



# **Business Communication (HS-218)**

*Week 10(Recorded Lecture Part 1)*

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*ASMARA SHAFQAT*

Lecturer & PhD Scholar (Applied Linguistics)  
Department of Humanities  
NED University of Engg. & Tech. Karachi



# Job Application & CV Writing

A CV (US resumé) is a summary of your education and work experience used when applying for a job

**Asmara Shafqat**

PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Identifying Your Interests and Goals

This means looking inside yourself to analyze what you like and dislike so that you can make good employment choices.

- What are you passionate about? Can you turn this passion into a career?
- Do you enjoy working with people, data, or things?
- Would you like to work for someone else or be your own boss?
- How important are salary, benefits, technology support, and job stability?
- How important are working environment, colleagues, and job stimulation?
- Would you rather work for a large or small company?
- Must you work in a specific city, geographical area, or climate?
- Are you looking for security, travel opportunities, money, power, or prestige?
- How would you describe the perfect job, boss, and coworkers?

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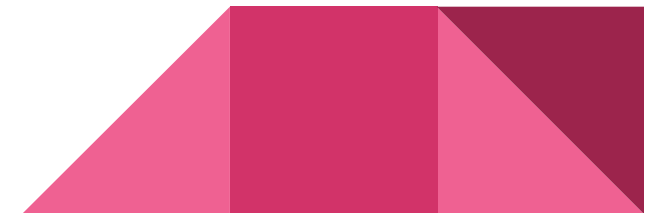
PhD Scholar (Applied Linguistics)  
Lecturer, Department of Humanities,  
NED University Of Engineering &  
Technology, Karachi



# Evaluating Your Qualifications

Employers today want to know what assets you have to offer them. Your responses to the following questions will target your thinking as well as prepare a foundation for your résumé.

- What technology skills can you offer? Employers are often interested in specific software programs, Web experience, and social media skills.
- What other skills have you acquired in school, on the job, or through activities? How can you demonstrate these skills?
- Do you work well with people? Do you enjoy teamwork? What proof can you offer? Consider extracurricular activities, clubs, class projects, and jobs.
- Are you a leader, self-starter, or manager? What evidence can you offer? What leadership roles have you held?



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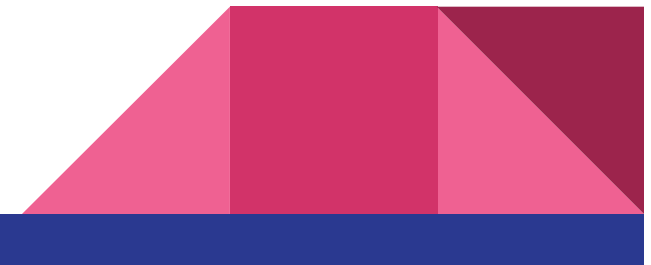
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# Evaluating Your Qualifications

Employers today want to know what assets you have to offer them. Your responses to the following questions will target your thinking as well as prepare a foundation for your résumé.

- Do you speak, write, or understand another language? In today's global economy, being able to communicate in more than one language is an asset.
- Do you learn quickly? Are you creative? How can you demonstrate these characteristics?
- Do you communicate well in speech and in writing? How can you verify these talents?
- What are the unique qualifications you can offer that will make you stand out among other candidates? Think about what you offer that will make you memorable during your job search.



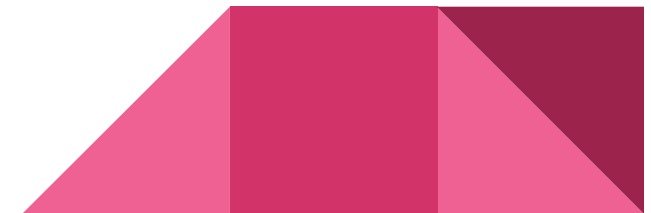
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# Recognizing Employment Trends in Today's Workplace

- The nature of the workplace is changing. One of the most significant changes involves the concept of the “job.”
- Following the downsizing of corporations and the outsourcing and offshoring of jobs in recent years, companies are employing fewer people in permanent positions. Other forms of employment are replacing traditional jobs.
- In many companies teams complete special projects and then disband. Work may also be outsourced to a group that is not even part of the organization.
- Because new technologies can spring up overnight making today's skills obsolete, employers are less willing to hire people into jobs with narrow descriptions. Instead, they are hiring contingency employees who work temporarily and then leave.
- What's more, big companies are no longer the main employers. People work for smaller companies, or they are starting their own businesses.



