Fall 2019 VE300
Lecture notes
Week 3

Reading for Week 3 & 4

UNIT 6

Employment Communication

CHAPTER 13
The Job Search, Résumés, and Cover Letters

CHAPTER 14
Interviewing and Following Up

START HERE

Reevaluate your progress.

Identify your interests and goals.

or

Accept the best offer.

Evaluate your qualifications.

Interview companies.

Know the Process

Know Yourself

Choose a career path and job objective.

Design a customized résumé and cover letter.

Know the Job Market
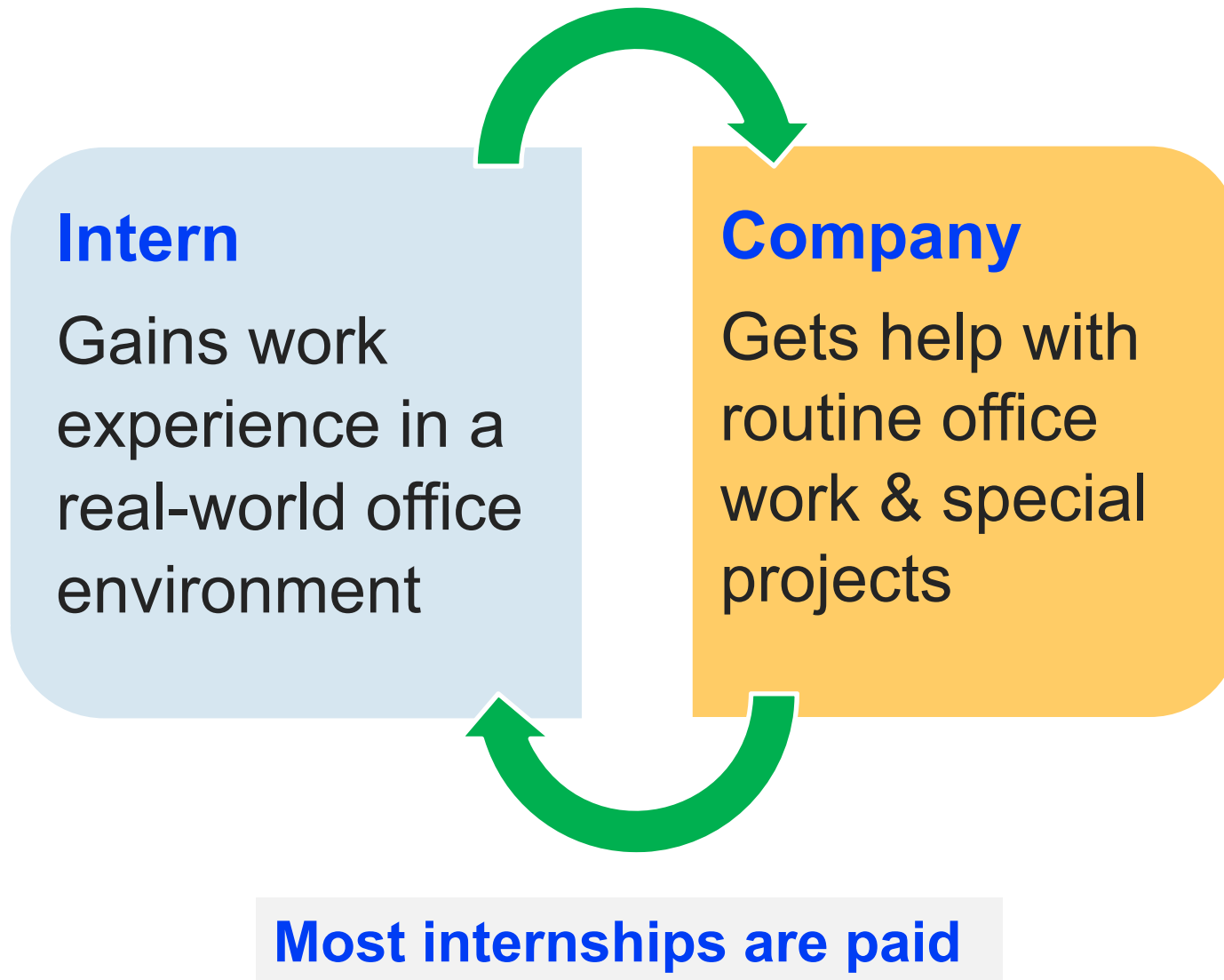
Search the open job market.

