

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

**O. M. BEKETOV NATIONAL UNIVERSITY
of URBAN ECONOMY in KHARKIV**

Methodological guidelines

for practical work

on the subject

“FOREING LANGUAGE FOR BUSINESS”

*(for all 1st year students of bachelor's degree level of higher education,
all specialties)*

Kharkiv – O. M. Beketov NUUE – 2020

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Reviewer Ph D in Philology, Ye. S. Moshtag

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UNIT 1

CURRICULUM VITAE / RESUME

In order to participate to an interview and to have a reliable credit for an employer it is necessary to compose a resume. Resumes include all the necessary details about a person's professional experience and studies. Resumes have become a compulsory condition in order to get accepted for an interview. Hence, most employers select the participants to an interview firstly by judging after the primary impression of a resume. It is known that you may never get a second chance to make a first impression. That is why the resume must firstly look immaculate and comprehensible. There are many structures and patterns of resumes and usually it does not matter which type of pattern you choose as long as the content is well written and concise. Firstly you must think of the employer company that you are creating the resume for. Depending on the profile of the company you must complete the information about yourself to stress the features that relate the best with the company's profile and domains.

Secondly you must always tell the truth about yourself as lying will never bring any benefice. Last but not least you must always point more towards our qualities and less to our drawback. A resume is a document which present the best of an applicant. You must write all your qualifications, distinctions and diplomas in the reverse chronological order. Avoid mentioning any unnecessary information. Don't use funny fonts and highlighting. Check style and grammar. Don't forget that a good resume increases your chances for an interview or even getting hired.

Your resume structure should follow like this:

	<ul style="list-style-type: none">• Objective in applying for the current job position• Contact Details• Educational Qualifications• Overall experience in Job	
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	<ul style="list-style-type: none"> • Summary • Your Past Work Experiences • Professional membership/ Awards • Skills • Languages • Interests • Referees 	
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Sample Resume

<p style="text-align: center;">Doris D. Ashby</p> <p>Personal data:</p> <p>Sex: Male</p> <p>DOB: Feb 16,1974</p> <p>Marital Status: Married</p> <p>Contact Tel.No.123-567-8900</p> <p>e-mail ID:doris@gmail.com</p> <p>Present Address: Doris D Ashby</p> <p>1234 Oak Lawn Avenue</p> <p>Wycliff, Dallas TX 75219</p> <p>Permanent Address:Same as present address</p> <p>Social Security No. ANSP3781</p> <p>Objective</p> <p>Looking for a position in a reputed organization where my experience on architecture and facility management can be utilized. Seeking a position where I</p>

can use my experience of a computer design base related to different architectural structures.

Experience:

1995-1999 An auto cad operator and drafter in a company "COSTAS" in Columbia. Was responsible for collaborating with the contactors to check specifications. Anticipated and managed all risks that might arise during the construction process. Was responsible for developing presentation with the use of 3-dimensional CAD software. Was responsible for the creation of perspective for the renovation of commercial buildings. Was responsible for coordinating the mails and managing the documents related to different projects.

1999-2003 An architect for "Dreams Work" in East Burnswick, NJ. Was responsible for leading the project. Was responsible for supervising the construction of both the exterior and interior of the projects. Was responsible for renovating different historical landmarks and maintaining its integrity. Was responsible for the designing and drafting of various luxurious residential homes. Have been a part of many multi-million projects, and have completed them on time. Was responsible for the development of construction documents, schematic designs and the presentation of the projects.

2003-Present Architect for "CDB" Inc. in Pittsburgh, PA. Have created some unique architectural structures according to the requirement of the client. Have used modern techniques while renovating different historical buildings. Have created improved residential complexes for tenants. Was responsible for the expansions of the business plan for the creation of an industrial space with glass and concrete.

Qualification gained:

1992 Bachelor of Science, Architecture from University of Pennsylvania, Philadelphia, PA

1994 Master of Architecture from Massachusetts Institute of Technology Cambridge, MA

1995 Diploma in Computer Application AAT from School of Computer Education & Training, Dallas, TX

Computer Literacy:

High. Have profound knowledge of DOSS, Pascal, Ms Word, Ms Project, and Auto Cad.

Strengths:

- Punctuality
- Disciplined
- Ability to work under stress
- Have a wish to learn and grow.
- Ability to motivate team members
- Obedience
- Experience

Goal: To be able to use my experience of architecture and computer design

To be a perfectionist in my work.

Why should I be selected:

- Experienced
- Disciplined
- Have managerial skills
- Willing to learn
- Ability to face challenge within short notice

Expected salary: Negotiable

References: John Smiths, Dean of the Building and Construction Department, Massachusetts Institute of Technology, USA.

Declaration:

I declare that the above facts given by me are true to the best of my knowledge and belief.

TASK: Read the resume below and suggest the ways to improve it.

John Michael Haddock
43, Carlyle Avenue Park
Chicago, MA 078341,
(41)-654 9867.

Objective:

In search for a brilliant organization where I can blend my skills in designing, creativity and architecture for an all round development of my architectural passion.

Accomplishments:

<ul style="list-style-type: none">• Interior Designing• Internet Computer• Supervision• Joint Effort	<ul style="list-style-type: none">• Organization Expansion• Training• office jobs• Strategic Development	<ul style="list-style-type: none">• Public relation• Labor Management• Administration
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Experience:

Smith and Brown Corporations, TX

Assistant Architect Dec 2006 to Present

Helped and assisted the senior engineer to build the plan of The Review Shopping Complex.

Assisted the group of foreign engineers and architects in preparation of the drawing sheets of the recent corporation project of the new flyover.

Xavier and Xavier Constructions & Consultancy, TX

Junior Trainee July2002 to July 2003

Performed engineering field works and assisted the officers and junior architects in

various arena of work in the process learnt from their experiences

Constructed and submitted sample plans of the proposed subway with a detailed analysis of the project.

Attended official meetings as assistant to junior and senior architects and took part in the discussion regarding various renovations and township planning.

Visited different site of works as an assistant to junior architect and took part in the conversation with the clients and succeeded in persuade them to listen to the needs of the company.

Builders and Constructions, TX. Junior Trainee July2002 to July 2003

Performed engineering field works and assisted the officers and junior architects in various arena of work in the process learnt from their experiences

Constructed and submitted sample plans of the proposed subway with a detailed analysis of the project.

Attended official meetings as assistant to junior and senior architects and took part in the discussion regarding various renovations and township planning.

Visited different site of works as an assistant to junior architect and took part in the conversation with the clients and succeeded in persuade them to listen to the needs of the company

Education:

Chelstone University Lebarton,

MS in Architechtrual Science, 2007

Chelstone University Lebarton,

BS in Architectural Science, 2005

Additional Training:

A certification of interior designing in 2006

License:

HRD July 2006 Human Rights Director Licensing

Computer skills:

Efficient in working with PageMaker, Photoshop, CorelDraw, Microsoft Excel, Microsoft Word and Microsoft FrontPage and Auto Cad.

Comfortable to work in PC environments. Can speak fluently in English, French and German

Personal data:

Name: John Michael Haddock

Sex: Male

DOB: May 16,1984

Marital Status: Single

Profession: Architect

Contact No. (41)-654 9867.

E-mail ID: john_haddock@gmail.com

Present Address: 43, Carlyle Avenue Chicago, MA 078341

References: Will be delivered on demand.

Declaration: I announce that the above mentioned information given by me are accurate and true according to my knowledge.

TASK: Read a short text below and make up a CV for a Canna Patel. Add some necessary information.