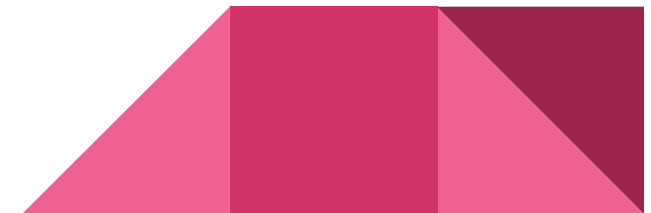
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Technology, Karachi



# Recognizing Employment Trends in Today's Workplace

- What do these changes mean for you?
- For one thing, you should probably forget about a lifelong career with a single company. Don't count on regular pay raises, promotions, and a comfortable retirement income.
- You should also become keenly aware that a career that relies on yesterday's skills is headed for trouble. You are going to need updated, marketable skills that serve you well as you move from job to job. Technology skills will become increasingly important over the next decades.
- This means that upgrading your skills and retraining yourself constantly are the best career strategies for the twenty-first century. People who learn quickly and adapt to change will always be in demand even in a climate of surging change.



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Technology, Karachi







## Resume/ CV

- After using both traditional and online resources to learn about the employment market and to develop job leads, you will focus on writing a customized résumé.
- This means you will prepare a special résumé for every position you want. The competition is so stiff today that you cannot get by with a generic, all-purpose résumé.
- Include many keywords that describe the skills, traits, tasks, and job titles associated with your targeted job.
- Your goal is to make your résumé fit the targeted position and be noticed. It packages your assets into a convincing advertisement that sells you for a specific job.



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Technology, Karachi



## The contents of a CV

A CV is a personal statement over which you have complete control.

When you apply for a job your CV will probably be one of dozens seen by the firm's HR department, so in order to impress it should be as clear, accurate and well-presented as possible.

Even if the writers are highly qualified, CVs that contain irrelevant material, are badly organised and include spelling mistakes may well cause the sender to be rejected.



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Technology, Karachi



# Choosing a Résumé Style

- Chronological

- It lists work history job by job, starting with the most recent position.
- Recruiters favor the chronological format because it quickly reveals a candidate's education and experience record.
- Recruiters are familiar with the chronological résumé, and a recent research study showed that 75 percent of employers prefer to see a candidate's résumé in this format.
- The chronological style works well for candidates who have experience in their field of employment and for those who show steady career growth, but it is less appropriate for people who have changed jobs frequently or who have gaps in their employment records.

- Functional

- The functional résumé focuses on a candidate's skills rather than on past employment.
- Like a chronological résumé, the functional résumé begins with the candidate's name, contact information, job objective, and education.
- **Instead of listing jobs, though, the functional résumé groups skills and accomplishments in categories, such as Supervisory and Management Skills or Retailing and Marketing.** This style highlights accomplishments and can de-emphasize a negative employment history. **special résumé**

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## Deciding on Length

- Experts simply do not agree on how long a résumé should be.
- Conventional wisdom has always held that recruiters prefer one-page résumés.
- A poll found that 52 percent of executives polled believe a single page is the ideal length for a staff level résumé, but 44 percent said they prefer two pages. Three pages is ideal for executive positions.
- Recruiters who are serious about candidates often prefer the kind of details that can be provided in a two-page or longer résumé. On the other hand, many recruiters are said to be extremely busy and prefer concise résumés
- The best advice is to make your résumé as long as needed to sell your skills to recruiters and hiring managers. Individuals with more experience will naturally have longer résumés.

