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UNIT - V

LESSON - I

RESUME WRITING

Resume is the 'first step' towards employment. Whether you are a freshman or graduate student, at some point in your career you will need a resume or CV to present your education, skills and experience. It is a French word meaning "SUMMARY", is a short, clear statement of your career goals. It is also known as bio-data and curriculum vitae (a latin word), is a necessary annexure to any job application that capture your experience and highlights your achievement in one or two pages. It includes personal history, biographical details, educational qualifications, work experience, achievements and other strengths in a polished manner.

PURPOSE OF RESUME

Resume is much more than a written description of your personal and educational details. It is a tool with two specific purposes -



- To present your skills, qualifications and accomplishments to your potential employers.
- To get you an interview.

FORMAT OF RESUME -

- Chronological Resume
- Functional Resume
- Combinational Resume
- Targeted Resume

PARTS OF RESUME -

- Heading
- Objective
- Professional Experience
- Education
- Skills
- Achievements and Accomplishment
- Awards and Honours
- Languages
- Professional Membership
- References

CHRONOLOGICAL RESUME FORMAT

CRF has details about your objectives, skills set, educational details and experience history in chronological order. The experience details are mentioned either your earlier job first then others.

(2)

Or in reverse order i.e. from latest to previous. This style is effective when -

- The name of last employer is well recognized.
- When you have significant experience.
- When previous job experience may be viewed as strength.

First and Last Name

Street Address

City, State, Zip

Telephone Number

E-Mail Address

PROFESSIONAL OBJECTIVE - This is also a statement of your job objective which emphasize the value you bring to an employer and force him to read your resume.

WORK EXPERIENCE -

Job title, year

Company name, City, State

EDUCATION -

List your education in reverse chronological order

College/University, course

City, State, year

High School, year

SKILLS -

If indicates potential and what have you achieved with your skills.

ACCOMPLISHMENTS -

List your achievements, contribution and recognition.

HONOUR AND AWARDS -

Include scholarships, awards, and distinguished honours.

References -

Name, Designation, address (official/home) Phone Number.

FUNCTIONAL RESUME FORMAT

A functional resume, also known as 'skill-based format', focuses on your skills and experience, rather than on your chronological work history. It omits dates, employers, and job titles. It is useful for -

- Frequent Job changers
- Those with little work experience
- Those with gaps in employment history

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First and Last Name

Street Address

City, State, Code

Telephone Number

OBJECTIVE -

A statement about the position you want

e.g. Marketing Manager

PROFILE -

In 4-6 lines, write a profile of yourself here. You may include number of years in the job/business, highly regarded degrees or certificates and few comments of your strength and area. Several brief sentences about your most relevant position e.g.

- More than three year marketing experience
- Developed interpersonal skills, having dealt with diversity of professional clients and staff members.

RELEVANT SKILLS AND EXPERIENCE -

Write your work experience, important skill and describe them.

ANOTHER SKILL AND SPECIAL AREA -

Mention if any.



SELECTED ACCOMPLISHMENT -

In 2-4 lines, list key accomplishment.
Use numbers, facts and demonstrate the size
and value of the accomplishment.



EMPLOYMENT HISTORY -

- Job title, Company Name, City, State
year
-
-

EDUCATION AND TRAINING -

Start with recent

- Degree/Diploma, Certificate,
College/University, City, State, year
-
-

REFERENCE -

- Name, Designations, Address (official/home)
Phone Number
-
-

COMBINATIONAL RESUME FORMAT

It blends the best part of chronological and functional resume, emphasises on skills and relevant experience and then elaborate about total work history highlighting achievements.

This type of resume is for -

- Older workers
- Career Changers
- Job seekers with academic deficiency or limited experience
- Recent graduates with little work experience.

First and last Name
Street Address

City, State, Code

Telephone Number

E-Mail Address

OBJECTIVE -

An objective is a clear concise statement about the desired job.

