative (RSM, 2024). As such, they are committed to net zero carbon emissions by 2030, and they have already achieved at 50% reduction on their 2020 baseline (RSM, 2024). This is a strong value of mine and so it was crucial my dream employer is committed to social responsibility as much as I am, believing I am helping work towards a greener planet.

Overall, I believe my strengths highly align with RSMs values and working culture. Their mission and values reflect my strengths and their professional development schemes is a high motivator for me. I believe RSM has created an ideal environment for me to contribute, learn and grow. I have since applied for their consultancy placement. Abigail Tait

Digital Footprint 1(Appendix E)



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I have updated my linked in profile to show I am a second-year business management student By the end of this year, I hope to of had a professional picture taken which I can update it to.

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Part 1 - Appendix 3 (business research)

Business Research

L'Oréal Commercial Graduate - Consumer Products Division Stockholm

I am interested in the opportunity of the commercial graduate position from L'Oréal Consumer Products Division. The role's key responsibilities require a close relationship with clients and strong communication skills to drive projects and further develop the business. There are various abilities necessary for the role such as campaign planning, figure analysis, creating

Job role aligns with my future career plans as it is linked to the beauty industry and focuses ngly on management skills. As I have dready alunched my own successful small business in the beauty industry. I have gained a range of first-hand business experiences specifically ad to this role. This job can be directly linked to my strengths profile as I possess key skills in togic awareness, planning and curiosity.

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Part 1 - Appendix 4 (CV)

Curriculum Vitae

KATHERINE HORNSEY

https://www.linkedin.com/in/katherine-harnsiy-4272b298/

PROFILE

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WORK EXPERIENCE	EDUCATION	
IllegalNails Small Business		
October 2023 - Present	Manchester Netropolitan University Sep 2022 to 2026 Bachelor's degree (BA) mons Business Management with foundation year Create Nills	
Health and safety skills, required to have extensive knowlege on proper sanitisation to ensure no cross contamination of infection and disease		
Communication and customer service skills, working closely with clients in-order to provide the best possible service and do so in a profession and understanding manner, while also educating on		
common risks. Money handling and business managment responibilities as being	Didcot Sixth Form College (A Levels) Sep 2020 to Jun 2022	
self employed requires me to track expenses and income accurately.	Fine Art (B) Biology (C) Chemistry (E)	
 Social media and marketing skills, required to gain a steady client base and advertise my businesses services to the identified target audiance. 	Didcot Ciris School	(SCSE4) S+p
Sainsburys Supermarkets	2015 to Mar 2020	
November 2021 - December 2023	Maths Tier H (8) English Language (6) English Literature (6) Combined Science: Trilogy Tier H (86) Art & Design - Fine Art (6) Art & Design - Graphic Communications (7) Geography (6) German Option H(5)	
Neiping a range of customers and recommending products and problem solving, this required and in-depth. knowledge of the		
store layout and product lines carried. Stock replenishment, insuring all products were readily available.		
 Stock replansament, insuring an products were readily assisted to-customers by displaying them neatly and replacing in a timely manner. 		
Team work, supporting colleagues that needed extra help and		
going out of my way to pick up extra tasks where needed. Communication skills used with both managers and customers to	SKILLS	
resolve any issues with workload or stock.	• Word	. Business management
	• Excel	skitts
Modenald's Destaurants	 Social Media Apps 	· Photography
March 2021 - November 2021	* Planning	 Artistic and creativity
Customer service skills from speaking to customers in a	 Marketing 	skills
professional manner regarding any complaints.		People skills.
Responsibility, money handling and taking orders in	CERTIFICA	TIONS
accordance with COVID-19 regulations	CERTIFICATIONS	
Team work, a fast paced environment, which required clear	The Beauty Academy Nail Technicians Qualification	
communication with all colleagues to prevent mistakes		
happening.	Fully qualified nail technician, international	
Communication	Practitioners of Holis	tic Medication accredited.

