

COMMUNICATION SKILLS

Dr. Rajnish Mishra

Assistant Professor, Department of English

SGPG College, Sarurpur-Khurd, Meerut

**BA English Part I, Semester
1 (English Communication
Skills)**

March 2022

- **Language Skills**
 - **Powerpoint Presentation**
 - **Formal Letter**
 - **Email**
 - **Cv and Resume**
-

Language Skills

THE LANGUAGE SKILLS

	Receptive	Productive
Oral	Listening	Speaking
Written	Reading	Writing

Listening

45%

Speaking

30%

Reading

15%

Writing

10%

Listening 45%	Speaking 30%
Reading 15%	Writing 10%

THE WORLD IS IN ENGLISH

- Top 5 newspapers of the world are in English.
 - One-third of the world's newspapers are published in English dominant countries.
 - 80% electrically stored information is in English.
 - Between 80 – 85% films are in English.
-

INFORMATION OVERLOAD

There is an exponential growth of information and knowledge.

To target 50 billion people it took:

- the radio 38 years
- the television 30 years
- the Internet 4 years
- the Ipod 3 years
- the Facebook 2 years

The number of internet connections has gone up from one thousand in 1984 to one million in 1992 to one trillion in 2008.

INFORMATION OVERLOAD

- Facebook today has over 500 billion active users.
- Over one billion checked messages are being generated every day.
- There are 31 billion searches on Google every month.
- 4 Hex bytes of new information will be generated this year alone. A hex byte has 18 Zeros.
- This is information contained in 60 Libraries of Congress. The largest library in the world with 33 million books in 745 miles of shelves.

How does one absorb all this information and knowledge?

AGREE OR DISAGREE?

- People learn English best when they begin at an early age.
 - Translating and explaining in the mother tongue is the only way to effective teaching/learning of English.
 - Language errors should be corrected at once to help learners learn English.
-

PRINCIPLES FOR GUIDING CONSTRUCTION OF MEANING

- Reading, writing, speaking, listening and thinking develop simultaneously as learners grow into literacy.
- Individuals learn to read and write by reading, writing and responding to their reading.
- Prior knowledge and background are major elements in one's ability to construct meaning.

LEARNING TO LEARN ENGLISH

H. DOUGLAS BROWN, PH.D., AMERICAN LANGUAGE INSTITUTE, SAN FRANCISCO STATE UNIVERSITY, SAN FRANCISCO, CALIFORNIA

1. Don't be afraid

Sometimes we are afraid to speak a foreign language because we think we are going to make terrible mistakes and people will laugh at us. Well, the best learners of foreign languages try not to be afraid. They make a game of learning. They are not anxious about making mistakes. And they sometimes share their fears with friends. You can do that too, and you will then feel better about yourself.

2. Dive in!

Try to speak out! Try to say things in English! The best way to learn English is to speak it yourself. Don't worry about perfect pronunciation or

3. Believe in yourself

You have lots of strengths. You have already learned some English. You must believe that you can do it! Compliment your fellow learners on their efforts. Then maybe they will return the favor.

4. Develop motivation

Why are you learning English? Make a list of your reasons for studying English. Those reasons can be your individual goals for this course. If you have your own reason for learning English, you will have better success.

5. Cooperate with your colleagues

You are learning language in order to communicate with other people. So, practice with other people and you will be more successful. Create your own conversation group. Try out new ways to communicate in that group. And, in class, remember your colleagues are your “team” members, not your opponents.

6. Get the “big” picture!

Sometimes learners look too closely at all the details of language (words, pronunciation, grammar, usage). It’s OK to pay attention to those details, but it is also important to understand general meanings (the “big” picture). Maybe you don’t know the right words or grammar, but you can say things

7. Don't worry if you are confused

Learning English is a big task! Sometimes you will feel confused about all the things you have to learn in a foreign language. Try not to worry about everything all at once. Don't try to learn all the rules right now. Ask your mentor questions about English. And try to learn a little every day.

8. Trust your “hunches”

Sometimes people think they should analyze everything (grammar rules, word definitions) in their new language. The best learners do some analyzing, but they follow their best guesses, their intuitions about the new language. If they have an intuition that something sounds right, they will try it. So, the next time you feel that something is right, say it, you'll probably be right, and if you aren't someone will give you some

9. Make your mistakes work FOR you

A mistake is not always “bad”. We all make mistakes learning anything new. Successful learners don’t worry about mistakes, they learn from them. They take note of their errors and try to correct them the next time. Some things you can do:

- Make a list of your mistakes
- Select grammar points to watch for
- Tape-record yourself and listen for errors

10. Set your own goals

Other people have usually so far set goals (assignments, homework, class work) for you. But you need to set your own goals, too. You can do that by

Presentation Skills

TOPICS TO BE COVERED

- **Outlines**
 - **Slide Structure**
 - **Fonts**
 - **Colour**
 - **Background**
 - **Graphs**
 - **Spelling and Grammar**
 - **Conclusions**
 - **Questions**
-

OUTLINE

- Make your 1st or 2nd slide an outline of your presentation
 - Ex: previous slide
- Follow the order of your outline for the rest of the presentation
- Only place main points on the outline slide
 - Ex: Use the titles of each slide as main points

SLIDE STRUCTURE – GOOD

- Use 1-2 slides per minute of your presentation
- Write in point form, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness: use key words and phrases only

SLIDE STRUCTURE - BAD

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

SLIDE STRUCTURE – GOOD

- Show one point at a time:
 - Will help audience concentrate on what you are saying
 - Will prevent audience from reading ahead
 - Will help you keep your presentation focused

SLIDE STRUCTURE - BAD

- Do not use distracting animation
 - Do not go overboard with the animation
 - Be consistent with the animation that you use
-