My name is Canna Patel. I am 42. I was born on 25 June 1970. I'm married and have two children aged 10 and 12. I live in Delhi, India. I have graduated from University of California, Berkeley, USA and was granted Masters Degree in Architecture (M.Arch.) in May 1989. I'm particularly interested in Social and Cultural factors in Design. The topic of my Master Thesis was Hidden Movements in Moghul Gardens: Toward Describing and Graphically Representing the Concepts of Kinesthetic Experience. I have been granted Bachelor's Degree in Architecture from School of Architecture, CEPT, Ahmedabad, India in 1986. I'm a Member of Women Architect's Forum, Ahmedabad, India - since 1991. I'm currently working as

Associate Architect & Interior Designer for Hasmukh C. Patel Associates, Ahmedabad, India and concentrate on projects in the hospitality industry. I had also a professional experience in the USA from June 1989 to January 1990. I was working at Bull, Volkmann and Stockwell, San Francisco, U.S.A. and was responsible for the designing from conceptual planning to the development of detailed design ideas. I have excellent knowledge of AutoCAD, Cinema 4D, Adobe Creative Suite. I have clean driving license. I'm interested in foreign languages and I practice my speaking skills while visiting countries all over the world.

UNIT 2

JOB ADVERTISEMENT

HOW TO DESIGN AND WRITE EFFECTIVE JOB ADVERTISEMENTS - TIPS AND TECHNIQUES

The best techniques for writing effective job advertisements are the same as for other forms of advertising. The aim of the job advert is to attract interest, communicate quickly and clearly the essential (appealing and relevant) points, and to provide a clear response process and mechanism. Design should concentrate on clarity or text, layout, and on conveying a professional image. Branding should be present but not overbearing, and must not dominate the job advert itself. Job adverts and recruitment processes should follow the classical AIDA selling format: Attention, Interest, Desire, Action.

This means that good job advertisements must first attract attention (from appropriate job-seekers); attract relevant interest (by establishing relevance in the minds of the ideal candidates); create desire (to pursue what looks like a great opportunity), and finally provide a clear instruction for the next action or response. However it is useful to point out some common pitfalls for writing and designing job adverts:

- ☒ over-designed graphics (distracts and slows reading)
- ☒ extravagantly presented layouts and words (distracts and slows reading)

- ✗ difficult to read quickly or at all for any reason
- ✗ font (type-style) too small or too large
- ✗ capital-letters (upper-case)
- ✗ lots of words in italics - they are a lot more difficult to read quickly
- ✗ strange-looking or fancy fonts
- ✗ printed in daft colours or tints against a coloured, patterned or picture background
- ✗ clever or obscure headlines
- ✗ coded and idiosyncratic communications
- ✗ too much technical detail about the job or the company
- ✗ too many words - they are a real turn-off - keep it simple
- ✗ uninspiring, boring descriptions of roles and ideal candidates
- ✗ too much emphasis on the job and not enough on the person
- ✗ adverts in reverse (mirror) or upside-down (not permitted anyway by most media)
- ✗ weird advert box shapes, for example wide and flat or tall and thin
- ✗ huge half-page or whole-page or double-page spreads - a waste of money

JOB ADVERTS CHECKLIST

Having discussed the layout and design rules above, here are the items to include in an effective job advert

- ✓ job title
- ✓ employer or recruitment agency/consultancy
- ✓ job base location
- ✓ succinct description of business/organization/division activity and market position and aims
- ✓ to whom the position reports - or other indication of where the role is in the structure

- ✓ outline of job role and purpose - expressed in the 'second-person' (you, your, etc)
- ✓ indication of scale, size, responsibility, timescale, and territory of role
- ✓ outline of ideal candidate profile - expressed in 'second-person'
- ✓ indicate qualifications and experience required (which could be incorporated within candidate profile)
- ✓ salary or salary guide
- ✓ whether the role is full-time or permanent or a short-term contract (if not implicitly clear from elsewhere in the advert)
- ✓ other package details or guide (pension, car etc)
- ✓ explanation of recruitment process
- ✓ response and application instructions
- ✓ contact details as necessary, for example, address, phone, fax, email, etc.
- ✓ job and or advert reference (advert references help you analyse results from different adverts for the same job)
- ✓ website address
- ✓ corporate branding
- ✓ quality accreditations, for example in the UK, Investor in People
- ✓ equal opportunities statement

Job Advertisement - Samples

<p>Landscape Architect wanted for Shanghai office</p> <p>Internationally operating Drexler + Partner Architects was founded in Munich, Germany in 1973 and has realized a wide range of projects diverse in type and size with an emphasis on the premium healthcare-, and broadcasting sector. Current projects are located in Germany, China, Dubai (UAE), Kuwait and Spain.</p> <p>Drexler + Partner China are now looking for an</p>	<p>Contact Lena</p> <p>Tel.:+862154659690</p> <p>lena@drexler-partner.com.cn</p> <p>Company</p> <p>Drexler + Partner</p> <p>287 Hunan Rd, Lane 2</p>
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<p>ambitious Landscape Architect for their emerging China-branch located in Shanghai, to work on projects for the tourism and hospitality industry.</p> <p>As successful applicant you will have at least 3 years of experience in design conceptualisation, and have excellent knowledge of CAD and Visualisation software (AutoCAD, Cinema 4D, Adobe Creative Suite). You should be able to work independently as well as in a team and have good design and graphic communication skills. International experience (particularly in China) and experience with tropical environments are preferred. Intercultural competence and vivid interest in Chinese culture are crucial. Please send your CV and portfolio with work samples (preferably PDF, >5 mb) to lena@' + 'drexler-partner.com.cn and indicate in the email subject which job you are applying for!</p> <p>We are looking forward to receiving your applications!</p> <p>http://www.world-architects.com</p>	<p>200031 - Shanghai China</p> <p>Job category Landscape Architect</p> <p>Job location Shanghai (China)</p> <p>Date 03.08.2011</p> <p>Employment Type Full Time</p>
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TASK: Read the advertisement and decide whether these statements are true or false.

1. The company primarily concentrates on projects in the tourism industry.
2. The position is located in China.
3. The company performs projects only in the Eastern countries.
4. The knowledge of computer, computer programs and applications is not necessary.
5. The company offers flexible working hours.
6. This is a unique chance for students to start their career.
7. The experience with tropical environment is beneficial.

<p>Intern Architect</p> <p>Silver + Ong, Inc. is a joint venture firm that combines the design excellence and technical expertise of Silver Architecture PLLC and Ong & Ong, Pte Ltd. The office specializes in boutique hotel and high end residential projects as well as township and resort master planning. The office produces work in the US and throughout Asia and may utilize resources of partner offices in Singapore, Viet Nam, China, India, and Malaysia.</p> <p>The office is currently seeking qualified intern architects to participate in a number of tasks including:</p> <p><i>Feasibility Studies</i></p> <p><i>Drafting, Modeling, and Rendering</i></p> <p><i>Model Building</i></p> <p><i>Presentation and Layout</i></p> <p><i>Design Research</i></p> <p><i>Construction Detailing and Documents</i></p> <p><i>Correspondence</i></p> <p><i>Office Management and Scheduling</i></p> <p><i>Routine Marketing and Sales</i></p> <p>Design, Communication, and Organizational Skills are Paramount.</p> <p>Please send cover letter, resume, and work samples in pdf format not exceeding 5MB.</p> <p>Work should indicate proficiency in skill sets outlined above.</p> <p>All applicants to have B.Arch and/or M.Arch and at least the equivalent of one year work experience.</p>	<p>Contact</p> <p>Daniel Silver</p> <p>Tel.: 212 629 3596</p> <p>Fax: 212 629 3597</p> <p>career (at) silver-ong.com</p> <p>Company</p> <p>Silver + Ong</p> <p>3117 Broadway</p> <p>45</p> <p>10027 - New York</p> <p>USA</p> <p>Job category</p> <p>Architect</p> <p>Job location</p> <p>New York (USA)</p> <p>Date</p> <p>03.21.2011</p> <p>Employment Type</p> <p>Part Time</p>
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TASK: Read the advertisement and decide whether these statements are true or false.