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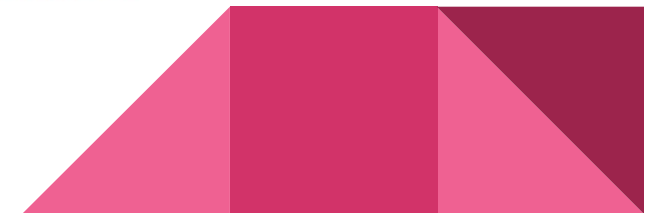
PhD Scholar (Applied Linguistics)  
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Technology, Karachi



# The contents of a CV

Note the following:

- There is no need to give your gender, date of birth or marital status.
- Two sides is the maximum that most employers want to read.
- Details should be relevant to the particular job you are applying for.
- Avoid clichéd claims such as ‘team worker’ or ‘self starter’.
- Information such as education details is normally presented in reverse chronological order (i.e. the most recent comes first).
- Details of your early education or hobbies are probably irrelevant to the post.



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## Organizing Information Into Effective Résumé Categories

- Main Heading: The first line of the main heading should always be your name; add your middle initial for an even more professional look. Format your name so that it stands out on the page. Following your name, list your contact information, including your complete address, area code and phone number, and e-mail address.
- Career Objective:
  - Recruiters think such statements indicate that a candidate has made a commitment to a career and is sure about what he or she wants to do.
  - Career objectives, of course, make the recruiter's life easier by quickly classifying the résumé. Such declarations, however, can also disqualify a candidate if the stated objective doesn't match a company's job description.
  - A well-written objective—customized for the job opening—can add value to either a chronological or a functional résumé.
  - Your objective should also focus on the employer's needs. Therefore, it should be written from the employer's perspective, not your own. Focus on how you can contribute to the organization.

Seeking an auditor position in an internal corporate accounting department where my accounting skills, computer experience, knowledge of GAAP, and attention to detail will help the company run efficiently and ensure that its records are kept accurately.

Position with advertising firm designing Web sites, publications, logos, and promotional displays for clients, where my creativity, software knowledge, and proven communication skills can be used to build client base and expand operations.

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## Organizing Information Into Effective Résumé Categories

- Summary of Qualifications :
  - “The biggest change in résumés over the last decade has been a switch from an objective to a summary at the top,” says career expert Wendy Enelow.
  - Recruiters are busy, and smart job seekers add a summary of qualifications to their résumés to save the time of recruiters and hiring managers.
  - A summary of qualifications (also called career profile , job summary , or professional highlights ) should include three to eight bulleted statements that prove you are the ideal candidate for the position. When formulating these statements, consider your experience in the field, your education, your unique skills, awards you have won, certifications, and any other accomplishments that you want to highlight. Include numbers wherever possible. Target the most important qualifications an employer will be looking for in the person hired for this position
- Education:
  - Mention your education—if it is more noteworthy than your work experience.
  - Include the name and location of schools, dates of attendance, major fields of study, and degrees received.
  - Once you have attended college, you don’t need to list high school information on your
  - **Your grade point average and/or class ranking may be important to prospective employers.**

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## Organizing Information Into Effective Résumé Categories

- Work Experience or Employment History:
  - For each position show the following:
    - Employer's name, city, and state
    - Dates of employment (month and year)
    - Most important job title
    - Significant duties, activities, accomplishments, and promotions
- Capabilities and Skills:
  - List special skills, such as Proficient in preparing federal, state, and local payroll tax returns as well as franchise and personal property tax returns.
  - Include your ability to use the Web, software programs, social media, office equipment, and communication technology tools.
  - If you speak a foreign language or use sign language, include it on your résumé. Describe proficiencies you have acquired through training and experience, such as Certified in computer graphics and Web design through an intensive 350-hour classroom program.
  - Use expressions such as competent in, skilled in, proficient with, experienced in, and

ity to;

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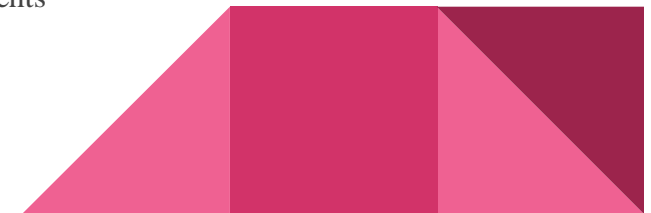




## Organizing Information Into Effective Résumé Categories

- Awards, Honors, and Activities:
  - If you have three or more awards or honors, highlight them by listing them under a separate heading.
  - If not, put them in the education or work experience section if appropriate.
  - Include awards, scholarships (financial and other), fellowships, dean's list, honors, recognition, commendations, and certificates.
  - Be sure to identify items clearly. Your reader may be unfamiliar, for example, with Greek organizations, honoraries, and awards; tell what they mean.