FONTS - GOOD

- Use at least an 18-point font
- Use different size fonts for main points and secondary points
 - this font is 24-point, the main point font is 28-point, and the title font is 36-point
- Use a standard font like Times New Roman or Arial

FONTS - BAD

- If you use a small font, your audience won't be able to read what you have written
 - CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ
 - **Don't use a complicated font**
-

COLOUR - GOOD

- Use a colour of font that contrasts sharply with the background
 - Ex: black font on white background
- Use colour to reinforce the logic of your structure
 - Ex: light blue title and dark blue text
- Use colour to emphasize a point
 - But only use this **occasionally**

COLOUR - BAD

- Using a font colour that does not contrast with the background colour is hard to read
- Using colour for decoration is distracting and annoying.
- Using a different colour for each point is unnecessary
 - Using a different colour for secondary points is also unnecessary
- Trying to be creative can also be bad

BACKGROUND - GOOD

- Use backgrounds such as this one that are attractive but simple
 - Use backgrounds which are light
 - Use the same background consistently throughout your presentation
-

BACKGROUND – BAD

- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use

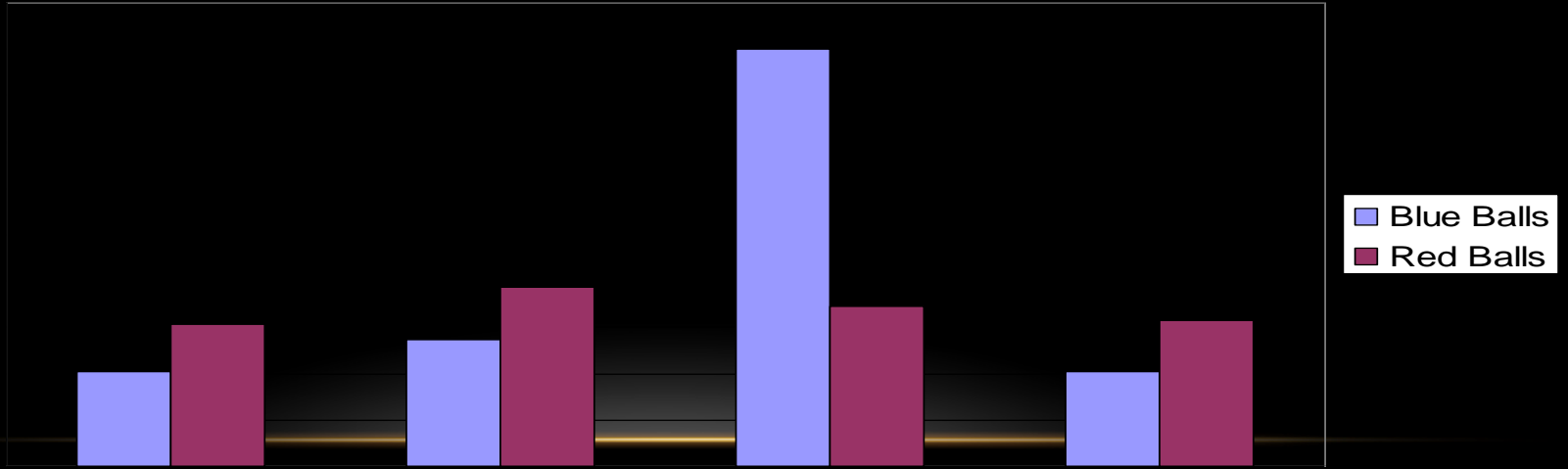


GRAPHS - GOOD

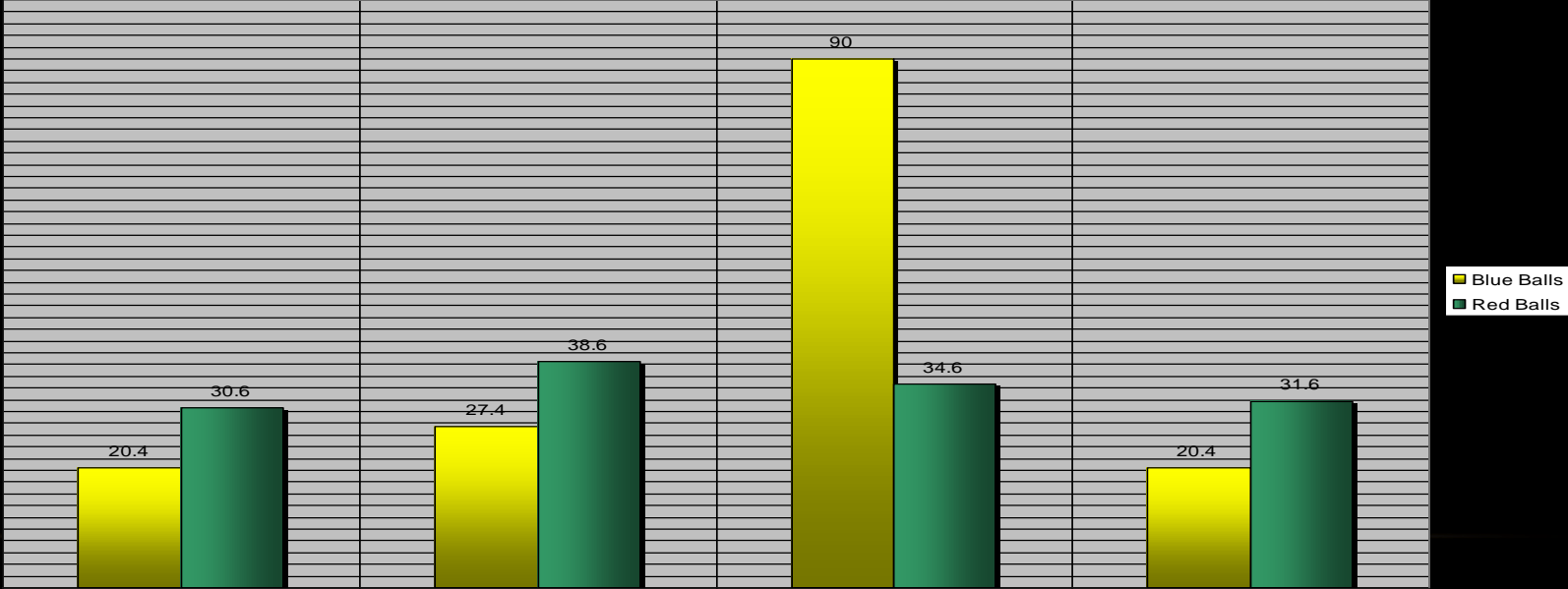
- Use graphs rather than just charts and words
 - Data in graphs is easier to comprehend & retain than is raw data
 - Trends are easier to visualize in graph form
- Always title your graphs