1. The position is located in one of the northern states of the USA.
2. This joint venture firm consist of four companies.
3. This company performs projects all over the world.
4. A successful applicant will be offered flexible working hours.
5. Master's degree is a must.
6. At least one year work experience is required by an employer.
7. A successful applicant should have strong Organizational Skills.

Sample Advertisement

<p>Intern Architect</p> <p>Award-winning Union Square firm specializing in housing, sustainable urban revitalization and educational projects seeks talented junior for permanent position. 0 to 2 years experience; strong Revit and Autocad both essential; excellent graphic skills; LEED GA. Congenial, design-oriented mid-sized office. Email cover letter w/salary requirements, resume, and limited work samples in one pdf to: lrondon (at) maparchitects.com</p> <p>No Calls Please.</p>	<p>Contact</p> <p>Lisa Rondon</p> <p>Tel.: 212-253-7820</p> <p>Fax: 212-253-1276</p> <p>lrondon (at) maparchitects.com</p> <p>Company</p> <p>Magnusson Architecture and Planning, PC 853 Broadway, Suite 800</p> <p>10003 - New York USA</p> <p>www.maparchitects.com</p> <p>Job category</p> <p>Architect</p> <p>Job location New York (USA)</p> <p>Date 02.26.2011</p> <p>Employment Type Full Time</p>
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TASK: Read the advertisement and decide whether these statements are true or false.

1. The company is a laureate of numerous awards.

2. It is a unique chance for young specialists.
3. The part time job is advertised.
4. Position is located in the USA.
5. It is necessary to send all your work samples in one pdf.
6. An applicant should call to Lisa Rondon.
7. The company has a spacious office in the centre of New York.

TASK: Read information about four applicants. Think about the best position for them from the adverts above. Discuss pros and cons of each candidate?

-My name is Alan. I'm twenty-three years old. I have recently graduated from the Architectural School of the Columbia University. I have six month experience of working on projects for hospitality industry. I'm hard working, computer-literate person with excellent graphic skills.

-My name is John. I'm thirty. I have graduated from the University of Michigan. I have Master's degree in Architecture. For the previous five years I have been working at Barrows LTD, and was responsible for Feasibility Studies. Now I live in Chicago with my wife and three children.

-My name is Kim Chindzen. I'm thirty. I have graduated Boston University and have Bachelor's degree in Architecture. I am currently working at Dexter Architects in Munich on the projects in the healthcare sector. I'm a responsible member of a team. I'm not married and my hobby is foreign languages – especially Chinese, because my grandmother is from China.

ALTERNATIVE JOB ADVERTISING AND RECRUITMENT METHODS

An alternative approach is to place the advert with application form, instructions, job description, candidate profile, etc., as downloadable pdf or similar files on the internet, and use a smaller advert in your chosen media, containing far less detail, which acts as a signpost to direct people to the website URL. This enables a high-impact relatively low-cost small printed media advert.

Consider also:

- Out-placement organizations. (Which help place people in jobs who have lost theirs for one reason or another - often very high-calibre people lose their jobs, for no fault of their own. Also, organizations commonly use out-placement companies to help find jobs for staff who have been made redundant, and this route offers a rich pool of talent and experience).
- And in a similar vein, armed forces resettlement programs. (The armed forces produce a constant stream of highly trained, highly disciplined, technically very competent people. So do the police and fire services. Many of these people retire early, or leave the services before retirement, in which case they often pass through resettlement programs, which can be a very worthwhile recruiting pool.)
- Universities, colleges and schools.
- Trade associations and membership bodies.
- Internet recruitment resources.
- Using headhunters for middle and senior positions.

<http://www.businessballs.com/jobadvertiswriting.htm>

UNIT 3

CAREER FAIR

A job fair is also referred commonly as a career fair or career expo. It is a fair or exposition for employers, recruiters and schools to meet with prospective job seekers. Expos usually include company or organization tables or booths where resumes can be collected and business cards can be exchanged. In the college setting, job fairs are commonly used for entry level job recruiting. Often sponsored by career centers, job fairs provide a convenient location for students to meet employers and perform first interviews. Online job fairs offer the same convenience online.



Job fairs are good places to meet many company representatives from corporations of all industries and sizes during a short period of time. Every job fair has a set of similar, basic elements or processes that require your attention. Job fair networking can be generally described as the process of interacting with, obtaining contact details of, and getting to know corporate recruiters.

Architecture Career Fair

March 31, 2011, 5:00pm - 7:00pm, Room 100

Register now for the Architecture Career Fair Employer List

The purpose of the Architecture Career Fair is to give employers the opportunity to recruit talented University of Miami Architecture majors for full-time and/or internship positions in a more intimate setting than the Career Expo.

While the majority of attendees are architecture firms, any industry with a need to hire Architecture majors is invited to attend. The University of Miami offers a diverse group of talented students and alumni candidates from all over the world and a variety of backgrounds. For more information on the University of Miami and its students please visit www.miami.edu/facts.

Registration and Fees

The Architecture Career Fair will be held on March 31, 2011 at the Room 100 on the Coral Gables Campus. Registration fees for all fairs include 1 6-foot table, tablecloth, attendance for two representatives, refreshments, parking, online listing and inclusion in the Employer Prospectus if registered by the specified date.

Early Registration Fee (until March 17, 2011) \$200

Regular Registration Fee (after March 17, 2011) \$250

To confirm your participation, you must complete the Registration Form online. Payment can be made online with VISA/MasterCard/Discover/American Express or by check (payable to University of Miami) via mail. **IMPORTANT:** Please note that if you are paying by check, you must still enter a credit card to hold your reservation. Your card will NOT be charged unless payment or cancellation is not made by the due date. No refunds will be made for cancellations after the due date.

Registration fees for all fairs include 1 6-foot table, tablecloth, refreshments, parking, online listing and inclusion in the profile book if registered by the specified date.

Agenda 3:00pm - 5:00pm Employer Registration & Set-up

3:00pm - 5:00pm Employer Refreshments/Networking

5:00pm - 7:00pm Architecture Career Fair

Confirmation

A Confirmation email will be sent to you once we receive your online registration. You can also find a list of suggested accommodations, directions and parking, and shipping instructions on this web site.

Questions? Veronica Soto, Assistant Director, Career Events: veronica@miami.edu or 305-284-1820

*(As listed in the Employer Resource Manual, the Toppel Career Center does not accept registrations from third party recruiters for the Career Fairs).

<http://www.sa.miami.edu/toppel/mainSite/employers/architectureCareerFair.aspx>

Questions

- 1.What is the purpose of the Architecture Career Fair?
- 2.Why is this fair better than the Career Expo?
- 3.Who are the majority of attendees?
- 4.What does University offer?
5. Is it possible to get some additional information?
6. When is the Architecture Career Fair is planned to be held?
7. What do registration fees include?
- 8.What is necessary to confirm the participation in the fair?
9. Is refund possible in case of cancellation?
- 10.When is the confirmation sent?

TASK: Match the nouns in A and B.

A	B
1. registration	a) group
2. to confirm	b) reservation
3. diverse	c) fees
4. via	d) participation
5. to hold	e) setting
6. online	f) mail
7. profile	g) registration
8. Registration	h) positions
9. intimate	i) Form
10.internship	j) book

COVERING LETTER

All cover letters should: Explain why you are sending a resume. Don't send a resume without a cover letter. Don't make the reader guess what you are asking for; be specific: Do you want a summer internship opportunity, or a permanent position at graduation; are you inquiring about future employment possibilities?