Recipient of Star award given by Pepperdine University to outstanding graduates who combine academic excellence and extracurricular activities.
  - It is also appropriate to include school, community, volunteer, and professional activities. Employers are interested in evidence that you are a well-rounded person. This section provides an opportunity to demonstrate leadership and interpersonal skills. Strive to use action statements



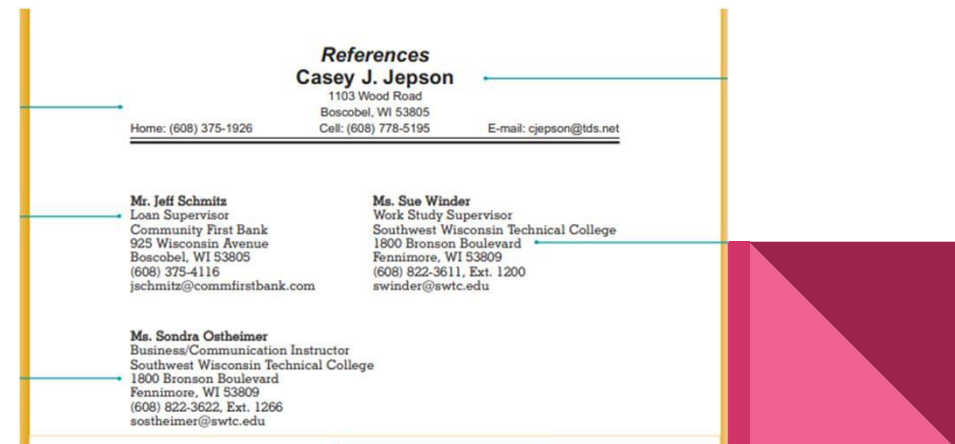
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## Organizing Information Into Effective Résumé Categories

- References: Listing references directly on a résumé takes up valuable space. Moreover, references are not normally instrumental in securing an interview. Instead, recruiters prefer that you bring to the interview a list of individuals willing to discuss your qualifications. Therefore, you should prepare a separate list.
  - Ask three to five individuals—instructors, your current employer or previous employers, colleagues or subordinates, and other professional contacts—whether they would be willing to answer inquiries regarding your qualifications for employment.
  - Do not include personal or character references, such as friends, family, or neighbors, because recruiters rarely consult them. Companies are more interested in the opinions of objective individuals who know how you perform professionally and academically.



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Lists most impressive qualifications

Arranges jobs in reverse chronological order

Uses bulleted lists to make résumé easier to read

Shows job titles in bold for readability

## Courtney M. Castro

2403 Mira Loma Drive, Costa Mesa, CA 90415

(714) 455-9231  
cmcastro@aol.com

### OBJECTIVE

Position with financial services organization installing accounting software and providing user support, where computer experience and proven communication and interpersonal skills can be used to improve operations.

### SUMMARY OF QUALIFICATIONS

- Over five years' experience in the accounting field
- Experienced in designing, installing, and providing technical support for accounting software, including SAP, Great Plains, Peachtree, and Oracle
- Proficient in Word, Access, PowerPoint, Excel, and QuickBooks
- Skilled in technical writing, including proposals, user manuals, and documentation
- Commended for tactful and professional communication skills
- Fluent in speaking and writing Spanish

### EXPERIENCE

**Accounting software consultant.** South Coast Software, Huntington Beach, CA June 2010 to present

- Design and install accounting systems for businesses such as Century 21 Butler Realty, Capital Financial Services, Pacific Lumber, and others
- Provide ongoing technical support and consultation for clients
- Help write proposals such as successful \$400,000 government contract