GRAPHS - BAD

GRAPHS - GOOD



GRAPHS - BAD



GRAPHS - BAD

- Minor gridlines are unnecessary
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting

SPELLING AND GRAMMAR

- Proof your slides for:
 - spelling mistakes
 - the use of of repeated words
 - grammatical errors you might have make
- If English is not your first language, please have someone else check your presentation!

CONCLUSION

- Use an effective and strong closing
 - Your audience is likely to remember your last words
 - Use a conclusion slide to:
 - Summarize the main points of your presentation
 - Suggest future avenues of research
-

QUESTIONS??

- End your presentation with a simple question slide to:
 - Invite your audience to ask questions
 - Provide a visual aid during question period
 - Avoid ending a presentation abruptly

Letters

FORMAL LETTER WRITING

DEFINITION

A **formal letter** is written in formal language, usually used when writing from one business organization to another, or for correspondence between two organizations and their customers, clients and other external parties.

The overall style of letter will depend on the relationship between the parties concerned.

TYPES OF BUSINESS LETTERS

- **Full block style:** Align all elements on the left margin.
 - **Modified block style:** Align the return address, date, closing, signature on the right margin, and typed name; align other elements on the left page margin.
 - **Indented style :** Align all elements on the left margin, but the beginning of all the paragraphs is indented.
-

ELEMENTS OF A BUSINESS LETTER

- Sender's address & contact information (omitted in letterhead)
- Date of writing
- Recipient's name, title, company, & address
- Salutation/greeting, followed by a comma
- Message (body of the letter)
- Valediction/closing
- Sender's signature

OPTIONAL ELEMENTS OF A BUSINESS LETTER

- Subject line
 - Enclosures (Encl.: or Enc.:)
 - Carbon Copy Recipients (cc:)
-

POINTS TO REMEMBER

- Each element or paragraph of the letter is followed by a single blank line.
- In general, left and right margins are one inch
- Subject line, is usually underlined
- The salutation/greeting and valediction/closing are generally followed by a comma.
- Leave four line gap between closing and sender's signature

EXERCISE

- Draft a letter claiming for damaged computer systems supplied by a firm based at Delhi in the capacity of Purchase Officer, Godrej Appliances at Mumbai. Invent details

BLOCK FORMAT

BLOCK, AND SEMI-BLOCK

- **Most letters are written in block, modified block, or semi-block format. This page details how each of these formats differs.**
- **Block format**
- ***Block* format features all elements of the letter aligned to the left margin of the page. It has a neat and simple appearance. Paragraphs are separated by a double line space.**
- **Modified block format**

BLOCK, AND SEMI-BLOCK

- ***Modified block*** differs from block style in that the date, sign off, and signature lines begin at the center point of the page line. The beginning of each paragraph is indented five spaces, along with the subject line, if used. Depending on the length of the letter, paragraphs may be separated by a single or double line space.
- **Semi-block format**
- ***Semi-block*** is similar to block but has a more informal appearance. All elements are left-aligned, except for the beginning of each paragraph, which is indented five spaces. Paragraphs are separated by a double line space.

Cover Letter, CV and Resume

QUESTIONS FIRST ...

- 1) what jobs are you applying for and what skills, knowledge and tasks are required of them?
 - 2) the components of cover letter and resume,
 - 3) the types of resume
 - 4) the language styles of cover letter as well as business letter in general.
-

OUTLINE

A. Format

- Resume
 - Controversies
 - Components
 - Types
- Cover Letter

B. Language Style

C. General Guidelines

- Appearance matters
- Questions for discussion

D. School Application Trivia

CONTROVERSIES OVER THE FORMAT OF RESUME

- One page or not. (*Usu. one page for college grads.*)
- To be unique and creative or not. (with caution.)
- Including hobbies and extracurricular activities or not.
- Personal data (e.g. age and marital status) and photo.
- → Follow the general principles and use your resume as your “personal” ad to show the best of your qualifications



RESUME: COMPONENTS

- Heading
- **Objective** (examples)
- (optional) Qualifications (qualification summary)
- Education –
degree, school, date graduated, major,
GPA, honoraries, scholarships, offices held.
- Experience –
dates employed (from ~ to~)



TYPES OF RESUME

- Chronological (reverse chronological order) (example)
 - Linear (example)
- Functional/Skills – emphasizes the functional areas in which the applicant is strong at; organize experience by functions one serves or skills one has. (example)



FORMAT 1: CHRONOLOGICAL

Sample Chronological Resume—Distribution

KEVIN P. BURTRAM
32 Worrington Lane, SW
Dallas, Texas 33755
Telephone: (719) 377-2424

OBJECTIVE:

Senior level Distribution Management position with progressive company in search of leadership in the structuring of a Distribution function that employs state-of-the-art concepts and realizes significant contribution to bottom line results.