Tell specifically how you learned about the position or the organization — a flyer posted in your department, a web site, a family friend who works at the organization. It is appropriate to mention the name of someone who suggested that you write.

Convince the reader to look at your resume. The cover letter will be seen first.

Therefore, it must be very well written and targeted to that employer.

Call attention to elements of your background — education, leadership, experience – that are relevant to a position you are seeking. Be as specific as possible, using examples.

Reflect your attitude, personality, motivation, enthusiasm, and communication skills.

Provide or refer to any information specifically requested in a job advertisement that might not be covered in your resume, such as availability date, or reference to an attached writing sample. **Indicate** what you will do to follow-up.

In a **letter of application** — applying for an advertised opening — applicants often say something like "I look forward to hearing from you." However, if you have further contact info (e.g. phone number) and if the employer hasn't said "no phone calls," it's better to take the initiative to follow-up, saying something like, "I will contact you in the next two weeks to see if you require any additional information regarding my qualifications."

In a letter of inquiry — asking about the possibility of an opening — don't assume the employer will contact you. You should say something like, "I will contact you in two weeks to learn more about upcoming employment opportunities with (name of organization)." Then mark your calendar to make the call.

<http://www.career.vt.edu/JobSearchGuide/CoverLetterSamples.html>

March 31, 20XX

*John Doe
1234 ABC Street
City ABC, State ABC
12345
Ph: (000) 555-1212
E-mail: johndoe@fakemail.com*

*Mr. John M. Smith
Senior Recruitment Consultant
Company ABC
55 ABC Avenue
City ABC, State ABC
11111*

Dear Mr. Smith,

In response to your ad in Newspaper ABC, please consider my resume in your search for a Client/Server Architect.

I am an experienced Client/Server System Designer with a diverse background in Mathematics and Computer Science. My field of expertise is client/server system design and integration, and I have a full range of experience in the component technologies.

These technologies include:

- Systems Analysis, with Structured and Object-Oriented Analysis;
- Database application: Sybase and Oracle;
- Graphical User Interface (GUI) development;
- Rapid Systems Development and Workgroup Environments;
- Software and Hardware Systems Engineering; and
- Programming languages C and C++

In addition, I have extensive experience in Computer Network Design and Project Management. I have also trained system operators, systems administrators, and network administrators.

I am currently consulting on a large client/server development project and I seek an opportunity to support a team that markets your product line.

If you wish to schedule an appointment or interview, please feel free to contact me at the above number or e-mail address, or at (000) 555-2121.

Sincerely,

John Doe

*Wilson Jablonski
87 17th Street
Cityville, USA 89890*

June 5, 2006

*Mr. Jacob Watson
Hiring Manager
Broadman and Mason Architectural Designs
62 Postman Avenue
Any Place, USA 99999*

Dear Mr. Watson:

My experience as an assistant project architect began when I went to work for a landscape architectural firm in Lexington, Kentucky right out of college in 2001. Now I am ready to assume one of the roles you described for project architects on JobBankUSA.com.

My resume details my various experiences and opportunities but I'd be happy to meet with you in person so we can become acquainted and discuss what you have in mind for the person you hire for this position.

If you are interested in meeting, please phone me at 345-678-9999 to arrange a get-together that works for you and I'll make it work for me, as well. Thank you for taking a moment to read my cover letter and resume.

Sincerely,

Wilson Jablonski

Enc: resume and cover letter

APPLICATION FORM

An application for employment, job application, or application form (often simply called an application) is a form or collection of forms that an individual seeking employment, called an applicant, must fill out as part of the process of informing an employer of the applicant's availability and desire to be employed, and persuading the employer to offer the applicant employment.

Purpose of the application

From the employer's perspective, the application serves a number of purposes. These vary depending on the nature of the job and the preferences of the person responsible for hiring, as each organization should have an application form that reflects its own environment. At a minimum, an application usually requires the applicant to provide information sufficient to demonstrate that he or she is legally permitted to be employed. The typical application also requires the applicant to provide information regarding relevant skills, education, and previous employment. The application itself is a minor test of the applicant's literacy, penmanship, and communication skills - a careless job applicant might disqualify themselves with a poorly-filled out application.

The application may also require the applicant to disclose any criminal record, and to provide information sufficient to enable the employer to conduct an appropriate background check. For a business that employs workers on a part-time basis, the application may inquire as to the applicant's specific times and days of availability, and preferences in this regard. It is important to note, however, that an employer may be prohibited from asking applicants about characteristics that are not relevant to the job, such as their political view or sexual orientation.

For white collar jobs, particularly those requiring communication skills, the employer will typically require applicants to accompany the form with a cover letter and a résumé. However, even employers who accept a cover letter and résumé will frequently also require the applicant to complete a form application, as the other documents may neglect to mention details of importance to the employers. In some instances, an application is effectively used to dissuade "walk-in" applicants, serving as a barrier between the applicant and a job interview with the person with the authority to hire.

For many businesses, applications for employment can be filled out online, and do not have to be submitted in person. However, it is still recommended that applicants bring a printed copy of their application to an interview.

Application blanks are the second most common hiring instrument next to personal interviews. Companies will occasionally use two types of application blanks, short and long. They both help companies with initial screening and the longer form can be used for other purposes as well. The answers that applicants choose to submit are helpful to the company because they can become an interview question for that applicant at a future date.

Application blanks can either be done by hand or electronically, depending on the company. When submitting an application blank typically companies will ask you attach a one-page cover letter as well as a resume. Applicants tend to make the mistake of sharing too much information with the company and their application will be immediately over looked. Offering too much information gives the company a bigger opportunity to find something they do not like. Companies are not allowed to ask certain questions in person or on an application such as: age, health status, religion, marital status, about children, race, height, weight, whom you live with and etc.

http://en.wikipedia.org/wiki/Application_for_employment

Employment Application	Company or employer name _____
	Position applying for _____

An Equal Opportunity Employer

Company is an equal opportunity employer. This application will not be used for limiting or excluding any applicant from consideration for employment on a basis prohibited by local, state, or federal law. Applicants requiring reasonable accommodation in the application and/or interview process should notify a representative of the organization.

Please print and fill out all sections

Applicant Information

Applicant Name _____

Home Phone _____

Other _____

Email Address _____

Current Address:

Number and street _____

City _____

State & Zip _____

How were you referred to Company?: _____

Employment Positions

Position(s) applying for: _____

Are you applying for:

Temporary work – such as summer or holiday work? ☐ Y or ☐ N

Regular part-time work? ☐ Y or ☐ N

Regular full-time work? ☐ Y or ☐ N

What days and hours are you available for work?

If applying for temporary work, when will you be available?

If hired, on what date can you start working? ____ / ____ / ____ DD/MM/YY

Can you work on the weekends? ☐ Y or ☐ N

Can you work evenings? ☐ Y or ☐ N

Are you available to work overtime? ☐ Y or ☐ N

Salary desired: \$ _____

Personal Information:

Have you ever applied to / worked for Company before? ☐ Y or ☐ N

If yes, please explain (include date): _____

Do you have any friends, relatives, or acquaintances working for Company?

☐ Y or ☐ N

If yes, state name & relationship: _____

If hired, would you have transportation to/from work? ☐ Y or ☐ N

Are you over the age of 18? (If under 18, hire is subject to verification of minimum legal age.) ☐ Y or ☐ N

If hired, would you be able to present evidence of your U.S. citizenship or proof of your legal right to work in the United States? ☐ Y or ☐ N

If hired, are you willing to submit to and pass a controlled substance test?