SKILLS -

Summarise any job-related experience, technical language you possess.

-
-

PROFESSIONAL EXPERIENCE -

→ Job title

Employer, City, State, Year

→

→

EDUCATION -

→ Course, College/University, City, State, Year.

→

→

ACCOMPLISHMENT -

List all your accomplishment and achievement that highlights your qualities and success story.

→

→

→

AWARD AND HONOUR -

LANGUAGE KNOWLEDGE -

Any language or foreign should be listed.

PROFESSIONAL MEMBERSHIP -

REFERENCES -

TARGETED RESUME FORMAT

First and Last Name

Street Address

City, State, Code

Telephone Number

E-Mail Address

OBJECTIVE -

State briefly the type of job you prefer. It will help you to determine what to include in the rest of resume.

SUMMARY OF PROFESSIONAL QUALIFICATION

It will contain 3-4 brief statements, that will say why you are the best for the job you want.

EXPERIENCE -

Title, Company, City, State, Year

SKILLS -

EDUCATION -

ACHIEVEMENTS -

AWARDS AND HONOUR -

REFERENCES -

DO'S -

- ⇒ Research the position and the company thoroughly.
- ⇒ Match your skills with job requirements.
- ⇒ Qualify your achievements.
- ⇒ Use a format that suits you best.
- ⇒ Tailor the resume for each position.
- ⇒ Do choose your words wisely.
- ⇒ Do not give any personal information.
- ⇒ CV is a formal document, Use A4 size paper in normal font.
- ⇒ Do make your objective clear.
- ⇒ Use Active Voice.
- ⇒ Do proofread carefully.
- ⇒ Check spelling & grammatical errors and punctuations.
- ⇒ Write a cover letter with your resume.

DON'TS

- ⇒ Do not include salary details.
- ⇒ Do not use expression like, "Duties included," "Responsibilities included."
- ⇒ Do not use words or phrase in negative connotation.
- ⇒ Do not overuse style as bold, italics, underline or block letters.
- ⇒ Do not lie, exaggerate;
- ⇒ Do not include something which you would not feel comfortable.
- ⇒ Do not start sentence in the first person.

UNIT - VI

LESSON - 2,

BUSINESS LETTER

WRITING

In all ages letter writing has always been considered as an art. Communication through exchange of letters is known as correspondence. Properly written letters can give a positive reflection on a business and individual. To communicate through our feeling, thoughts, etc. to our friends and relatives through letters is called Personal Correspondence and a business man also writes and receives letters in his day to day transactions, is known as Business Correspondence. Broadly, letters can be classified into three categories -

- Personal or Social Letters
- Official Letters
- Business Letters

PERSONAL OR SOCIAL LETTERS

A personal or social letter is written to convey one's feeling towards his relatives, friends and people with whom one share the informal bonding. A personal letter is used to show affection, love and disappointment.

OFFICIAL LETTERS

These are the letters that are used for official communication between government department, officers, non-government organisations or between individual and government authorities.

BUSINESS LETTERS

A business letter is written in formal language used from one business organisation to other or between organisations and their customer, client and other parties. It involves certain answers of questions like

- What type of letter (formal/informal) I am writing
- To whom I am writing (in an institution)
- What is the purpose of writing
- Whether the reader is known or unknown
- How much should I write (length of the paragraph)
- What will be the reader's reaction

Standard Letter Format

- Full Block Format
- Modified Block Format
- Semi Block Format
- Traditional or Indented Format

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FULL BLOCK FORMAT :-

It means all the elements, except the letter head of the letter are left justified. The start of each line is at the left hand margin. No punctuation marks are necessary except in the body of letter. There is no indentations in any part. All the paragraphs are separated by double spacing, three-four space for date, three-four space after the closing (enough room for signature).