EXPERIENCE: 1982 to Present

HEERINGER FOOD PROCESSING, INC. (CORPORATE OFFICES)

Director of Distribution

Reports to the Senior Vice President Operations Support for this \$1.4 billion, Fortune 500 food processing corporation. Directs the development and implementation of both strategic and operating plans for the Warehousing and Transportation functions on a corporate-wide basis (8 plants, 750 employees, annual budget of \$125 million). Responsible for maximum use of Distribution resources (budget, people, equipment) in assuring high level of customer service at lowest possible cost.

Directed the development and installation of a computerized order entry and distribution planning system which allows advanced planning of transportation requirements and returns \$18 million in freight cost savings per year. Saved \$4.7 million per year in warehouse handling costs through installation of automatic palletizers and computer controlled conveyor system. Negotiated corporate-wide rail carrier rates resulting in annual savings of \$3.9 million.

THE BOSTON BEVERAGE COMPANY (CORPORATE OFFICES)

Distribution Manager (1979-1982)

Reported to the Executive Vice President Operations for this \$850 million bottler of carbonated beverages. Managed the Corporate Distribution Department (250 employees, budget \$85 million) with nation-wide distribution through network of company owned and leased warehouses. Responsible for development and execution of strategic and operating plans for all warehousing and transportation operations to achieve lowest possible cost consistent with customer service requirements. Consolidated all field warehousing facilities into large regional leased warehouse operations with annual savings of \$10.2 million. Designed and installed computer model for determination of best shipping point and mode of transportation with resultant savings of \$5 million annually.

KEVIN P. BURTRAM

Page Two

EXPERIENCE: (Continued)

Senior Distribution Analyst (1976-1979)

Reported to Distribution Manager with responsibility for conducting a wide range of studies to determine maximum use of overall Distribution resources to achieve customer service and cost objectives. Areas studied include: site selection for new distribution facilities, loading patterns for various modes and types of shipments (carriers and equipment), warehouse layout and storage patterns, warehousing operations analysis, etc. Introduced the use of computer models in Distribution analysis work. In three years, designed six key computer models now used in decision analysis on a daily basis and estimated to save approximately \$3 million per year.

Distribution Analyst (1973-1976)

Provided support to the Senior Distribution Analyst and the Distribution Manager in the analysis and study of a wide range of Distribution planning problems requiring quantitative solution. Extensive use of statistical methods and computer techniques.

M.S., Georgia Institute of Technology, 1973

Major: Industrial Engineering
Weller Scholarship (2 years)

B.S., Texas A&M, 1971

Major: Industrial Engineering G.P.A. 3.7/4.0
Hanson Oil Company Scholarship (4 years)

PERSONAL:

Age 39
Married, 1 Child
U.S. Citizen
Excellent Health

REFERENCES:

Excellent references available upon request.

Beatty

Another example



Responsibilities in Block; use verb

1973-1982

FORMAL RESPONSIBILITIES

Sample Linear Resume—Personnel

DAWN M. MARKS

300 Ollinger Avenue
Richmond, VA 23375
Telephone: (314) 872-4467

Well-seasoned senior level human resources executive with over 14 years experience in full range of human resource functions. Strong appreciation for the relationship between good human resource management and profitability. Creative leadership skills in organization development and employee productivity improvement.

EXPERIENCE

1983
to
Present

CARSON MANUFACTURING COMPANY, INC. (CORPORATE OFFICES)

Director of Human Resources (1988 to Present)

- * Report to Corporate Vice President, Human Resources of this \$1.5 billion manufacturer of commercial and residential furniture.
- * Direct staff of 25 professionals in providing full range of human resource services to 1,000 employee corporate staff.
- * Oversee functional responsibility for human resource planning, internal/external staffing, organization development, and wage and salary administration.
- * Directed installation of human resources/payroll computer system with estimated annual savings of \$1/2 million in labor costs.
- * Developed human resource planning computer model for linking human resource planning and business planning.
- * Staffed and directed major hiring effort requiring the recruitment of 97 engineers to support capital expansion program (all critical deadlines met).

Manager of Corporate Staffing (1985-1988)

- * Reported to Director of Human Resources with full responsibility for internal/external staffing.
- * Managed staff of 12 professionals and 13 support personnel with annual staffing budget of \$2.1 million (annual recruitment volume 250 employees, 300 internal placements).
- * Successfully orchestrated sensitive, high level replacement searches during major top level reorganization.

Dawn M. Marks

Page Two

- * Implemented improved recruiting techniques that reduced interview-to-hire ratio by 1/2 with an 80% improvement in the offer-to-hire ratio as well.

Manager of Administrative Staffing (1983-1985)

- * Reported to Manager of Corporate Staffing with responsibility for all administrative staffing of corporate headquarters complex.
- * Successfully hired 125 employees in two years to staff key positions in accounting, finance, law, data processing, distribution, procurement and human resources functions.
- * Implemented psychological assessment as a selection tool in the hiring of top management personnel.
- * Developed, implemented and trained key hiring management personnel in the use of "focused selection" interview techniques generally credited with substantial improvement and increased reliability of selection process.

1975
to
1983

BARSOM, CLIFFORD AND JANSEN, INC. (CORPORATE OFFICES)

Senior Consultant (1979-1983)

- * Reported to Senior Partner of this well-known, international human resources consulting firm.
- * Designed, developed and installed new employee evaluation and feedback program at 3 major client locations.
- * Generated \$450,000 in new client consulting revenues in slightly over 3 years.

Consultant (1975-1979)

- * Performed research in support of development of new employee performance consulting product.