Part 1 - Appendix 5 (professional email of application)

Professional Email of Application

Katherine Horns 21 Bishops Orcha East Hagbour OX11 9 k.hornsey@icloud.co 075571313

ring Manager Oréal 5 Hammersmith Road ndon

Dear Hiring Mana

I am writing to express my interest in the role of L'Orlat Commercial Oraduste - Consumer Products Division, Stockholm, With my background in retail and business imagement, opportunity to develop projects and own closely with stakeholders. L'Orlati committend apportunity to develop projects and own closely with stakeholders. L'Orlati committend making everyone feel beauful through their 'beauty for all' campaign aligns with my own values, and it would list to contribute my own ideas within a globally innovender company to unless, and it would list to contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a globally innovender company to the contribute of the contribute my own ideas within a global promoter of the contribute of the contribute my own ideas within a global promoter of the contribute of the contribute my own ideas within a global promoter of the contribute of the contribute my own ideas within a global promoter of the contribute of the contribute my own ideas within a global promoter of the contribute of the contribute my own ideas within a global promoter of the contribute of the contribute my own ideas within a global promoter of the contribute of the contribute my own ideas within a global promoter of the contribute of the contribute my

MRI my princisa superince in creating my own successful business within the beauty industry, have learned to oversion challengies and communicate effectively with my identified target where the control of the contr

Furthermore, I am particularly interested in L'Oréal's key values and their dedication to sustainability, as these asign with my own principles. During my time at university, I have complisted various modules and extra-curricular sectivities based storegly on climate action an sustainability, consisting of Global Concerns and Sustainabile Development for Business and Carbon Literacy. This opportunity would allow me to put what I have learned into action at

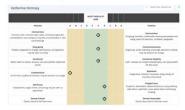
Thank you for considering my application. I am looking forward to discussing how my background experience and core values can contribute to the L'Oréal vision. Please feel free to contact me at your correlations to schedule an interview.

Yours sincerely, Katherine Hornsey

Part

Psychometric Tests

lly I started by completing a psychometric test that shows key aspects of my persona



completed three very successful psychometric test covering special reasoning, numerical iteracy skills.



Part 1 – Appendix 7 (LinkedIn Learning and RISE)

Digital Footprint Update

I have completed two Linkedin learning activities that directly link to my action plan in a improving bookkeeping skills for my small business and also improving academic skills







Part 1 – Appendix 8 (LinkedIn profile and posts)

Digital Footprint Update 1



To start of this new academic year, I made sure to take steps to update my linked in p adding that it is now my second year of <u>study, and</u> also updating my work status to se emotowed.

Looking for a New Way

- Desire to create assessments that were:
 - More authentic (Ashford-Rowe et al., 2014)
 - Better aligned to graduate attributes
 - Engaging for students
 - Scalable and easy to administer



Why Adobe Express

- Industry-standard tool
- Supports visual storytelling
- Flexible, accessible, and easy to use
- Builds digital skills
- Enables personalised, reflective outputs students can be proud of