Letter Head

A I E T M, Omrxe City
Ajmer Road, Jaipur

Reference Number

Date

Inside Address

Dev Brat Gupta
Associate Professor
A I E T M
Jaipur

Attention line / Subject

Salutation

Dear / Respected

Subject line

Main Body

Complimentary Close

Sincerely yours

Signature

Reference Initials

Enclosures

Heading

Reference Number

Date

Inside Address

Attention line

Salutation

Subject line

Main body

Complimentary Close

signature

Reference Initials

Enclosure

SEMI BLOCK FORMAT

Certain elements like heading, complimentry close, and signature block are aligned to the right margin with date. Open punctuation is used but a comma after the salutation and complimentary close. The paragraph of main body are indented.

Heading

Date

Inside Address

Salutation

Main Body

Reference Initials

Enclosure

Complimentary Close

Signature

TRADITIONAL FORMAT

Traditional style is the oldest form of a letter writing. Address heading, date and signature are placed at the right hand margin. There is full use of punctuation marks and each new element is indented.

Initiation of a letter starts with the Heading in

left, followed by the date, and the place.

Salutation follows with a dash, a name - etc.

Body of the letter follows.

Date

Inside Address:

Writing address, name, date, with initials etc.

Salutation:

Dear Sir, Madam, etc.,

Main Body:

Body of the letter follows.

Complimentary close:

Yours sincerely,

Reference Initials:

Signature

Enclosure:

COMPONENTS OF LETTER

HEADING -

The first component of letter consist of the sender's address. There is no need to write sender's address if the letter is being written on the letter head. If the address contains several parts, every part has to be given a separate line.

→ Heading

→ Date

→ Reference Number

→ Attention line

→ Inside Address

→ Salutation

→ Subject line

→ Body of the letter

→ Complimentary Close

→ Signature

→ Reference Initials

→ Enclosure

→ Copy circulation

→ Post script

REFERENCE NUMBER -

Reference number should be used when the letter refers to previous correspondence. This is often an alphanumeric reference number.

e.g. Your ref. AIETM/C.S/01/2014

our ref. AGC/AIETM/M.E/786/2014

DATE -

It is better to write in either of the two styles -
e.g. 9 March 2014 (No comma is needed)

March 9, 2014

Note- Suffixes like (nd, rd, th i.e. 22nd, 13th, 3rd) should be avoided. The month and year should be written completely and clearly.

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INSIDE ADDRESS -

It includes name and address of the recipient. Letter can be written by addressing individuals or by designation. e.g.

Mr. Manoj Kumar
Registrar
A.I.E.T.M.
Omaxe City
Jaipur
Rajasthan

The Registrar
A.I.E.T.M.
Omaxe City
Jaipur
Rajasthan

M/S Arya Group of Col.
A.I.E.T.M.
Omaxe City
Jaipur
Rajasthan

ATTENTION LINE -

It helps to draw the prompt attention of a person or department in order to get quick response and action. This line is generally underlined. It is an optional element of letter. e.g.

Attention - Mr. Pramod Kumar

Attention - Department of Humanities for the attention of Mr. Roopal Verma

SALUTATION -

Salutation is a word used to greet and to show respect to the recipient of the letter. It is sometimes followed by colon in business letters, and by comma in social and personal letter. e.g.

Sir/Madam → For official and formal correspondence

Dear Sir/Madam → For an individual by designation

Dear Mr. First name/last name → For how you know the person

Dear Sir's/Madam's → Not a specific person

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SUBJECT LINE -

A brief statement in phrase form to highlight the subject of correspondence.

BODY OF THE LETTER -

The most significant part of any letter, states the purpose of the letter, generally divided into two or three paragraphs. The first paragraph states the reason of communication. The next contains the details of the subject stated in first paragraph. The concluding paragraph restate the purpose of the letter and intentions, hopes, and expectations of the writer. Last but not least, one line closing sentence in positive tone is required to finish off the letter.

COMPLIMENTARY CLOSE -

It also known as closing, subscription and depends on the tone and degree. It shows your respect and gratitude and ends the letter in polite manner. e.g.