EDUCATION

M.S., Michigan State University, 1975
Major: Industrial Psychology
Thesis: "The Role of Performance Feedback in the Motivation of Professional Employees"

B.A., Michigan State University, 1973
Major: Human Resource Management
Cum Laude
Salem Scholarship (4 years)

G.P.A. 3.8/4.0

PERSONAL

Age 37

Married

U.S. Citizen

Excellent Health

linear

Samples

Sample Resume F

BRUCE B. CHAMBERS
813 Locust Lane
Lake City, Texas 09413
Telephone: (217) 855-3939

SUMMARY:

Marketing executive with over 20 years experience in sales and marketing management. Excellent reputation as a creative, innovative manager capable of successfully revitalizing old product lines and introducing new. Full range of marketing and sales experience to include: market research, market planning & analysis, advertising & promotion, sales and sales management.

MAJOR ACCOMPLISHMENTS:

Market Research

- Investigated and analyzed European market for U.S. lumber export with resultant successful market entry.
- Worked closely with R&D in development of consumer mini-pocket calculator. Careful design of test market and resultant market feedback assured successful product development and subsequent market entry (\$5 million sales in 2 years).
- Developed market research computer model to forecast 10 year market projection for microwave ovens.

Advertising & Promotion

- Coordinated Company efforts with major New York City consumer advertising agency to develop effective campaign to revitalize failing product line (fishing reels). Campaign expenditure (\$2 million) yielded annual increase in sales of \$4.1 million in 1 year.
- Developed creative special value coupon and supportive advertising campaign that increased annual sales volume for photographic film product line by 35% over 2 year period.

Marketing & Sales Management

- Managed national sales organization of 85 employees (10 regional managers and 75 salespersons) in the sale of consumer photographic film to wholesale and retail trade.
- Directed Corporate Marketing Staff (25 employees) in the development of all marketing plans & strategies for manufacturer of consumer hardware (annual sales volume \$500 million).
- Successfully organized, trained and motivated new national sales organization of 45 employees for manufacturer of consumer calculators. Sales reached \$20 million in 4 years.

WORK HISTORY:
1980 to 1981

Manager of Corporate Marketing
U.S. Paper & Wood Products

1978 to 1980

National Sales Manager
Photo Films International

1976 to 1978

Self Employed - Marketing Consultant

1975 to 1976

Manager of Market Research
Micro Ovens, Inc.

1974 to 1975

Self Employed - Marketing Consultant

1960 to 1974

National Calculators, Inc.
Director of Marketing (1972-1974)
National Sales Manager (1968-1972)
Regional Sales Manager (1965-1968)
Salesman (1960-1965)

EDUCATION:

B.A. Business Administration, Utah State University, 1960

PERSONAL:

Married, Two Children
U.S. Citizen
Excellent Health

REFERENCES:

Complete references furnished upon request.

Action Words

Directed	Motivated	Conceived	Originated
Guided	Approved	Created	Established
Lead	Controlled	Invented	Designed
Managed	Implemented	Composed	Planned
Supervised	Conducted	Developed	Organized
Administered	Coordinated	Founded	Structured
Engineered	Revised	Solved	Increased
Designed	Revamped	Proved	Expanded
Built	Modified	Scheduled	Accelerated
Provided	Researched	Monitored	Saved
Generated	Analyzed	Optimized	Streamlined
Produced	Evaluated	Maximized	Improved
Eliminated	Accomplished	Instructed	Purchased
Canceled	Performed	Taught	Sold
Decreased	Delivered	Demonstrated	Established
Reduced	Provided	Presented	Launched
Finished	Expedited	Contracted	Began
Completed	Trained	Negotiated	Maintained

FORMAT 3: SKILLS (2)

Purdue University: expected graduation, May 1998
Bachelor of Arts in Public Relations
Minor: General Management

GPA (4.0 scale) Major 3.8 Minor 3.9 Overall 3.7

Major Related Courses

Personnel Management, Interviewing, Labor Relations, Industrial Psychology, Organizational Psychology, Business Law, Marketing

Skills

Coordinating

- planned and organized campaign for Grand Prix Queen candidate
- assisted in planning and organizing a sorority rush program
- supervised dining room preparation at the Sheraton Plaza
- developed and presented peer counseling seminar for the American Personal Guidance Convention, Washington DC, 1994

Training

- supervised the implementation of peer counseling programs in St. Louis high schools
- instructed other employees in proper food and beverage services
- tutored students in College Algebra and Marketing courses

Work Experience (paid for 100% of college expenses)

Waitress, Sagamore Room, Purdue Memorial Union, 8/94 to present
Salesperson, University Book Store, Purdue University, 7/95 to 8/97

Another example



HEADING & OBJECTIVE

- Heading: NAME, address and phone no. → **Make it stand out!!!**
 - Objective: 1. Should be supported by the other parts of the resume; 2. can be directed at a specific job, or put in more general way; 3. (Shows your understanding of the nature of the job.)
- e.g. 1. Secretary: a secretarial position which utilizes interpersonal, organizational and computer skills, and which provides chances to learn business management.

COMPONENT 1: OBJECTIVES(2)

2. Marketing: a position **in charge of** marketing project direction, product management, sales promotion, general administration for consumer goods company.
3. Secretarial Job in a International Trading company: A position **involving** computer skills, high demand of English, basic knowledge of international trade in relation to fashion business.
 - An entry position in Public Relations department.
 - A management position in marketing, finance, or



COMPONENT 1-2: QUALIFICATIONS

- to emphasize skills and achievements required by or useful for a particular job or company.
- e.g.
 - Strong background in Business Administration practices and concepts
 - 2- year experience and summer internship in educational administrative office
 - Excellent computer skills: MS Word, Excel, PowerPoint;
 - Good English communicative skills: speak and write very well
 - Experience as leader of college organization
 - Quick learner: able to grasp instructions accurately and complete tasks as requested

COMPONENT 2: EDUCATION

- To be placed before Experience when it is more significant than the latter.
- Give proper titles!

