

Communication Skills



Cover Letter

DISCOVER . **LEARN** . EMPOWER

Course Objectives

The Course aims to:

1	Stress on students awareness of interpersonal communication skills and appropriate usage of verbal and non-verbal expression in social and professional environment.
2	Prepare the student for discourse in English, using a number of communication strategies.
3	Introduce them to key concepts of Morality, Diversity & Inclusion
4	Provide foundations for the placement process of the student.

Course Outcomes

On completion, the students are expected to

CO Number	Title	Level
CO1	Display moral values, ethics and sensitivity for diversity and inclusion.	Apply
CO2	Perform effectively in the placement process.	Apply
CO3	Analyse and summarize information, ideas and opinions on a social issue using grammatically correct English.	Analyse
CO4	Evaluate facts to write research and short official, technical or social reports.	Evaluate
CO5	Create communication material for an organization dedicated to a social cause and use electronic/social media to share concepts and ideas.	Create



Cover Letter

- Sent with applicant's resume to provide additional information on his/her skills and experience.
- The letter typically provides detailed information on why an applicant is qualified for the job.
- A cover letter typically accompanies a resume.
- Employers use cover letters as a way to screen applicants for available jobs and to determine which candidates they would like to interview.

When is a cover letter necessary?

A cover letter is important and required

- If the job offer requires a cover letter,
- If the employer, hiring manager, or recruiter requests one,
- If you're applying directly to a person and know their name,
- If someone has referred you for the position.

Note: Cover letters aren't always necessary. For example, you might not need a cover letter if you're applying online.

Resume Vs Cover Letter

RESUME is about
YOU...

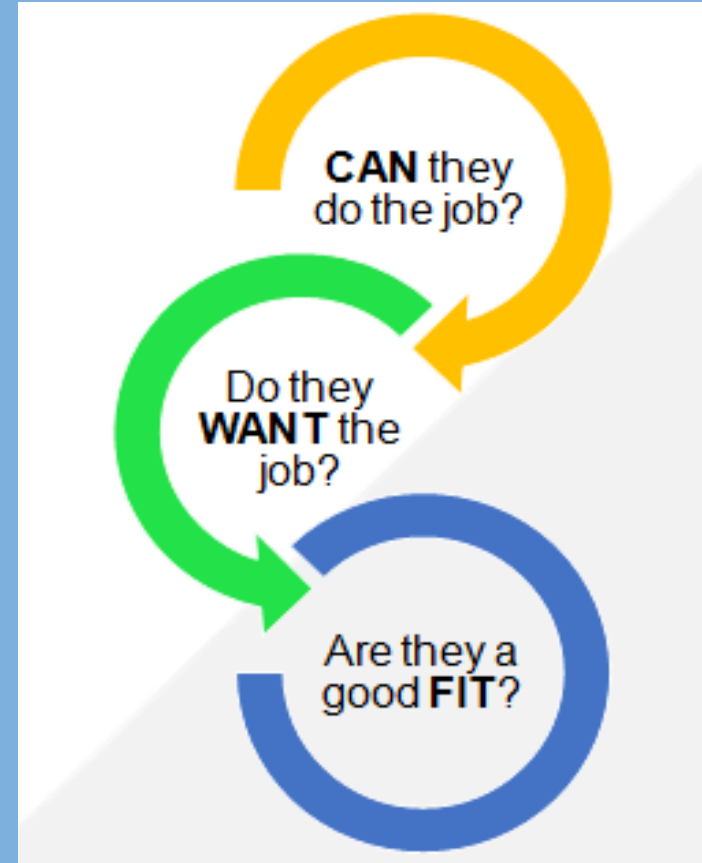
COVER LETTER is
about **THEM** and
WHY you make a
good match!

Purpose of a Cover Letter

- It formally introduces you, and can personalize the presentation of your resume.
- It highlights specific information from your resume and from your background that applies to a specific field or position. It can also give reader insight to items not addressed in a resume.
- It helps to facilitate a meeting between you and the employer.
- Provides a sample of your written communication skills.