Respectfully Yours

I Best regards

Sincerely Yours

N With regards

Yours truly

F With many thanks

Yours faithfully

R Cordially Yours

M

SIGNATURE -

Complimentary close is followed by signature that include, full name, signature, designation and address of the writer.

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REFERENCE INITIALS -

The initials of the person who dictated or composed the letter are always in block letters and the initials of the secretary or typist are in lowercase, e.g.

SKG - the secretary/typist's

BCS/ SKG or BCS-SKG - writer/secretary or typist

ENCLOSURE -

This is an optional element, required when additional information or documents are attached with the letter, e.g.

- Enclos: 2
- Enclos: Curriculum Vitae
- Enclos: 1 - C.V, 2 - Demand Draft

JOB APPLICATION

A job application letter is written to apply for a specific position in any organization. It is used to list the applicant's best qualification. It gives the chance to highlight your abilities, skills, knowledge, qualification and personal characteristic.

Types of Job Application Letters -

Solicited Letters -

It is sent in response to an announced job or in response to advertisements. A candidate can apply for a post if he has the requisite qualifications.

Unsolicited Letters -

It is sent to an organization that has not announced any job or advertised.

Characteristic of Good Job Application Letter
Clearly outline the skills and achievement
Be positive in content, tone, words and expectations.

- > Show how you will help the organisation.
- > Show the ability of multiple priorities
- > Show that you are flexible.

It should be written on A4 paper.

Do not use inappropriate language

- It should be clear and precise.
- Easy to read.
- Should be free from punctuation errors.

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LESSON 3

"EMAIL"

MESSAGES

E-mail (in simple words) is the process of sending and receiving letters or messages through the exchange of electronic signals between different computer networks. The written document is sent through the main server from where, it is sent to the recipient, all in electronic form. The transfer protocol is called Simple Mail Transfer Protocol (SMTP). E-mail is gaining a huge popularity and has to a large extent become the preferred mode of sending and receiving message within and between business organisation. Apart from being fast and economical it has a number of other useful features given below.

FEATURES OF E-MAIL WRITING -

- (i) One message (e-mail) can be simultaneously sent to many receivers. It is easy to type the e-mail address of many users in "CC" 'carbon copy' or "BCC" 'Blind Carbon Copy' fields and have one message sent to many users at the same time. One can also send a message to several receivers by including all the addresses in the "TO" field. However this allows all receivers to see the e-mail addresses of other users to whom the e-mail has been sent and this is not an accepted form in serious business correspondence. It also conveys a sense of lack of need for exclusivity and confidentiality of communication on the part of sender. Hence one should prefer "BCC" or "CC" field.
- (ii) E-mail can be easily exchanged between people spread across different geographical locations. People can also access mails at any point and any time of the day. Hence, companies which work with their associates in different places need not interact at the same point of time.
- (iii) The response is immediate. The instant connectivity of the internet allows for immediate feedback.

TIPS OF USING E-MAIL

- (i) Avoid using 'Capital letters' as it is considered shouting in the e-mail parlance. It implies that sender is screaming.
- (ii) Structure the e-mail properly, so that it is easier for the reader to understand the contents.
- (iii) Do not have more than 65-70 characters in one line.
- (iv) It is believed that short is good. The e-mail should be brief, to the point and can be written in semi formal style, which reflects the personality of the reader.
- (v) Using 'REPLY' button while sending response is a better idea than composing a fresh e-mail as the receiver can then also read the mails sent earlier and need not look for related mails in the 'INBOX'.
- (vi) In case the mail has many points, numbers point separately.
- (vii) Scan attachments for viruses before uploading and thus avoid sending them across to recipient. Compress large attachments also.
- (viii) While sending links, start typing the address with 'http://' as it will then appear as a hyperlink on the body of the text and the user can then directly go to the website.