Fu Jen Catholic University

Bachelor of Arts in English, expected June, 2004

GPA: Grade Point Average (see next page)

Major Related Courses: (don't list the general ones)



COMPONENT 1-2: QUALIFICATION SUMMARY: HOW

1. Extract key points to emphasize your accomplishments and skill set, but keep the summary fresh, crisp and engaging.
2. Two ways: a. one paragraph with no more than 5 lines; b. bullet points (source)

COMPONENT 1-2: QUALIFICATIONS: BE CONCISE

- Abilities-- in noun or adj. phrases (be consistent); accomplishment, verb phrases.
- Omit “I” and articles to keep your resume brief and to the point.

Examples:

I completed a 5-month internship in a busy administrative office. →

Resume writing: **Completed** 5 month internship in busy

COMPONENT 1-2: QUALIFICATIONS: YES OR NO

- Objective or Summary – better just choose one of them. If you want both, objective comes the second
 - Yes or no? “For new entrants into the workplace, you likely have not had enough experience to warrant a summary.” ([source](#))
 - More here ([how to produce a strong summary](#))
-

SAMPLE

Objective Position as Administrative Assistant

Qualifications

- Strong background in Business Administration practices and concepts
- 2-year experience and summer internship in educational administrative office
- Excellent computer skills — MS Word, Excel, PowerPoint
- Excellent English — second place winner in university English speech contest.
- Experience as leader of college organization
- Quick learner — able to grasp instructions accurately and complete tasks as requested
- Industrious, dependable, detail-minded

GPA

- General Scale in Taiwan:

80-100=4.0

70-79=3.0

60-69=2.0

50-59=1.0

49 and below=0.0

- In U.S.:

90-100=4.0

80-89=3.0

70-79=2.0

60-69=1.0

59 and below=0.0

Explanation: http://www.ustudy.org.tw/us_help/chp4/chp4-GPA.htm

Online GPA calculation:

http://www.sunmoon.pair.com/vec/gpa/gpa_rule.html



COMPONENT 3: EXPERIENCE RESPONSIBILITIES AT WORK

- e.g. secretary:

Transcribed dictation from three advertising agency account executives. Accomplishments: became expert with a word processor; increased typing speed from 50 to 75 words per minute; increased accuracy to 97%.

- e.g. instructor, language institute
- Taught English conversation and grammar to classes of children ranging from age 7 to 10.

EXPERIENCE --RESPONSIBILITIES AT WORK

- e.g. translator, waitress

Communicated with customers in fluent English and Chinese, sometimes translating between the two languages.

- e.g. administrative work, PR

Negotiated and arbitrated conflicts among team workers

Developed a climate of enthusiasm, teamwork, and cooperation



COVER LETTER: COMPONENTS

- **Opening:** 1. Your reason for writing; 2. Make a point that you think will be interesting to the addressee;
- **Highlights:** Give examples of the qualifications which make you a good candidate.
- **Closing:** ask for an interview.
- **Format:** Use block format (all justified left) , single spaced, double-spaced between paragraphs.

LANGUAGE: SPECIFIC AND PROFESSIONAL

- Objective: A good job with a famous company.

An assistant position in procurement department which utilizes my skills in computer applications and negotiating deals and familiarize me with all facets of modern procurement management.

An English instructor in a language institute which allows me to make full use of a variety of teaching methods to make students talk spontaneously, correctly and meaningfully.

LANGUAGE: SPECIFIC AND CONCISE

- Objective: A translator

A translation job which utilizes and further improve my abilities in general research, two-way translation between English and Chinese, as well as specialized knowledge in literature and religion.

Raised over 15,000 dollars from three companies for department annual play, 2000.

Used film scripts and lyrics to increase a high-school student's vocabulary. Used Role Play to let a class of 15 eight year olds speak only in English

COVER LETTER: OPENING

As an English major, I have not only mastered English and computer skills, but also acquired a fair amount of knowledge in trading business. From the website of 104 Occupation Agency, I understand that I am exactly the person you ask for. I would, therefore, like to apply for the position of general assistant you offer.

COVER LETTER: CLOSING

- I look forward to **meeting your need** in any possible interviews, and thank you for your consideration.

❖ I look forward to discussing how my qualifications meet your needs in an interview, and thank you for your consideration.

COVER LETTER: HIGHLIGHTS

- As both **translator and receptionist** at I-Lan Children's Folklore Festival, I accommodated the needs of 14 foreign performers from English-speaking countries and introduced to them both cultural and geographical features of Taiwan. I helped solve their problems in daily matters and unexpected situations to make them feel comfortable in Taiwan. Besides, together with the other staff members, I designed leisure activities to promote cultural interchanges among us. This experience

GENERAL GUIDELINES

- Research the companies you are applying for well, and address what they need in your resume and cover letter.
- Be self-assertive and matter-of-fact; do not exaggerate or flatter.
- Be concrete: use verbs more than adjectives.
- Appearance matters: what is appearance?

APPEARANCE

- grammar and spelling;
 - spatial arrangement of resume; font and spacing;
 - printing and paper qualities.
 - What else? *A bit of creative and elegant decoration if possible.*
-

MAKING YOUR RESUME POP



POP QUIZ!

□ What is the initial amount of time an employer takes to review an applicant's resume?

□ Answer:

□ 15 – 20 seconds minimum

□ 45 seconds maximum



WHY DO YOU NEED A RESUME?

- ❑ A marketing tool
- ❑ To obtain an interview, not a job
- ❑ Requirement of many organizations



RESUME- HIDDEN MESSAGES

Resume

- Neat
- Well-organized
- Error free
- Professional appearance

You

- Neat
 - Well-organized
 - Attention to detail
 - Careful & Competent
-

SECTIONS OF A RESUME

THE HEADER

- What should be included?
 - Name
 - Permanent and present address
 - E-mail address
 - Telephone number
- Where should contact information go?
 - Top of the page

Suzy Q. Student

1234 River Run Road
Chattanooga, TN 37343

413-425-5555
suzyqstudent@utc.edu

OBJECTIVE STATEMENT

□ Purpose

- Communicate the type of position you are interested in

□ Examples

- Management trainee position with a specialty retailer.
- Technical sales with an energy related industry in the Southwest. Long range goals of regional sales management.
- To obtain a position as field service representative with XYZ Software Corporation.