Purpose of a Cover Letter (Cont'd)

- Your goal as a job candidate is to prove you are what the employer is looking for.



Tips for Creating a Powerful Cover Letter

- Send an original letter
- Keep it short, specific and to the point.
- State the job title
- Explain why you want this job
- NOT to “make money”
- Describe specific ways you will contribute
- Refer to, but don't repeat, your resume
- Reflect your own self-confidence
- Proofread, Revise and Edit

Poll Question

Which of the following is not a function of a cover letter?

1. To inform the employer of the job you are applying for
2. To show how well you write
3. To inform the reader of what you expect to get out of the job you're applying for
4. To entice the reader to want to get to know you better by interviewing you

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Business Letter Format

- Your Contact Information
- The Date
- Employer's Name, Position, and Address
- The Greeting
- Introductory Paragraph
- Body of the Letter
- Summary Paragraph
- Closing
- Your Name and Signature

Format of Cover letter

[Your Name]
[Street Address]
[City, ST ZIP Code]

Date

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear [Recipient Name]:

In the first paragraph, tell the employer why you're writing to them in two or three sentences. State the position you are applying for and specify why you are interested in working for the employer.

In the next one or two paragraphs, outline your qualifications and match them to the requirements of the position. Try to make two or three solid points using specific examples from your own employment history. Showcase how you are an asset to the company, rather than explain your own personal employment goals.

In the final paragraph, include a positive statement or question that will cause the employer to want to take action. Make this closing paragraph between 2-4 sentences. Direct the employer to the enclosed resume and make your availability known for an interview. It's very important to finish off by thanking the employer for their time and consideration.

Sincerely,

[Your Name]

Enclosure

Opening

HOOK!

- Is there a link between **your skills/experience** and the **position**?
- Interest and passion
- Matches skills
- Shows research in company
- NOT random fact-dropping!

Example

- ***Weak opening paragraph:***
 - I am writing today to apply for the Marketing Manager position you have posted on your company Website.
- ***Good opening paragraph:***
 - As a current second year Masters student specializing in Marketing and Finance at Chandigarh University, I am excited to apply for Marketing Manager position at Future Group. I believe that my experience and education make me a strong candidate for this position.

Skills Matching

- Describe **specific skills** that are **clearly matched to the job description**
- Reference specific examples from courses, work, volunteer and/or co-curricular experiences
- Connect your accomplishments, skills and knowledge directly to the position, organization and/or field
- Experiences highlighted should be specific and concise, linking past experiences through transferable skills
- Tell the employer how you can directly contribute to the company – **don't make them connect the dots**

Example

My experiences demonstrate that I am a dedicated and intelligent worker, willing to take challenges, and excited to learn. Moreover, I have a strong interest in creativity and in the creative process – in developing interesting and elegant solutions to complex problems. **The unique perspective provided by living overseas as a scholar/composer/performer has given me a great deal of experience working with and directing groups. I have learned not only how to work effectively within these groups, but also I recognize the reward from doing so.**

Conclusion/Closing

- Give a final statement of interest/qualifications
- Reiterates skills *in a different way*
- Indicate your plans to contact the employer to discuss opportunities or request an interview
- **Thank the employer** for his/her time and consideration
- Use appropriate closing line, such as:
 - Yours sincerely**
 - Sign your name and print it underneath.
- Enclosure

Example

Thank you for your time and consideration. I will be available starting from the beginning of September. You can contact me at xxxx@gmail.com or +91-98888-88888. I am attaching my resume as well to give you information about my academic background and work experience. Also, you can see a brief overview and snapshots of my work at my online portfolio: <http://www.abcde.in>.

Cold Cover Letters

- Most positions are **never** advertised
- A cold cover letter is an inquire to an employer, recruiter or hiring manager regarding possible job opportunities
- Advantages include:
 - Creating a job that didn't previously exist
 - Gaining early consideration for a position that hasn't yet been advertised and expanding your network of contacts
 - By sending a letter to an employer who's not soliciting candidates, your resume will not be buried in a pile of hundreds of others

Use Active Verbs

Verbs have either active or passive voice. The active voice is more powerful.