☐ Y or ☐ N

Are you able to perform the essential functions of the job for which you are applying, either with / without reasonable accommodation? ☐ Y or ☐ N

If no, describe the functions that cannot be performed

(Note: Company complies with the ADA and consider reasonable accommodation measures that may be necessary for eligible applicants/employees to perform essential functions. It is possible that a hire may be tested on skill/agility and may be subject to a medical examination conducted by a medical professional.)

Have you ever been convicted of a criminal offense (felony or misdemeanor)?

☐ Y or ☐ N

If yes, please describe the crime - state nature of the crime(s), when and where convicted and disposition of the case.

(Note: No applicant will be denied employment solely on the grounds of conviction of a criminal offense. The date of the offense, the nature of the offense, including any significant details that affect the description of the event, and the surrounding circumstances and the relevance of the offense to the position(s) applied for may, however, be considered.)

Education, Training and Experience

High School:

School name: _____

School address: _____

School city, state, zip: _____

Number of years completed: _____

Did you graduate? ☐ Y or ☐ N

Degree / diploma earned: _____

College / University:

School name: _____

School address: _____

School city, state, zip: _____

Number of years completed: _____

Did you graduate? [] Y or [] N

Degree / diploma earned: _____

Vocational School:

Name: _____

Address: _____

City, state, zip: _____

Number of years completed: _____

Did you graduate? [] Y or [] N

Degree / diploma? : _____

Military:

Branch: _____

Rank in Military: _____

Total Years of Service: _____

Skills/duties: _____

Related details: _____

<http://jobsearch.about.com/od/jobappsamples/a/employmentapp.htm>

Job Offer Checklist

When you receive a job offer, it's important to take the time to carefully evaluate the offer so you are making an educated decision to accept, or to reject, the offer. The last thing you want to do is to make a hasty decision that you will regret later on.

Consider the entire compensation package - salary, benefits, perks, work environment - not just your paycheck. Weigh the pros and cons and take some time to mull over the offer. It is perfectly acceptable to ask the employer for some time to think it over.

Job Offer Checklist

- **Job Content**
- **Salary**
- **Benefits**
- **Hours/ Schedule**
- **Flexibility**
- **Location**
- **Work Environment**
- **Company Culture**
- **Growth**
- **Travel**

Company profiles are reports that provide an overview of the history, current status, and future goals of a business. A business company profile can be as short as a single page, or contain enough data to fill several pages. While there are a number of different formats that businesses use to create these profiles, a few types of information are considered essential.

With just about any type of company profile report, contact information is included. The contact information may be nothing more than the physical and mailing addresses for the corporation headquarters, or it may include the names and mail drops of specific officers and executives employed with the company. It is not unusual for a telephone and fax number to be included in this basic contact data. In recent years, the inclusion of at least a general information email address is also considered essential for any company profile.

Along with contact information, the company profile usually includes some historical background on the business. This includes data on when the company was formed, the names of the founders, and how the company fared in its earliest days. Often, the historical narrative continues on to the present day. While not an exhaustive history, it is often enough to give the reader a sense of how the company has grown over the years. <http://www.wisegeek.com/what-is-a-company-profile.htm>

Modeling, form, fabric, imagination, fiction	Company Profile
The term Plasma comes from Classic Greek and means modeling, form, fabric, imagination, fiction. In Physics the Plasma State- or fourth state of matter- describes a unique condition of matter arising at a complex overlay of external forces. Plasma, a charged field of particles, conducts energy.	Plasma Studio Plasma Studio Unit 51 Regent Studios E8 4QN London Great Britain
Plasma Studio is a leading emergent architecture and design practices with worldwide scope and outlook, engaging	Phone +44 207 812 9875

<p>seamlessly a wide range of scales and types including furniture design, houses, hotels, cultural projects as well as landscape and urban planning.</p> <p>Starting with a range of small but challenging refurbishment projects in London between 1999 and 2002, founding partners Eva Castro and Holger Kehne then completed various new buildings in the Italian Dolomites where they opened a studio location with partner Ulla Hell in 2002. Combining complex geometries with local materials through digital design and fabrication processes, the studio seeks to develop a new local vernacular that engages with the landscape.</p> <p>Between 2003 and 2005 Plasma worked alongside some of the most famous architects and designers on one of the floors of Hotel Puerta America, Madrid. Plasma's floor was one of the most challenging of the 16 radically different takes and published widely.</p> <p>Recently Plasma has been involved in several large-scale mixed-use projects in China and is currently lead designer for the International Horticultural Expo in Xi'an with 37 ha of landscape and 12,000 m2 of projected buildings. The project, which is currently under construction and opens in 2011 to approx. 200,000 visitors a day, enables Plasma to develop a holistic and integrated sustainable vision.</p> <p>http://www.world-architects.com/plasma/</p>	<p>Fax +44 870 486 5563</p> <p>mail@plasmastudio.com</p> <p>www.plasmastudio.com</p> <p>Partners</p> <p>Holger Kehne</p> <p>Ulla Hell</p> <p>Established</p> <p>1999</p> <p>Employees</p> <p>12 - 16</p> <p>Project Architects</p> <p>Jorge Ayala</p> <p>Xiaowei Tong</p> <p>Peter Pichler</p> <p>Federico Ruberto</p> <p>Christoph Eppacher</p> <p>David Preindl</p> <p>Specialities</p> <p>Architecture</p> <p>Hospitality</p> <p>Residential</p> <p>Interior</p>
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TASK: Write a company profile for a Ukrainian company, specializing in building and architecture.

Job interviews are always stressful - even for job seekers who have gone on countless interviews. The best way to reduce the stress is to be prepared. Take the time to review the "standard" interview questions you will most likely be asked. Also review sample answers to these typical interview questions. Then take the time to research the company. That way you'll be ready with knowledgeable answers for the job interview questions that specifically relate to the company you are interviewing with.

Interview Questions: Work History

- ❖ Work experience: name of the company, position title and description, dates of employment.
- ❖ What were your responsibilities?
- ❖ What major challenges and problems did you face? How did you handle them?
- ❖ What did you like or dislike about your previous job?
- ❖ Why are you leaving your job?
- ❖ What have you been doing since your last job?
- ❖ Why were you fired?

Job Interview Questions About You

- ❖ Tell me about yourself.
- ❖ What is your greatest weakness?
- ❖ What is your greatest strength?
- ❖ Describe a typical work week.
- ❖ Do you take work home with you?
- ❖ How many hours do you normally work?
- ❖ How would you describe the pace at which you work?
- ❖ What are your salary expectations?
- ❖ Do you prefer to work independently or on a team?
- ❖ Give some examples of teamwork.

- ❖ Describe a time when your workload was heavy and how you handled it.

Job Interview Questions About the New Job and the Company

- ❖ What interests you about this job?
- ❖ Why do you want this job?
- ❖ What applicable experience do you have?
- ❖ What can you do for this company?
- ❖ Why should we hire you?
- ❖ Why are you the best person for the job?
- ❖ What is good customer service?
- ❖ Is there anything I haven't told you about the job or company that you would like to know?

Interview Questions: The Future

- ❖ What are you looking for in your next job? What is important to you?
- ❖ What are your goals for the next five years / ten years?
- ❖ How do you plan to achieve those goals? What are your salary requirements - both short-term and long-term?
- ❖ What will you do if you don't get this position?

Interview Questions to Ask

The last job interview question you may be asked is "What can I answer for you?" Have an interview question or two of your own ready to ask. You aren't simply trying to get this job - you are also interviewing the employer to assess whether this company and the position are a good fit for you.