Suzy Q. Student

1234 River Run Road
Chattanooga, TN 37343

413-425-5555
suzyqstudent@utc.edu

Objective: To obtain an entry-level Human Resources position

EDUCATION

Name of Institution

- Include city and state if not part of the title

Name of your degree and major

- Bachelor of _____ in _____

- Bachelor of Science in Business Administration: Accounting*

List degrees in reverse chronological order

- Most recent degree is listed first

EDUCATION

- ❑ **Date or expected date of graduation**
 - ❑ Graduation Date: May 2014
 - ❑ Expected Graduation Date: May 2015
- ❑ **GPA**
 - ❑ Major or overall at least 3.0
 - ❑ Round down to the nearest tenth
 - ❑ 3.0 not 3.062
 - ❑ GPA: 4.0, Summa Cum Laude
- ❑ **High School Information**
 - ❑ Do not include after Sophomore year

Suzy Q. Student

1234 River Run Road
Chattanooga, TN 37343

413-425-5555
suzyqstudent@utc.edu

Objective: To obtain an entry-level Human Resources position

Education: **University of Tennessee at Chattanooga**

Bachelor of Science in Business Administration: Human Resource Management

- Expected Graduation Date: May 2007
- GPA 3.1

EXPERIENCE

Use the term "experience"

What is considered experience?

- Full and part-time jobs
- Self-employment
- Volunteer work
- Practicum, field, and cooperative education

Information to include

- Job Title
 - Dates of employment
 - Company name
 - City & State
-

LISTING RESPONSIBILITIES

- ❑ Use bullet points
- ❑ Start of each line with an action verb
 - ❑ Present tense if currently employed
 - ❑ Past tense if no longer employed
 - ❑ Vary your choice of verbs
- ❑ Tailor skills and experiences to the position for which you are applying

Suzy Q. Student

1234 River Run Road
Chattanooga, TN 37343

413-425-5555
suzyqstudent@utc.edu

Objective: To obtain an entry-level Human Resources position

Education: **University of Tennessee at Chattanooga**

Bachelor of Science in Business Administration: Human Resource Management

- Expected Graduation Date: May 2007
- GPA 3.1

Relevant

Experience: **Human Resources Intern**

June 2005 – August 2005

Blue Cross Blue Shield of Tennessee

Chattanooga, TN

- Assisted with updating employee personnel files
- Screened job applicants
- Observed the Human Resource Manager interviewing applicants

Other

Experience: **Sales Associate**

May 2003 – Present

Abercrombie & Fitch

Chattanooga, TN

- Train new employees
- Participate in interviewing and selecting employees
- Oversee inventory and auditing of products
- Open and close store

Student Worker

August 2002 – May 2003

UTC College of Health and Human Services

Chattanooga, TN

- Performed internet research
- Organized office file, records, etc.
- Responded to office inquiries
- Answered a multi-line telephone

HONORS & AWARDS

- ❑ Order by dates
 - ❑ Reverse chronological
 - ❑ Rank order by importance to the career objective
-

PROFESSIONAL AFFILIATIONS & ACTIVITIES

- ❑ Order by date
 - ❑ Reverse chronological
- ❑ Rank order by importance to the career objective
- ❑ Do not say *Member of ...*
- ❑ Emphasize your leadership roles
- ❑ Spell out the organization's name:
 - ❑ Do not use abbreviations or acronyms

Suzy Q. Student

1234 River Run Road
Chattanooga, TN 37343

413-425-5555
suzyqstudent@utc.edu

Objective: To obtain an entry-level Human Resources position

Education: **University of Tennessee at Chattanooga**
Bachelor of Science in Business Administration: Human Resource Management

- Expected Graduation Date: May 2007
- GPA 3.1

Relevant Experience: **Human Resources Intern** June 2005 – August 2005
Blue Cross Blue Shield of Tennessee Chattanooga, TN

- Assisted with updating employee personnel files
- Screened job applicants
- Observed the Human Resource Manager interviewing applicants

Other Experience: **Sales Associate** May 2003 – Present
Abercrombie & Fitch Chattanooga, TN

- Train new employees
- Participate in interviewing and selecting employees
- Oversee inventory and auditing of products
- Open and close store

Student Worker August 2002 – May 2003
UTC College of Health and Human Services Chattanooga, TN

- Performed internet research
- Organized office file, records, etc.
- Responded to office inquiries
- Answered a multi-line telephone

Honors:

- Golden Key Honour Society, 2003 - Present
- Phi Eta Sigma Honor Society, 2004 – 2008
- Dean's List, 2003 – 2007

Activities:

- Society for Human Resource Management, 2005 - Present
- Student Government Association, Treasurer, 2006 – 2007
- Chattanooga Soup Kitchen, 2003 – 2005

RESUME DOS

- ❑ Use action verbs
- ❑ Use short, concise sentences
- ❑ Use #, %, \$ amounts
- ❑ Keep resume easy to read
- ❑ Keep resume about one page

RESUME DON'TS

- ❑ Do not use the pronouns such as I, me, my, etc.
 - ❑ Do not include references
 - ❑ Do not clutter your resume with nonessential information
 - ❑ Do not make any misrepresentations
 - ❑ Do not include personal information
 - ❑ SSN, age, sex, height, weight, marital status, photograph, etc.
-

CV vs Resume

WHAT IS A *CURRICULUM VITAE* ?

- **A Curriculum Vitae or a CV is the written record of one's education and experience.**
 - **It is the traditional way of presenting personal data.**
-

WHAT IS A RESUME?