What We Did

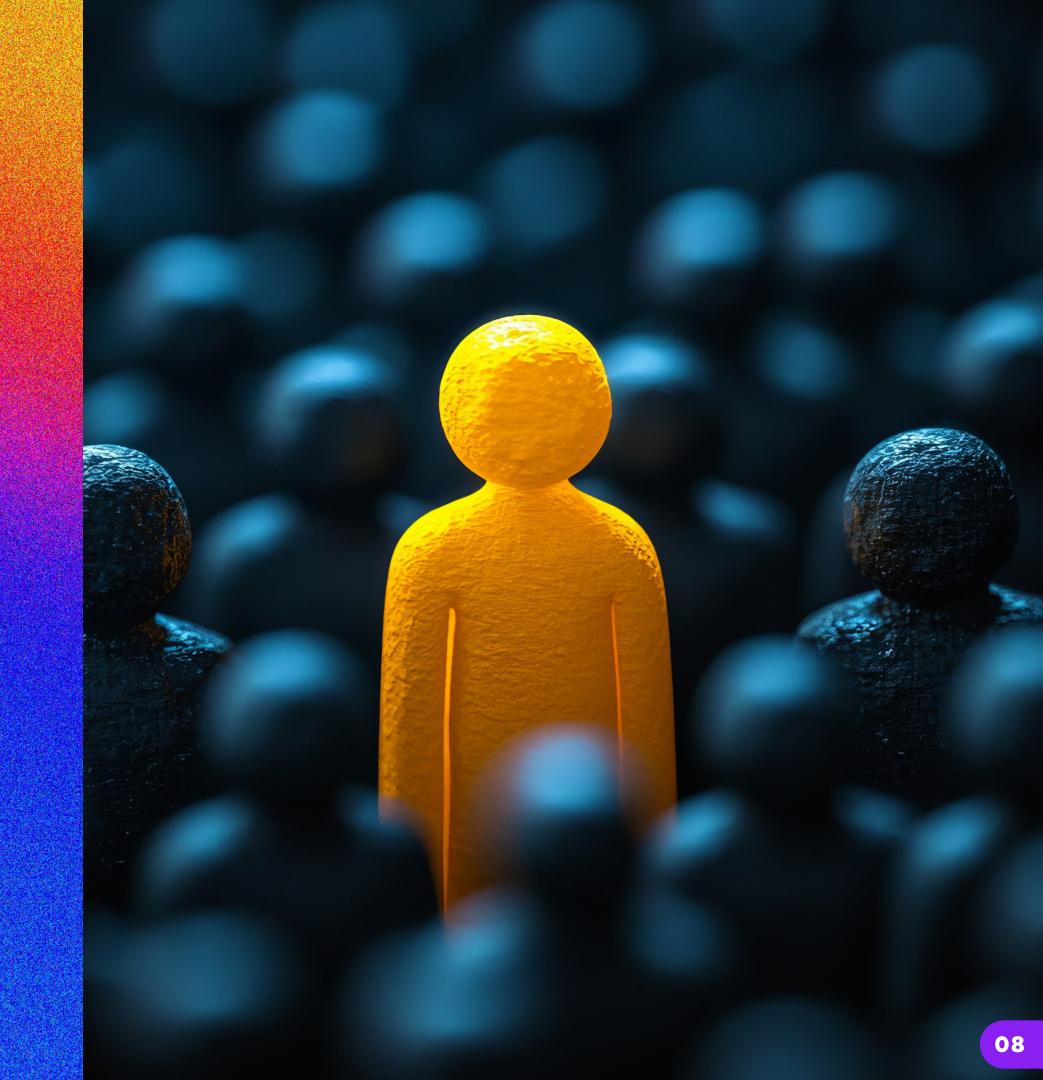
- Katherine and Abigail co-created an example portfolio
- Moved away from a rigid template to something creative and student-led
- Emphasised optionality, reflection, and relevance to personal career aspirations



Student Voices

- Students appreciated:
 - Freedom to express themselves visually
 - Seeing peers' work in a public showcase
 - How the task related to their professional identity
 - Belonging and Identity

Early feedback suggests improved engagement and ownership



Showcase - Abigail



Here are the LinkedIn learnings I have completed over the past 6 weeks. I have thoroughly enjoyed these, learning insights into project management and key characteristics needed. I also enjoyed learning more about video interviews and top tips. I hope to do further learnings on organiser as this is a weakness which I wish to develop and continuous learning on consulting and project management. This has helped me achieve my SMART objective of completing 5 LinkedIn learnings by December.



Digital Footprint 2

Week 1



During my first week of second year, my flat mate and I completed the global business challenge. I thoroughly enjoyed this as I used my strategic awareness and explainer strength as I was project manager. Additionally, I also worked on my organiser weakness as we had to organise the product differently each year to optimise sales

Week 2





In my employability module last year (DAPD), my Strengths profile was identified.

REALISED STRENGTHS

When looking at my realised strengths, I believe my listening and feedback strength is strong as I believe I listen and take on constructive criticism well and act on this. I also believe my emotional awareness and explainer also fits my aspiration of becoming a project manager and will ensure to use these strengths throughout my placement applications and interviews.