TASK: Compile Responses to Interview Questions

Take the time to compile a list of responses to both types of interview questions and to itemize your skills, values, and interests as well as your strengths

and weaknesses. Emphasize what you can do to benefit the company rather than just what you are interested in.

JOB INTERVIEW QUESTIONS

Aim: This job interview questions exercise is to help you to improve your performance in interviews.

Instructions: Read the interview questions and click on the answer that you think is best. Discuss your answers with your partner.

<p>Question 1:</p> <p>Explain to us, as best you can, why you have applied for a position in our company.</p> <p>a) I am very interested in the field your company is in.</p> <p>b) I need the money.</p> <p>c) Your company has a very good reputation.</p> <p>d) Yours is the only company that has offered me an interview.</p>	<p>Question 2:</p> <p>Why do you think you might like to work for our company?</p> <p>a) Good pay.</p> <p>b) Famous.</p> <p>c) Good training.</p> <p>d) I've always wanted to work in this field, and your company is one of the leaders in this field.</p> <p>e) I've wanted to work for you since your representative gave a career talk on campus, and gave me a very good image of your organization.</p>
<p>Question 3:</p> <p>What do you know about our company?</p> <p>a) Your annual report describes you as...</p> <p>b) My friends in the field say that your company is...</p> <p>c) Famous.</p>	<p>Question 4:</p> <p>What qualities would you expect of persons working as a team?</p> <p>a) Co-operativeness and enthusiasm.</p> <p>b) Team work.</p> <p>c) Obedience.</p>
<p>Question 5:</p> <p>Have you any experience of this type of</p>	<p>Question 6:</p> <p>We have several applicants for this</p>

<p>work?</p> <p>a)No.</p> <p>b)Well, from my summer working experience I have teamwork and organizational skills.</p> <p>c)No, but I'm sure I will pick up the job very quickly.</p>	<p>position. Why do you think you are the person we should choose?</p> <p>a)I don't know the other candidates, so I can't answer that question.</p> <p>b)I have no idea, but I'm sure I'd work hard.</p> <p>c)I have the abilities, qualities and experience that you requested in your job advert, for example...</p>
<p>Question 7:</p> <p>How are your studies at the Polytechnic University related to this job?</p> <p>a)Well, they weren't really relevant, but</p> <p>b)I'm sure I can pick up the job quickly.</p> <p>c)Several of my courses were directly relevant to this job; for example...</p> <p>d)In fact, I want to change my career because I'm bored with doing the things I did on my course.</p>	<p>Question 8:</p> <p>What projects have you worked on?</p> <p>a)I did a final year project called...</p> <p>b)We did a lot of project work. The one</p> <p>c)I remember best was called... It was the best one because...</p>
<p>Question 9:</p> <p>Could you tell us something about yourself?</p> <p>a)I believe that I am a well-qualified, experienced person with abilities that suit your needs, for example...</p> <p>b)Well, as you can see from my resume...</p>	<p>Question 10:</p> <p>What do you do in your spare time?</p> <p>a)I sleep, listen to music and read books.</p> <p>b)I enjoy cycling and wind-surfing.</p> <p>c)I enjoy team sports such as basketball and volleyball, and I am the secretary of my department's student society.</p>
<p>Question 11:</p> <p>How do you see your career</p>	<p>Question 12:</p> <p>Do you have any particular strengths or</p>

developing?	weaknesses?
a)After a few years of gaining experience in the company and furthering my professional qualifications I'd like to put my experience and skills to use in management.	a)I think I'm good at...
b)I aim to be promoted within two years, lead a team, and, when I have enough experience in the field, I will start my own company.	b)I think I'm good at... As for weaknesses, my Chinese typing speed isn't very good, and I'm studying to improve it.
c)Well, I expect that after a few years management will promote me when they think that I am ready.	c)I'm good at... On the other hand I'm a little bit lazy.
	d)Sometimes I'm too hard-working and I put myself under too much pressure to make things perfect.

DRESSING FOR SUCCESS

HOW TO DRESS FOR AN INTERVIEW

By Alison Doyle, About.com Guide

Today spoke about candidates for jobs wearing jeans, purple sweat suits, and spike heels or sneakers. Other applicants weren't afraid to show pierced body parts and spiked hair. Still others chewed gum or showed up in rumpled clothes or with their pants falling down. One recruiter even told a candidate with his trousers down below his hips, to "Pull your pants up." Sometimes, the outlandish dress costs some candidates the job.

Dress Your Best When Interviewing

Does it really make a difference how you dress for an interview? In many cases, it does. I'll never forget the gentleman I interviewed for an accounting position. He had

been out of work for a few months and wanted to show me why. He took off his jacket, unbuttoned his shirt and started to pull down his pants (this is a true story) to show me the scar from a boat propeller that had injured him. He didn't get the job. Neither did the young lady in a bright red skirt so short and tight that she could hardly sit down!

In the conservative business climate I worked in at the time, appearances did matter. In other environments it isn't as important. However, it does make sense to dress your best for the interview, regardless of the dress code at the organization. If you're in doubt about how to dress for an interview, it is best to err on the side of conservatism. It is much better to be overdressed than underdressed (or undressed). If you're not sure, check with the person who scheduled the interview and ask.

According to Kim Zoller at Image Dynamics, 55% of another person's perception of you is based on how you look. Her Dressing for Success information gives some tips on how to look your best, without necessarily spending a lot of money. Here's a quick look at the basics:

Women's Interview Attire	Men's Interview Attire
Solid color, conservative suit	Solid color, conservative suit
Coordinated blouse	White long sleeve shirt
Moderate shoes	Conservative tie
Limited jewelry	Dark socks, professional shoes
Neat, professional hairstyle	Very limited jewelry
Tan or light hosiery	Neat, professional hairstyle
Sparse make-up & perfume	Go easy on the aftershave
Manicured nails	Neatly trimmed nails
Portfolio or briefcase	Portfolio or briefcase

<http://jobsearch.about.com/od/interviewsnetworking/a/dressforsuccess.htm>

UNIT 7

PRESENTATIONS

- *How often do you give presentations?*
- *Who do you normally present to? (Colleagues, Groupmates).*
- *When was the last time you gave a presentation in English?*
- *How do you feel about presenting in a foreign language?*

Presentation is the practice of showing and explaining the content of a topic to an audience or learner. Presentations come in nearly as many forms as there are life situations. In the business world, there are sales presentations, informational and motivational presentations, first encounters, interviews, briefings, status reports, image-building, and of course, the inevitable training sessions.

Although individuals most often think of presentations in a business meeting context, there are countless occasions when that is not the case. For example, a Non Profit Organization presents the need for a capital fund-raising campaign to benefit the victims of a recent tragedy; a school district superintendent presents a program to parents about the introduction of foreign-language instruction in the elementary schools; an artist demonstrates decorative painting techniques to a group of interior designers; a horticulturist shows garden club members or homeowners how they might use native plants in the suburban landscape; a police officer addresses a neighborhood association about initiating a safety program.

Presentations can also be categorized as vocational and not vocational. In addition, they are expository or persuasive. And they can be impromptu, extemporaneous, written, or memorizes. When looking at presentations in the

broadest terms, it's more important to focus on their purpose. There are three basic purposes for giving oral presentations:

To inform

To persuade

To build goodwill

Tips for a successful presentation.

Know the needs of your audience and match your contents to their needs. Know your **material** thoroughly. Put what you have to say in a logical sequence. Ensure your speech will be captivating to your audience as well as worth their time and attention. **Practice** and rehearse your speech at home or where you can be at ease and comfortable, in front of a mirror, your family, friends or colleagues. Use a tape-recorder and listen to yourself. **Record** your presentation and analyze it. Know what your strong and weak points are. **Emphasize** your strong points during your presentation.