- **A marketing tool**
 - **Your first tool for building a career**
 - **The first impression a prospective employer has of you**
 - **A selling tool that allows you to highlight to an employer how you can contribute to the company**
- **Request for an interview**
 - **Purpose of the resume is to get you an interview**

Must capture the reader's interest and attention

Must convince the employer that you have the ability to fill their position

Your “big picture”

A snapshot of what you believe are your most important experiences and qualifications

DIFFERENCES BETWEEN A RESUME AND A *CURRICULUM VITE*

1. Length

- A resume is of one or two pages.
- A CV can be more than two pages,

2. Content

A resume is a one or two page summary of your skills, experience and education.

- A curriculum vitae is a longer (at least two page) and more detailed synopsis highlighting your academic achievements.

A curriculum vitae includes a summary of your

1. educational and academic backgrounds

2. teaching and research experience,

3. publications,

4. presentations,

5. awards,

6. honors,

7. affiliations and other details.

Usage

1. A resume is generally used when applying for

a new job.

**2. A curriculum vitae is used primarily when
for academic, education, scientific**

applying

or research positions.

Email

- **Electronic mail**, most commonly referred to as **email** or **e-mail** since [ca. 1993](#),^[2] is a method of exchanging digital messages from an author to one or more recipients.
- **2 tips for better e-mail etiquette**
- **Important notice for users of Office 2003** To continue receiving security updates for Office, make sure you're running [Office 2003 Service Pack 3 \(SP3\)](#). The support for Office 2003 ends April 8, 2014. If you're running Office 2003 after support ends, to receive all important security updates for Office, you need to upgrade to a later version such as Office 365 or Office 2013. For more information, see [Support is ending for Office 2003](#).
- By Laura Stack, MBA, CSP, The Productivity Pro®
- I remember opening my first e-mail account and thinking how much fun it was to send a message to a friend. However, most people now no longer find e-mail simple or fun. E-mail messaging now exceeds telephone traffic and is the dominant form of business communication. Some workers tell me that handling e-mail consumes half of their day. A recent *Wall Street Journal* report indicates that soon employees will spend three to four hours a day on e-mail.
- Don't you wish that every person who received a new e-mail account had to agree to follow certain rules to use it? There *are* certain professional standards expected for e-mail use. Here are some things to keep in mind regarding professional e-mail conduct:
- **Be informal, not sloppy.** Your colleagues may use commonly accepted abbreviations in e-mail, but when communicating with external customers, everyone should follow standard writing protocol. Your e-mail message reflects you and your company, so traditional spelling, grammar, and punctuation rules apply.

- **Use sentence case.** USING ALL CAPITAL LETTERS LOOKS AS IF YOU'RE SHOUTING. Using all lowercase letters looks lazy. For emphasis, use asterisks or bold formatting to emphasize important words. Do not, however, use a lot of colors or graphics embedded in your message, because not everyone uses an e-mail program that can display them.
- **Use the blind copy and courtesy copy appropriately.** Don't use BCC to keep others from seeing who you copied; it shows confidence when you directly CC anyone receiving a copy. Do use BCC, however, when sending to a large distribution list, so recipients won't have to see a huge list of names. Be cautious with your use of CC; overuse simply clutters inboxes. Copy only people who are directly involved.
- **Don't use e-mail as an excuse to avoid personal contact.** Don't forget the value of face-to-face or even voice-to-voice communication. E-mail communication isn't appropriate when sending confusing or emotional messages. Think of the times you've heard someone in the office indignantly say, "Well, I *sent* you e-mail." If you have a problem with someone, speak with that person directly. Don't use e-mail to avoid an uncomfortable situation or to cover up a mistake.
- **Remember that e-mail isn't private.** I've seen people fired for using e-mail inappropriately. E-mail is considered company property and can be retrieved, examined, and used in a court of law. Unless you are using an encryption device (hardware or software), you should assume that e-mail over the Internet is not secure. Never put in an e-mail message anything that you wouldn't put on a postcard. Remember that e-mail can be forwarded, so unintended audiences may see what you've written. You might also inadvertently send something to the wrong party, so always keep the content professional to avoid embarrassment.
- **Be sparing with group e-mail.** Send group e-mail only when it's useful to every recipient. Use the "reply all" button only when

- **Use the subject field to indicate content and purpose.** Don't just say, "Hi!" or "From Laura." Agree on acronyms to use that quickly identify actions. For example, your team could use <AR> to mean "Action Required" or <MSR> for the Monthly Status Report. It's also a good practice to include the word "Long" in the subject field, if necessary, so that the recipient knows that the message will take time to read.
- **Don't send chain letters, virus warnings, or junk mail.** Always check a reputable antivirus Web site or your IT department before sending out an alarm. If a constant stream of jokes from a friend annoys you, be honest and ask to be removed from the list. Direct personal e-mail to your home e-mail account.
- **Remember that your tone can't be heard in e-mail.** Have you ever attempted sarcasm in an e-mail, and the recipient took it the wrong way? E-mail communication can't convey the nuances of verbal communication. In an attempt to infer tone of voice, some people use emoticons, but use them sparingly so that you don't appear unprofessional. Also, don't assume that using a smiley will diffuse a difficult message.
- **Use a signature that includes contact information.** To ensure that people know who you are, include a signature that has your contact information, including your mailing address, Web site, and phone numbers.
- **Summarize long discussions.** Scrolling through pages of replies to understand a discussion is annoying. Instead of continuing to forward a message string, take a minute to summarize it for your reader. You could even highlight or quote the relevant passage, then include your response. Some words of caution:
 - If you are forwarding or reposting a message you've received, do not change the wording.
 - If you want to repost to a group a message that you received individually, ask the author for permission first.
 - Give proper attribution.
- Use these suggestions as a starting point to create e-mail etiquette rules that will help your team stay efficient and professional.

Thank you