

**REFERENCE LETTER FOR A CURRICULUM VITAE: B COMM WORK INTEGRATED
LEARNING (WIL)**

To whom it may concern,

The student had an enquiring mind, questioned issues and introduced new ways of thinking. The business analysis by the student was viewed in line with Varsity College's Tagline **#new world thinking**, which is: **"To succeed in the new world, you need to think differently, you need to go beyond knowledge learning to think differently, creative problem solving and critical thinking."**

This differentiates our graduates in the workplace. The student showed a level of research and analysis maturity of a remarkably high cognitive level of thinking. The member completed the module and successfully, acquired business analysis and consulting skills by developing a strategy for a company to reach its goals. The member demonstrated skills in critical thinking, analyses and discussing a business case in a real-world scenario.

The following was conducted professionally:

- A review of a company's strategic intent (vision, mission, values, value proposition, code of conduct and goals).
- Internal and external environment analyses which included a stakeholder analysis, resource and a culture audit.
- Long term Scenario Planning Process for strategic planning 20 years into the future.
- Strategy Map using the balance scorecard technique to develop strategic objectives with a risk analysis.
- Financial analyses and projections.
- Marketing analyses which included a competitor analysis and Ansoff matrix.
- Developing a project charter and compiling a comprehensive consulting report.
- Presentation skills to address a company's executive board meeting.

The member has acquired the following skills:

- Teamwork and effective group functioning in a leadership as well as a follower role.
- Written and oral communication skills practised effectively and professionally in a business environment, using professional business conventions and formats.
- Formulating, implementing and evaluating business strategies.
- Assessed and interpreted the financial position of a business to inform strategic business decisions.
- Solving problems related to the business environment by applying a range of methods to resolve problems or introduce change within a business environment.
- Research methodology proficiency to qualify for post graduate studies.

The student will be an asset to any organisation that wishes to employ the member. The student has the capability of utilising the B Comm degree by integrating all the subjects in the workplace.

A handwritten signature in black ink, appearing to read "H. K. M." or similar, written in a cursive style.

Regards

Part Time Lecturer IIE Varsity College

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