Search the hidden job market.

First Step: Internship

An internship provides job training for professional careers.

US → as many as 75% of employers look for internships on students' resumes.

Internship = Win-win relationship

Intern
Gains work experience in a real-world office environment

Company
Gets help with routine office work & special projects

Most internships are paid

Information interview

- Talk to student who have interned

- Talk to family or friends who are working in a field you would like to explore

- Or just dive in with a sense of adventure

The hidden internship (job) market

- Many internship (jobs) are not advertised.

- Tap into your network of acquaintances (teachers, family, friends, etc.) to get **referrals**.

Learning to read job postings

Intern position

Responsibilities:
1. Prepare Non-disclosure agreement (NDA), Request for Quotation (RFQ) to suppliers & timely follow up.
2. Prepare Price Comparison Sheet (PCS) and Proposal for projects.
3. Find new/ potential suppliers in China.
4. Help Supplier Qualification Management (SQM) Team to check Product and Progress Qualification (PPQ).
5. Daily operational support for Strategic Procurement (SPR) team.

Requirements:
1. Fluent in English, German is a plus.
2. Strongly self-motivated and assist in other purchasing work.
3. Able to work at least 3 days per week, 6 months or longer.

Please send your CV to Zhou Ying at zhou.ying.ext@siemens.com OR chris_zhou@sjtu.edu.cn

Other things you can do:

- Take a part-time job.

- Become a volunteer in an organization that interests you

- Freelance. Create webpages, tutor, etc.

Sampling opportunities
Personal experimentation

Stepping into the professional world

Learn to think like an employer

Companies **take risks** with every hiring decision.

They judge the success of their recruiting efforts by **quality of hire**, a measure of how closely new employees **meet** the company's needs.

Is there a good fit?

VS.

Making a "match" decision: Good "fit"?

Paper indicators

Academic degree certificates

Qualifications

Relevant experience

Overall potential

References

Interview impressions

Presence

Personality

Likability

Will the candidate "fit" in our company?

Cover letter

+

CV/resume → **Job application**

+

References

Resume

- Employment history
- Job titles & functions
- Degrees and certificates received
- Other professional accomplishments, etc.

Curriculum Vitae (CV)

- Education

- Awards & academic honors

- Research & publication if any

- Extracurricular activities, etc.

Writing the story of you

Where you have been

Where I am now

Where I want to be

The Story of you
Work in progress

Version 1.0   Version 2.0   Version 3.0   Version 4.0

The Story of you → Your CV/resume + cover letter

- Translate what you have done into a compelling picture of what you can do for employers in the future.

Resume

- Employment history
- Job titles & functions
- Degrees and certificates received
- Other professional accomplishments, etc.

Curriculum Vitae (CV)

- Education
- Awards & academic honors
- Research & publication if any
- Extracurricular activities, etc.

3 Ways of Organizing Your CV/Resume

1. Chronological

2. Functional

3. Combination

Choosing a CV/resume style:

Chronological:

- Lists work history job by job, starting with the most recent.
- Works well for candidates who have experience in the same field and who shows steady career growth

Less appropriate for:

- College students who have not much work experience
- People who have changed jobs frequently or who have gaps in their employment record

Functional:

Groups skills and accomplishments under special categories or headings such as :

- Relevant Course Work
- Research projects
- Internships
- Extracurricular activities

Project a professional image:

- **Substance**
- **Visual impact**
- **Proofreading**

- **Play with layout & design**
- **Review samples with caution**

- **Current students**
- **Graduates with 1-2 years of work experience**
- **Working professionals with 2+ work experience**
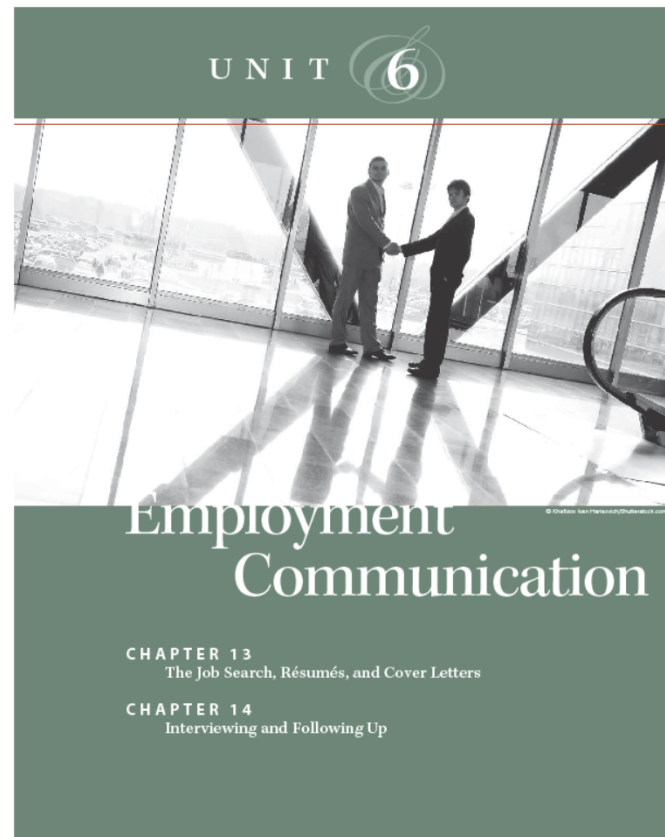
Objective & Summary of Qualifications

(a format often used by experienced professionals)

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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

JI student resumes
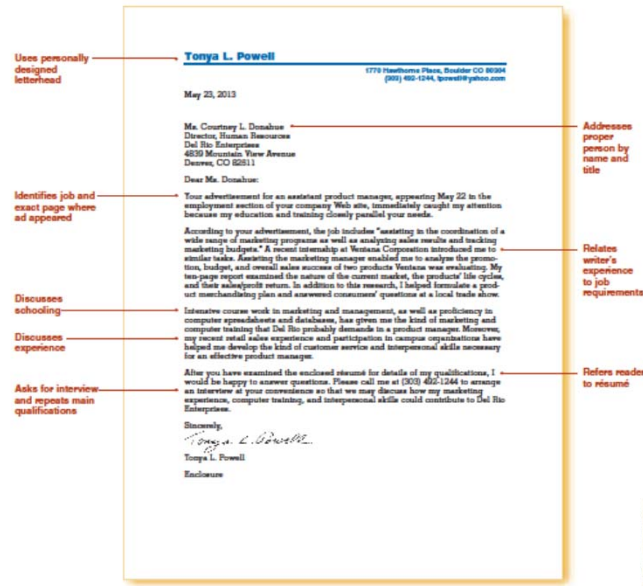
- **4 Sophomore**
- **3 Seniors**

Important: - **Use active verb**
- **Quantify where possible**

FIGURE 13.4 **Use Action Verbs in Statements That Quantify Achievements**

Identified weaknesses in internships and **researched** five alternate programs

Reduced delivery delays by an average of three days per order

Streamlined filing system, thus reducing 400-item backlog to zero

Organized holiday awards program for 1,200 attendees and 140 workers

Designed three pages in HTML for company Web site

Represented 2,500 students on committee involving university policies and procedures

Calculated shipping charges for overseas deliveries and **recommended** most economical rates

Managed 24-station computer network linking data in three departments

Distributed and **explained** voter registration forms to over 500 prospective voters

Praised by top management for enthusiastic teamwork and achievement

Secured national recognition from National Arbor Foundation for tree project

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Cover letter:

FIGURE 13.12   Solicited Cover Letter

Uses personally designed letterhead

Identifies job and exact page where ad appeared

Discusses schooling

Discusses experience

Asks for interview and repeats main qualifications

Addresses proper person by name and title

Relates writer's experience to job requirements

Refers reader to résumé

Tonya means. Using word processing, Tonya designed her own letterhead that uses her name and looks like professionally printed letterhead paper. Notice that Tonya chose a blue color accent for her letter. When used sparingly and strategically, color can help job hunters stand out. Personal branding expert William Arruda believes, "Color is a valuable tool in your personal branding toolbox that will help express your brand attributes and create emotional connections with hiring managers and recruiters." Arruda does not promote gaudy-looking application documents but suggests the consistent use of just one color—one that is best suited to reinforce an applicant's brand message."[42]

More challenging are unsolicited cover letters, such as Donald Vinton's shown in Figure 13.13. Because he hopes to discover or create a job, his opening must grab the reader's attention immediately. To do that, he capitalizes on company information appearing in an online article. Donald purposely kept his cover letter short and to the point because he anticipated that a busy executive would be

Thank you!

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