**Office manager (part-time).** Coastal Productions, Fountain Valley, CA June 2009 to May 2010

- Conceived and implemented improved order processing and filing system
- Designed and integrated module code pieces to export and convert data from an inhouse SQL database to QuickBooks format for automated check printing and invoice billing
- Trained three employees to operate QuickBooks software

**Bookkeeper (part-time).** Home Roofing, Santa Ana, CA August 2005 to May 2009

- Kept books for roofing company with \$240,000 gross income
- Performed all bookkeeping tasks including quarterly internal audit and payroll

### EDUCATION

**Orange Coast College,** Costa Mesa, CA  
Associate of Arts degree in business administration, June 2009  
GPA in major 3.6 (4.0 = A)

**Oracle University**—currently enrolled in database training seminars leading to Oracle certification

### HONORS AND ACTIVITIES

- Dean's list, three semesters
- Elected to Alpha Beta Sigma business student honorary

Includes detailed objective in response to advertisement

Uses present-tense verbs for current job and past-tense verbs for previous jobs

Specifies relevant activities for targeted position

Provides white space around headings to create open look



# Polishing your Resume

- While you continue revising, look for other ways to improve your résumé. For example, consider consolidating headings. By condensing your information into as few headings as possible, you will produce a clean, professional-looking document.
- Study other résumés for valuable formatting ideas.
- Ask yourself what graphic highlighting techniques you can use to improve readability: capitalization, underlining, indenting, and bulleting.
- Experiment with headings and styles to achieve a pleasing, easy-to-read message.
- Moreover, look for ways to eliminate wordiness. For example, instead of Supervised two employees who worked at the counter, try “Supervised two counter employees”.
- Above all, make sure your print-based résumé looks professional.
- Eliminate the personal pronoun I to ensure an objective style.
- Use high-quality paper in a professional color, such as white, off-white, or light gray. Print your résumé using a first-rate printer. Also keep the resume available in a soft copy.

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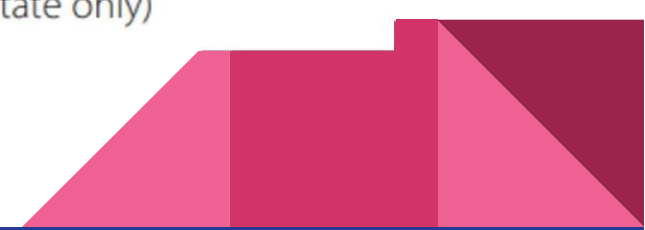
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# Polishing your Resume

In addition to making your résumé concise, make sure that you haven't included any of the following information, which doesn't belong on a résumé:

- Any basis for discrimination (age, marital status, gender, national origin, religion, race, number of children, disability)
- A photograph
- Reasons for leaving previous jobs
- The word *résumé*
- Social security number
- Salary history or requirements
- High school information
- References
- Full addresses of schools or employers (include city and state only)



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## Your NAMEHERE

### PERSONAL DATA

PLACE AND DATE OF BIRTH: Someplace, Italy | dd Month 1912  
 ADDRESS: CV Inn 19, 20101, Milano, Italy  
 PHONE: +39 123 456789  
 EMAIL: name.surname@gmail.com

### WORK EXPERIENCE

**Current** | **Trader at ENOI s.p.a., Milan**  
**Physical Natural Gas Trading**  
 Provided analysis of spreads, in particular time and location spreads, with emphasis on trading opportunities on the curve, also taking into account the availability of storage facilities. Became familiar with logistic implications of physical gas trading and developed knowledge of continental virtual hubs for gas exchange.

**JUL-OCT 2008** | **1<sup>st</sup> year Analyst at LEHMAN BROTHERS, London**  
**Commodities Structured Trading**  
 Developed spreadsheets for risk analysis on exotic derivatives on a wide array of commodities (ags, oil, precious and base metals), managed blower and secondary trades on structured notes, liaised with Middle Office, Sales and Structuring for bookkeeping.

**SUMMER 2007** | **Summer Intern at LEHMAN BROTHERS, Capital Markets**  
 Received pre-placed offer from the Exotics Trading Desk as a result of very positive review. Rated "truly distinctive" for Analytical Skills and Teamwork.