LESSON - 4

"TELEPHONE

EQUIETIES"

Telephone is a communication activity in which people engage heavily. In fact it has become such an essential tool for business and social communications that we cannot do without. But telephone has limitations, both listener and speaker have to depend on voice. Bad telephone habits and lack of etiquettes can spoil relations.

ESSENTIAL GUIDELINES -

i) KNOW YOUR PHONE -

There are several features in a telephone and you need to know how they work. Redialing with a single press, memory to store frequently used data, display of numbers etc. are some features you should know them well and save your and caller's time.

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(iii) KEEP A PEN AND PAD READY-

A call can come anytime. Quite often people do not have a pen and a paper while discussing on phone. It is a courtesy to ask the caller to hold the line. Therefore, you should always keep a pen and a paper right next to your phone.

(iii) CONCENTRATE ON THE CALL -

While telephoning concentrate on the conversation and keep all distractions out. Closing eyes while speaking on the phone, standing up and gesturing just as in face-to-face conversation are some techniques used to keep out distractions.

(iv) KNOW HOW YOU SOUND ON THE PHONE -

Tape record one of your telephone conversation and judge yourself how you sound and what is required to improve. You can also check it out with your friend either. This feedback may indicate that you need to adjust the volume of your voice and the distance between mouth and the phone.

(v) CULTIVATE A FRIENDLY VOICE -

A telephone conversation is a unique form of oral communication because only sound is

involved. It is, therefore, very important to use a cheerful and friendly voice. The tone should be lively and should reflect interest in the person you are speaking to. Do not eat, drink, smoke or read while talking.

IS BE CLEAR IN EXCHANGING NUMBERS-

While giving names and numbers on the phone, spell them out with familiar words and illustrate each letter e.g. - R A J like R = Rajasthan, A = Ajmer, J = Jaipur.

HOW TO MAKE CALLS CHOOSE THE RIGHT TIME-

Unless the message is urgent, call the person at the person at the right time. Morning hours and early afternoon are generally good. In case you want to call someone's residence, time becomes more important. It is better not to call at home unless the person you are calling, has given you the number.

NOTE DOWN THE POINTS-

Ask yourself if a telephone call is the right means of what you want to communicate. Decide

the purpose of your call and note down in short what you want to say. All the documents which you may have to consult during the call should be kept at hand. It is very annoying to call someone and leave waiting because you have to search for some papers. A little planning can make the call more effective.

(iii) GREET AND INTRODUCE -

When the person you have called, answers the call, greet the listener and introduce yourself. Otherwise the listener will have to ask "May I know who is speaking". If any other person has picked up the phone ask for the concerned person to explain the purpose. Regret if you get through the wrong number.

iv) BE CLEAR AND BRIEF -

Once you get through the right person, convey the matter briefly and confirm whether the listener has heard rightly. In case of long conversation summarise all the main point.

v) BE THANKFUL -

When the call is over thank the listener for sparing time. In case the concerned person

is not available, note down the name of person spoke to. After the call, notedown who, fixed the commitment given and other important details, otherwise you may forget the same.

HOW TO RECEIVE CALL-

DO NOT LET THE PHONE TO RING-

It is a discourtesy to allow the phone to ring more than four times. An office where the phone goes on ringing without being attended gives an impression of unefficiency.

GREET AND IDENTIFY-

Greet the caller and identify yourself as well as your organisation. Greeting and identifying are essential in telephone conversation. In case you are busy in a meeting tell the caller and return the call when you are free. If someone else can better handle the call, transfer the call to concerned person.

LISTEN CAREFULLY-

Emphatic listening is essential for effective telephonic conversation. Whenever necessary seek clarification from the caller.

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IV. TAKE NOTES

If the caller mentions several points, it is not safe to depend only on memory. Take notes on action which you have promised to the caller. It is also necessary to write down the message you are taking for someone else. The details should indicate the caller, the time of call, caller's contact number, name and message received.