When you are presenting in front of an audience, you are performing as an **actor** is on stage. How you are being perceived is very important. **Dress** appropriately for the occasion. Be solemn if your topic is serious. Present the desired image to your audience. Look pleasant, enthusiastic, confident, proud, but not arrogant. Remain calm. Appear relaxed, even if you feel nervous. **Speak slowly**, enunciate clearly, and show appropriate emotion and feeling relating to your topic. Establish rapport with your audience. **Speak to the person farthest away from you** to ensure your voice is loud enough to project to the back of the room. **Vary the tone of your voice** and dramatize if necessary. If a microphone is available, adjust and adapt your voice accordingly.

Body language is important. Standing, walking or moving about with appropriate hand gesture or facial expression is preferred to sitting down or standing still with head down and reading from a prepared speech. Use audio-visual aids or props for enhancement if appropriate and necessary. Master the use of presentation

software such as PowerPoint well before your presentation. **Do not over-dazzle your audience with excessive use of animation, sound clips, or gaudy colors** which are inappropriate for your topic. Do not torture your audience by putting a lengthy document in tiny print on an overhead and reading it out to them.

Speak with conviction as if you really believe in what you are saying. **Persuade** your audience effectively. The material you present orally should have the same ingredients as that which are required for a written research paper, i.e. a logical progression from INTRODUCTION (Thesis statement) to BODY (strong supporting arguments, accurate and up-to-date information) to CONCLUSION (re-state thesis, summary, and logical conclusion).

Do not read from notes for any extended length of time although it is quite acceptable to glance at your notes infrequently. Speak loudly and clearly. Sound confident. Do not mumble. If you made an error, correct it, and continue. No need to make excuses or apologize profusely.

Maintain sincere eye contact with your audience. Use the 3-second method, e.g. look straight into the eyes of a person in the audience for 3 seconds at a time. Have direct eye contact with a number of people in the audience, and every now and then glance at the whole audience while speaking. Use your eye contact to make everyone in your audience feel involved.

Speak to your audience, **listen to their questions**, respond to their reactions, adjust and adapt. If what you have prepared is obviously not getting across to your audience, change your strategy mid-stream if you are well prepared to do so. Remember that **communication is the key to a successful presentation**. If you are short of time, know what can be safely left out. If you have extra time, know what could be effectively added. Always be prepared for the unexpected.

Pause. Allow yourself and your audience a little time to reflect and think. Don't race through your presentation and leave your audience, as well as yourself, feeling out of breath.

Add humor whenever appropriate and possible. Keep audience interested throughout your entire presentation. Remember that an interesting speech makes time fly, but a boring speech is always too long to endure even if the presentation time is the same.

When using audio-visual aids to enhance your presentation, be sure all necessary equipment is set up and in good working order prior to the presentation. If possible, have an **emergency backup system** readily available. Check out the location ahead of time to ensure seating arrangements for audience, whiteboard, blackboard, lighting, location of projection screen, sound system, etc. are suitable for your presentation.

Have handouts ready and give them out at the appropriate time. Tell audience ahead of time that you will be giving out an outline of your presentation so that they will not waste time taking unnecessary notes during your presentation.

Know when to **STOP** talking. Use a timer or the microwave oven clock to time your presentation when preparing it at home. Just as you don't use unnecessary words in your written paper, you don't bore your audience with repetitious or unnecessary words in your oral presentation. To end your presentation, summarize your main points in the same way as you normally do in the **CONCLUSION** of a written paper. Remember, however, that there is a difference between spoken words appropriate for the ear and formally written words intended for reading. Terminate your presentation with an interesting remark or an appropriate punch line. Leave your listeners with a positive impression and a sense of completion. Do not belabor your closing remarks. **Thank your audience** and sit down.

USEFUL PHRASES

Welcoming the audience

Good morning/afternoon, ladies and gentlemen.

Hello/Hi, everyone.

First of all let me thank you all for coming here today.

I'm happy/delighted that so many of you could make it today.

Introducing yourself

Let me introduce myself. I'm Dave Elwood from ...

For those of you who don't know me my name's

As you probably know I'm the new HR manager.

I'm head of logistics here at Air Spares.

Saying what your topic is

As you can see on the screen, our topic today is...

Today's topic is...

What I'd like to present to you today is ...

The subject of my presentation is ...

Explaining why your topic is relevant for your audience

My talk is particularly relevant to those of you/us who ...

Today's topic is of particular interest to those of you/us who...

My/The topic is very important for you because ...

By the end of this talk you will be familiar with ...

Presentation 1

Good morning, ladies and gentlemen. First of all, let me thank you all for being here today. I'm glad that so many of you could come, especially since I know that this time of the year is probably the busiest for you. Let me introduce myself. My name's Don Taylor. I'm the head of landscape architecture department here at Air Spares. Landscape architecture is the design of outdoor and public spaces to achieve environmental, socio-behavioral, or aesthetic outcomes. I'm here today to present our

new project . My talk is particularly relevant to those of you who must be able to draft and design using CAD software.

Presentation 2

Good afternoon. I'm aware that you all have very tight schedule, so I appreciate you taking the time to come here today- As you probably know, my name is Susan Webster I'm the new human resources manager here at Weston Ltd. What I'd like to present to you today is my department's new concept for improving our in company training and qualification programmes. This is based on feedback from your departments. Today's topic will be very important for you as department heads, since I'll need your help to evaluate and select candidates for training.

TASK: Now practice the opening of a presentation. Use phrases from the box and follow the WISE flowchart.

Welcome audience	
Introduce yourself	
Say what the topic is	
Explain why audience will be interested	

The purpose of the introduction is not only to tell the audience who you are, what the talk is about, and why it is relevant to them; you also want to tell the audience (briefly) how the talk is structured. Here are some useful phrases **to talk about the structure**.

I've divided my presentation into three (main) parts:

In my presentation I'll focus on three major issues.

First of all I'll be looking at.... second.... and third...

I'll begin /start off by explaining

Then /Next/After that I'll go on to ...

Finally, I'll offer some solutions.

TASK:Complete the sentences.

I've _____ my talk into three main parts. First of _____ I'll tell you something about the history of our company. _____ that I'll describe how the company is structured and finally. I'll give you some details about our range of products and services.	
---	--

	I'd like to update you on what we've been working on over the last year. I'll focus on three main _____: first, our joint venture in Asia; second, the new plant in Charleston. And _____ our redevelopment project.
--	--

Complete the chart.

Division of the presentation	
First,	
Second,	
Third,	
Finally	

The final part of the introduction deals with the **organization of the talk**: how long it will last, whether there will be handouts, and how questions will be handled.

Timing

My presentation will take about 20 minutes.

It should take about 30 minutes to cover these issues.

Handouts

Does everybody have a handout/brochure/report? Please take one and pass them on.

Don't worry about taking notes. I've put all the important statistics on a handout for you. I'll be handing out copies of the PowerPoint slides at the end of my talk.

I'll email the PowerPoint presentation to you.

Questions

There will be time for questions after my presentation.

If you have any questions, feel free to interrupt me at any time.

Feel free to ask questions at any time during my talk.