### EDUCATION

**JULY 2008** | **Master of Science in FINANCE, Bocconi University, Milan**  
 110/110 *summa cum laude* | Major: Quantitative Finance  
 Thesis: "Sublinear and Locally Sublinear Prices" | Advisor: Prof. Erio CASTAGNOLI  
 GPA: 28.61/30 | [Detailed List of Exams](#)

**JULY 2006** | **Undergraduate Degree in Law and BUSINESS ADMINISTRATION**  
 110/110 *summa cum laude*, Bocconi University, Milan  
 Thesis: "Portfolio Strategies with Target Prices" | Advisor: Stefano BONINI  
 GPA: 29.85/30 | [Detailed List of Exams](#)

**FALL 2005** | **Exchange Semester at University of Southern California, Los Angeles**  
 GPA: 3.875/4 | [Detailed List of Exams](#)

**JULY 2003** | **Liceo Classico "E. Duni", Matera** | Final Grade: 100/100

### SCHOLARSHIPS AND CERTIFICATES

**SEPT. 2006** | Scholarship for graduate students with an outstanding curriculum (€30,000)  
**JUNE 2006** | GMAT®: 730 (Q:50;V:39) 96<sup>th</sup> percentile; AWA: 6.0/6.0 (89<sup>th</sup> percentile)

### LANGUAGES

**ITALIAN:** Mother tongue  
**ENGLISH:** Fluent  
**FRENCH:** Basic Knowledge

## DATA ANALYST RESUME SAMPLE

from Resume Genius

### CONTACT

**Email:** youremail@gmail.com  
**Phone:** 895 555 555  
**Address:** 4397 Aaron Smith Drive  
 Harrisburg, PA 17101  
**LinkedIn:** linkedin.com/in/yourprofile

### SKILLS

Advanced Microsoft Excel  
 IBM SPSS  
 HTML5 / C++ / Java  
 Tableau / SAS / SQL  
 Data Modelling  
 Data Mining  
 Data Warehousing

### EDUCATION & CERTIFICATIONS

**M.S. BUSINESS ANALYTICS**  
 Case Western Reserve University, Cleveland, OH  
 2009-2010  
**B.S. STATISTICS**  
 Case Western Reserve University, Cleveland, OH  
 2006-2008  
**AAS PROGRAMMING**  
 Case Western Reserve University, Cleveland, OH  
 2004-2006

### AWARDS

**EMPLOYEE OF THE MONTH**  
 TJ & Sons  
 September 2015

### RESUME OBJECTIVE

Data Analyst with 8+ years of experience interpreting and analyzing data in order to drive successful business solutions. Proficient knowledge in statistics, mathematics, and analytics. Excellent understanding of business operations and analytics tools for effective analyses of data.

### EXPERIENCE

#### SENIOR DATA ANALYST

**Breadboard Lab, LLC, New York, NY / January 2016 - Present**

- Manage the planning and development of design and procedures for metrics reports
- Develop new reports and delegate tasks to team members
- Perform market analysis to efficiently achieve objectives, increasing sales by 24%
- Investigate and conduct studies on the forecasts, demand, and capital of products

#### DATA ANALYST

**TJ & SONS, Cleveland, OH / September 2013 - December 2015**

- Successfully interpreted data in order to draw conclusions for managerial action and strategy
- Used statistical techniques for hypothesis testing to validate data and interpretations
- Presented data and conclusions to team in order to improve strategies and operations
- Proposed solutions to improve system efficiencies and reduce total expenses

#### DATA ANALYST

**EPIC SCOPE TECHNOLOGIES, Cleveland, OH / June 2010 - August 2013**

- Utilized SPSS and MiniTab statistical software to track and analyze data
- Optimized data collection procedures and generated reports on a weekly, monthly, and quarterly basis
- Used advanced Microsoft Excel to create pivot tables and pivot reporting, as well as use VLOOKUP function







I hereby give consent for my personal data included in my application to be processed for the purposes of the recruitment process under the Personal Data Protection Act no. of 29 August 2007, consolidated text: Journal of Laws 2002, item 1302 as amended.



# Happy Learning!