- Active: Pat Smith wrote the report.
- Passive: The report was written by Pat Smith.

A passive verb always consists of a form of *to be* followed by a past participle.

(was seen, had been taught, is guaranteed)

Example

“I have built my career on effective non-profit management, commercial banking, public finance, accounting, and management skills based on hard-won expertise in human resources. I have succeeded by identifying....”

-RATHER THAN THE MORE PASSIVE-

“My career has been built in non-profit management, commercial banking, public finance, accounting, management and human resources. My success has come from identifying....”

Things to Avoid

- Assume the employer will connect the dots
- Be explicit about your experience and what they need

Overusing “I”

- Focus on how you meet an employer’s needs, not on your life story
- Minimize the use of the word “I,” especially at the beginning of your sentences

Making it too long

- One page maximum
- A great cover letter is concise but compelling

Things to Avoid

- Repeating your resume word for word
- Don't regurgitate what's on your resume
- Your CL should tell a story about the relevant accomplishments on your resume
- Spelling and/or grammar errors
- Get several reviews from others
- "Here's what I'm looking for"
- Focus your letter on what you can do for them, NOT what they can do for you

Poll Question

Which of the following is necessary for a successful cover letter?

1. Opening, body and closing paragraphs
2. Addressing the letter to a specific individual or department
3. Connecting your skills to the ones profiled in the job advertisement
4. All of the above

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4. **All of the above**

Example of a Cover letter

307 E. Sector- 18C
Chandigarh, 140018

June 15, 2020

Mr Ashok Sharma
ABZ Company
IT Park, Gurugram
Haryana

Dear Mr Sharma

As a current second year Masters Student specializing in Marketing and Finance at Chandigarh University, I am excited to apply for Marketing Manager position at Future Group. I believe that my experience and education make me a strong candidate for this position.

My experiences demonstrate that I am a dedicated and intelligent worker, willing to take challenges, and excited to learn. Moreover, I have a strong interest in creativity and in the creative process – in developing interesting and elegant solutions to complex problems. The unique perspective provided by working as a part time Sales Executive at Vodafone India has given me a great deal of experience working with and directing groups. I have learned not only how to work effectively within these groups, but also I recognize the reward from doing so.

Thank you for your time and consideration. I will be available starting from the beginning of September. You can contact me at xxx@gmail.com or +91-98888-88888. I am attaching my resume as well to give you information about my academic background and work experience. Also, you can see a brief overview and snapshots of my work at my online portfolio: <http://www.abode.in>. I will follow up with you next week to check on the status of my application.

Yours sincerely

Abhishek Acharya

Enclosure: Resume

Action Verbs

Achieved	Effected	Led	Reinforced
Administered	Established	Maintained	Reorganized
Attained	Expedited	Managed	Researched
Built	Formulated	Motivated	Set up
Coached	Generated	Negotiated	Simplified
Completed	Headed	Organized	Solved
Coordinated	Implemented	Originated	Tackled
Delivered	Improved	Planned	Taught
Demonstrated	Invented	Presented	Updated
Developed	Launched	Proposed	

Self-descriptive Words

Adaptable Analytical Assertive Confident Conscientious Creative Disciplined	Efficient Energetic Enterprising Enthusiastic Expressive Extroverted Ingenuous	Innovative Manager Personable Persuasive Precise Productive Reliable	Responsible Self-reliant Self-starter Skilled Tactful Team player Technical
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Applications

- Applicable to professional life
- Will strengthen the Cover Letter writing skills of students
- Students will be able to write better cover letters as a result they will be able to get more job opportunities.

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Tests - 2
- Assignments
- Surprise Test
- Quiz
- Student Engagement
- End Semester Exam

References

- www.careerplacejobs.com/cbo/CoverLetter.ppt
- https://owl.english.purdue.edu/media/ppt/20071017015442_698.ppt
- <https://www.saultcollege.ca/Services/.../Powerpoints/Cover%20Letter%20Writing.ppsx>
- users.ipfw.edu/wellerw/cover_letter.ppt
- umich.instructure.com