UNREALISED STRENGTHS

With Change Agent and mission being an unrealised strength, I wanted to start second year off with an activity which starts to develop these more. As such, my friend and I completed the StartX Simulations Business Challenge. During this, we had the mission to raise the SPI of 2 new products whilst remaining sustainable. To do this, I used my Change Agent unrealised strength to see where

Showcase - Katherine

The Manchester

Metropolitan University



Digital Footprint Update 1



Katherine Hornsey Verify now

BA (Hons) Second Year Business Management student at The Manchester Metropolitan University

Manchester, England, United Kingdom · Contact info

60 connections

CURRICULUM VITAE

KATHERINE HORNSEY

07557131368 | k.hornsey@icloud.com | LinkedIn https://www.linkedin.com/in/katherine-hornsey-42212b298/

PROFILE

I am a creative and entrepreneurial Business Management Student with experience in social media marketing for small businesses, communicating my work through photography. I have an interest in media and have worked on several successful projects developing skills in Adobe express, Canva, and Microsoft office packages including Word and Excel. I am a Team player with A levels in both science and the arts. My strengths of Judgment, Persistence and Strategic awareness have been key in achieving all my educational accomplishments and qualifications. Particularly my strengths in strategic awareness and persistence have been crucial in getting my small business off the ground.

WORK EXPERIENCE

IllegalNails Small Business

October 2023 - Present

- · Health and safety skills, required to have extensive knowlege on proper sanitisation to ensure no cross contamination of infection
- · Communication and customer service skills, working closely with clients in order to provide the best possible service and do so in a profession and understanding manner, while also educating on common risks
- · Money handling and business managment responibilities as being self employed requires me to track expenses and income
- · Social media and marketing skills, required to gain a steady client base and advertise my businesses services to the identified target audience.

EDUCATION

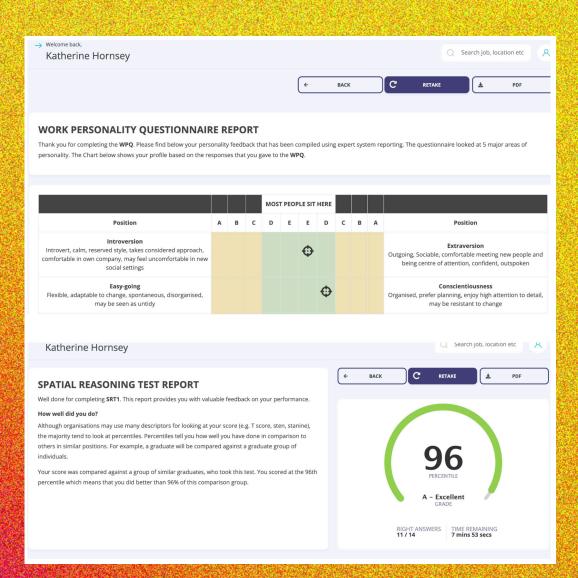
Manchester Metropolitan University | Sep 2022 to 2026

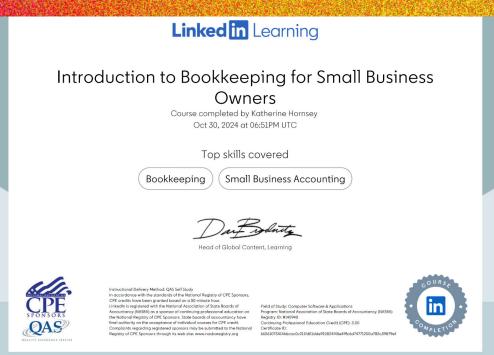
Bachelor`s degree (BA) Hons Business Management with foundation year Grade N/A

Didcot Sixth Form College (A Levels) | Sep 2020 to Jun 2022

Fine Art (B) Biology (C) Chemistry (E)

Didcot Girls School (GCSEs) | Sep 2015 to Mar 2020







The Acobe Playbook

Common goals

- Existing subject specific creative activities: posters, presentations, pitches,
- Space for students to build their digital superpowers: personal brand, digital fluency, employability etc
- Opportunities for students to create knowledge, ideate, work collaboratively etc

Easy entry routes

- Low stakes activities and ice breakers
- Enhancing existing learning activities and authentic assessments: remixable templates



Next Steps

- Expand the use of Adobe Express across all three new programmes
- Offer training for staff on how to embed it effectively
- Continue collecting student feedback and developing a showcase hub
- Get in touch: d.yarwood@mmu.ac.uk