

Essay 1 : Global Entrepreneurship Innovation Week 2024

The Higher Normal School of Technical Education of Mohammedia organized a remarkable event titled "Global Entrepreneurship Innovation Week," Edition 2024. This event spanned three days, from May 15th to 17th, and featured : Conferences, debates, and unique performances. Valuable meetings and innovative ideas. Exciting national and international competitions.

As a member of the LDX club's board, I had the honor of being one of the organizers of this event. We organized a conference on the theme of artificial intelligence, inviting four speakers to share their expertise on various aspects of generative AI. The topics covered included entrepreneurial dynamics in the AI era and the impact of AI on management.

Each speaker brought unique perspectives on their subject, and the conference concluded with a lively debate based on participants' questions. This debate clarified many points and enriched the discussions.

The conference was a resounding success, with crucial information shared on topics such as the responsible and ethical use of AI (responsible AI) and the concept of the augmented engineer. Personally, I learned a lot, especially about the importance of responsible AI and the new skills needed to become an "augmented engineer."

This event not only enriched the participants' knowledge but also strengthened the bonds within the entrepreneurial and technological community.

Essay 2 : Professional Communication Lessons from S4

Effective communication lies at the heart of every successful career journey. Understanding the job market, crafting a compelling resume, and negotiating salary packages are all crucial elements. The S4 sessions, meticulously curated by Professor Abderrahim CHALFAOUAT, have been instrumental in equipping us with the necessary skills and insights to navigate the complexities of professional communication. In this essay, I will delve into the invaluable lessons learned from the S4 sessions on various aspects of professional communication.

Understanding the job market is crucial for job seekers. There are three main types of job markets: the hidden job market, the advertised job market, and cold calling.

The hidden job market includes jobs that are not publicly advertised. These positions are often filled through networking and referrals. Accessing these jobs requires strong networking skills, as it's all about being recommended for a position by someone within the industry.

The advertised job market consists of positions listed on job boards and company websites. These are visible but highly competitive. For example, a job announcement shared by a company where numerous candidates apply can make it challenging to stand out.

Cold calling involves directly contacting companies to inquire about job openings, showing initiative and a willingness to take risks. For instance, sharing a resume via LinkedIn and explicitly stating that you are looking for a job and have the necessary skills can open doors. Understanding these different markets can help job seekers find more opportunities, with networking being a critical skill for accessing the hidden job market.

The cornerstone of any job application is a well-crafted resume. Throughout our sessions, we have discerned the difference between a CV and a resume. A resume typically spans one to two pages and highlights key facts about our professional experience, educational background, and skills. On the other hand, a CV is a more extensive document that outlines the entirety of one's career trajectory. While a resume is tailored for job searches, a CV is primarily utilized for academic purposes.

Furthermore, we delved into the distinct sections of a resume and their optimal order. Understanding how to structure a resume effectively is essential for capturing the attention of potential employers and showcasing our qualifications concisely. Additionally, we explored the intricacies of Applicant Tracking Systems (ATS) and their role in validating our resumes.

Alongside the resume, a cover letter is crucial. It explains why you want the job and how your skills match the position. The cover letter acts as a bridge between the Resume and the job announcement, helping the recruiter make an informed decision. Writing a strong resume, and cover letter is essential for making a positive first impression on potential employers.

Interviews are a key part of the job application process, and preparing for them is crucial.

Firstly, researching the company and understanding the job role are essential. Practicing answers to common interview questions helps you articulate your thoughts clearly. The interview is an opportunity to showcase your communication and convincing skills.

Secondly, be prepared to discuss your strengths, weaknesses, past experiences, and how you handle challenges. For example, you might be asked about decision-making or delegating tasks within a team.

Thirdly, prepare questions to ask the interviewer. This shows your interest in the role and the company, demonstrating that you have thought about how you can contribute to the organization.

The goal of the interview is to build confidence and improve your communication skills. Good preparation can help you approach interviews with confidence, increasing your chances of success.

The professional communication courses this semester have provided valuable insights into job markets, resume writing, and mastering interview techniques. These skills are crucial for career success, equipping students with the knowledge and tools needed to navigate the job market effectively. Through practical exercises and real-world applications, the course has prepared us to enter the job market with confidence and professionalism.