Presenting visual information

- Take a look at figure 4 in your handout.
- Here you see a graph of that in this slide.
- This table / graph shows... [the name of the figure]
- The X-axis represents...and the Y-axis represents...[explaining the figure]
- The key point / result here is... [describing the key result / feature / trend]

Getting off and back on topic

- By the way...
- It's a little off topic but...
- Anyway, as I was saying...
- Now back to what we were talking about

Recovering from a mistake

- I am going to skip this part and go on to the next part, (not enough time to finish)
- So, basically, what I'm saying is this, (your explanation was too complex)
- So, let me just repeat that, (you are going too fast)
- Let me try to make that last point a little clearer, (you are not making sense)
- Let me say that in another way (you're not making sense)
- That's not quite right. Let me back up a minute and repeat that, (you gave the wrong information)

Presenting Visual Aids

1. Introduce the visual aid you are going to talk about. This introduction should be one short sentence and include the title of the aid.

- Take a look at figure 4.
- Here you see a graph of...
- This table / graph/ figure shows.
- This map represents...

2. Describe the visual aid. This should be only be one or two sentences.

- The X-axis represents... and the Y-axis represents...
- The information on the left / right describes...
- The bars indicate...
- This column represents...and this column represents...
- The color X represents....

3. Tell the audience what the take-home message is - the one or two things you would like them to remember about this visual aid.

- The key point / result here is...
- You can see that...
- The most interesting point here is...
- What I'd like you to notice is...

4. Explain how this key point fits into the overall purpose of your presentation.

- So we can see that...
- So we've seen that...
- It's clear that...

What is important in presenting visuals? Which opinion(s) do you agree with?

Karen Hamilton, Marketing Manager

I think to be effective a good visual must focus on only a few points. It's important not to have too much information on one slide or transparency. Slide overload is bad because people will then spend time reading the slide rather than listening to the

presenter. I normally use bullet points to structure information - never write complete sentences. Headlines are important too.

John Silver, Real Estate Manager

In my opinion the presenter is the focus of the presentation - not the visuals. The key purpose for using a visual aid is to help the audience understand the topic better. So the visuals should only be used to support the presenter's message. A process flowchart slide, for example, helps people understand visually what you are describing verbally. If a visual distracts the audience's attention from what you're saying, it's useless.

Hellen Williams, Financial Analyst

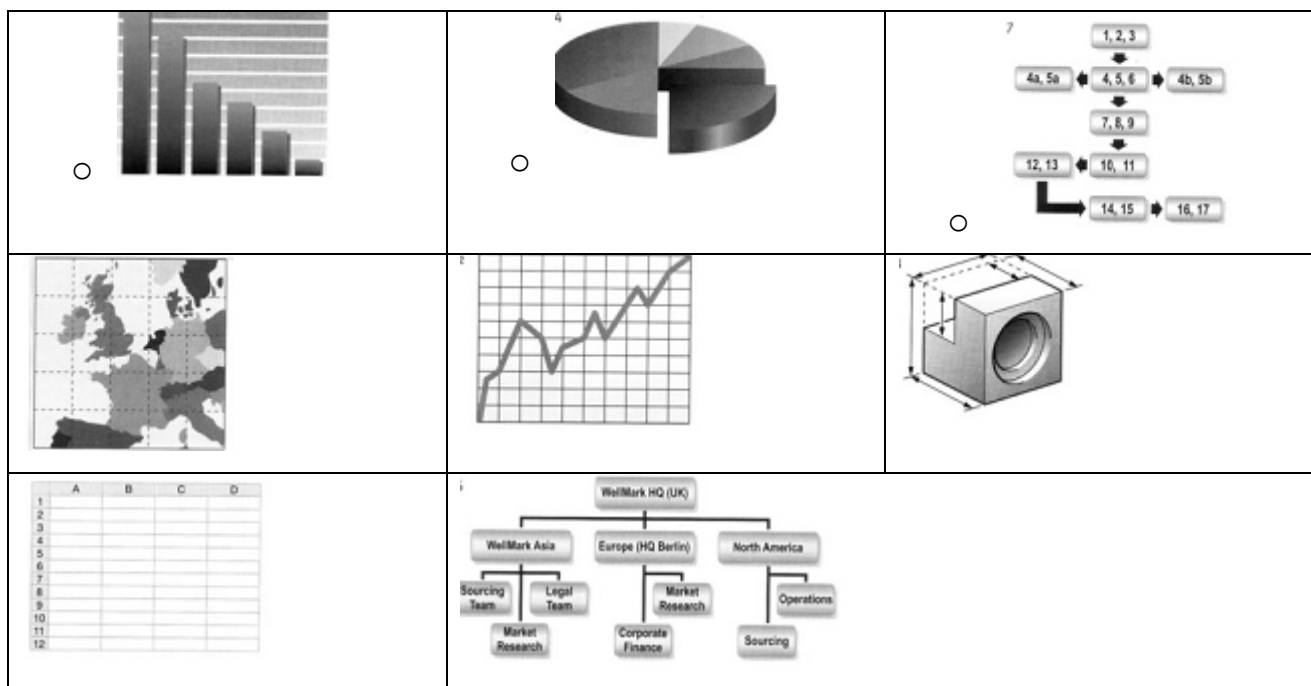
For me it's very important that the presenter speaks to the audience and doesn't *read* to them. The speaker must make eye-contact and not watch the monitor or screen while he or she is talking, I think it's extremely boring when someone just reads slides word for word as if it were an essay or something.

Tony Brian, Consultant

It's called 'Death by PowerPoint' when people use so many sound effects and animations that the audience's attention is completely taken away from the delivery of the message. I think PowerPoint is a fantastic tool, but just because it has so many effects you don't have to use them all. Overuse is overkill here.

What are these visuals called in English? Match the numbers to the descriptions.

- ☐ bar chart
- ☐ flowchart
- ☐ pie chart
- ☐ table
- ☐ map
- ☐ organizational chart/organigram
- ☐ technical drawing
- ☐ (line) graph



TASK: Match two parts to make sentences.

<p>1. Let's now have a look</p> <p>2. The <i>black</i> line gives us</p> <p>3. Each line on the graph indicates</p> <p>4. In the upper right-hand corner</p> <p>5. The graph on the following slide</p> <p>6. Now I'd like you to take</p> <p>7. The names of the new models are listed</p> <p>8. You can see the test results in the</p> <p>9. This aspect of the problem is illustrated in</p> <p>10. I'd like to draw your</p>	<p>a) shows our revenues since 2003.</p> <p>b) the next pie chart.</p> <p>c) at how the new division will be structured.</p> <p>d) attention to the figures in the left-hand column.</p> <p>e) you can see the specifications of the TP model.</p> <p>f) the sales figures for the WY Fox.</p> <p>g) table on the right.</p> <p>h) a look at the next slide.</p> <p>i) the production output of a different product.</p> <p>j) across the top.</p>
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Indicating the end of your talk.

I'm now approaching/ nearing the end of my presentation...

Well, this brings me to the end of my presentation.

Ok, I think that's everything I wanted to say about...

As a final point I'd like to...

Finally, I'd like to highlight one key issue.

Task: Prepare to present the visual aid your group is assigned. Make sure you do the first three steps described above. Write down only the signaling phrases you will use.

<http://jobsearch.about.com/od/job-offers/a/joboffer.htm>

Content

<i>Unit 1</i>	CURRICULUM VITAE / RESUME	<i>3</i>
<i>Unit 2</i>	JOB ADVERTISEMENT	<i>10</i>
<i>Unit 3</i>	CAREER FAIR	<i>18</i>
<i>Unit 4</i>	APPLYING FOR A JOB	<i>21</i>
<i>Unit 5</i>	COMPANY PROFILE	<i>31</i>
<i>Unit 6</i>	JOB INTERVIEWS	<i>33</i>
<i>Unit 7</i>	PRESENTATIONS	<i>39</i>

Literature

<http://jobsearch.about.com/od/job-offers/a/joboffer.htm>

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