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Кафедра иностранных языков

**Careers. Business Correspondence**  
(CVs, the letter of application, Job Interviews)

**Карьера. Деловое письмо**  
(Резюме, заявление о приеме на работу, собеседование)

Методические указания к практическим занятиям по дисциплине  
«Иностранный язык» для студентов всех направлений подготовки

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## Предисловие

Методические указания предназначены для студентов бакалавров 1-2 курса направления подготовки 230700.62 «Прикладная информатика».

**Цель** данной разработки – развитие различных видов речевой деятельности на материале разговорной темы «Careers. Business Correspondence. (CVs, the letter of application, Job Interviews.) Карьера. Деловое письмо. (Резюме, заявление о приеме на работу, собеседование.)» с учетом коммуникативной направленности обучения, что способствует активизации мыслительной деятельности, развитию инициативы и творческой самостоятельности обучаемых. Материал представлен в виде текстов: Recruitment (Прием на работу). Job Ads (вакансии), Resume (резюме), The letter of application (заявление о приеме на работу), How to get that job! (как получить работу), How to make impression in an Interview (Как вести себя во время интервью), упражнений и ролевых игр. Задание побуждают к составлению резюме, сопроводительных писем, сообщений по теме.

В соответствии с ФГОС ВПО, данные методические указания способствуют формированию у студентов следующих **общекультурных компетенций**:

- использовать, обобщать и анализировать информацию, ставить цели и находить пути их достижения в условиях формирования и развития информационного общества;
- логически верно аргументировано и ясно строить устную и письменную речь, владеть навыками ведения дискуссии и полемики;
- самостоятельно приобретать и использовать новые знания и умения и стремиться к саморазвитию;
- работать с информацией в глобальных компьютерных сетях.

Предлагается, что методические указания «Careers. Business Correspondence. (CVs, the letter of application, Job Interviews.) Карьера. Деловое письмо. (Резюме, заявление о приеме на работу, собеседование.)» помогут студентам в результативном освоении дисциплины на данном этапе обучения: **знать** базовую лексику, представляющую стиль делового общения, характерные для языка делового общения в профессиональной сфере; а также **владеть навыками** грамматически и стилистически корректного письма для ведения деловой корреспонденции на иностранном языке и навыками устной речи для делового общения в профессиональной сфере.

Материал методической разработки был апробирован на практических занятиях в группах факультета гуманитарного образования и инженерно-экономического факультета. Результаты показали, что тематика является актуальной и интересной для студентов.

## **Recrutment. Job Ads**

When a company needs to recruit or employ new people, it may decide to advertise the job position in the appointments page of a newspaper. People who are interested can then apply for the job by sending in a letter of application and curriculum vitae containing details of their education and experience. The company will then draw up a shortlist of candidates, who are invited to attend an interview.

**1. Look at the five job advertisements below and the extracts from five letters of application on the following page.**

I.

We are a leading firm of Chartered Accountants and are presently seeking a

### **HUMAN RESOURCES MANAGER**

The successful candidate will be educated to degree level with IPM qualifications and a minimum of 3 years' experience. Responsibilities will include:

- developing policies and procedures
- advising on aspects of employment law
- co-ordinating training programmes
- recruitment selection

In return we offer a competitive salary and generous benefits including a non-contributory pension, 25 days' holiday, private health insurance and relocation assistance where appropriate.

*Apply with CV and covering letter to:* Sally Fraser, Director of Human Resources, Brooks Thornton & Co., Norfolk House, 153 Aldwych, London WC2B 4JY.

II.

### **MEDICAL DESK EDITOR**

Science graduate required to work on medical journal. Editorial experience desirable but not essential as full training given. Excellent prospects. Subsidised staff canteen.

*Apply in writing to:* Jonathan Shepherd, Editorial Director, Williams & Faulkner Ltd., 18 Marryat Rd, London SW19.

III.

### **SENIOR PRODUCTION MANAGER**

#### **Electronic and Optical Equipment**

You are a qualified engineer with several years' experience of computer assisted technology and design. Your proven managerial skills and commitment to quality will enable this expanding company to reach its full potential. Excellent salary plus sales-related bonus and company car.

*Please write with full CV to:* John Hart, Redwood Marshall, Thorpe Industrial Estate, Crabtree Rd, Feltham TW14.

IV.

### **CUSTOMER SERVICES ASSISTANT**

Are you highly efficient with good communication and interpersonal skills? We are a leading manufacturer of video and audio equipment, and are looking for someone special with good administrative and secretarial abilities to join our very busy Customer Services Department. Salary dependent on age and experience.

*Apply to:* Brenda Howarth, Spectro (UK) Ltd., 12 Rothesay Terrace, Edinburgh EH3 7SE.

V.

### **OPERATIONS OFFICER**

International children's charity with headquarters in New York and offices throughout the world has an opening for an operations officer to fill a position in Mali. The successful candidate will be responsible for all aspects of the management of this office. He or she should possess an advanced university degree in business administration or a related qualification and should have at least five years' experience in office management at international level. Fluency in English and French is essential. Willingness to travel and live and work under difficult conditions. Benefits include a competitive international salary and overseas allowances.

*Please write with your CV and stating current salary to: Box number RL147, The Guardian, 164 Deansgate, Manchester M60 2RR.*

### **Match each letter with the corresponding advertisement.**

- a. *The management experience that I acquired during my six years with the Council for Economic Affairs has equipped me to deal with the various demands of an international organisation. During my time with the Council I was in charge of the finance, accounts and administration of our Asian operations.*
- b. *During my time in Manchester, I worked on a number of University magazines and this has made me keen to pursue a career in publishing.*
- c. *I have good office and word-processing skills which I would like to put to use in a more interesting and challenging role. I enjoy working in a team and dealing with the public as well.*
- d. *My current position involves me in all aspects of personnel, with particular emphasis on interviewing and organizing training courses.*
- e. *As you will see from the attached CV I am presently responsible for managing a sophisticated manufacturing site with a staff of thirty.*

**2. Read through the advertisements again and make a list of all the words and expressions used to describe a) the job requirements, and b) the benefits offered by the job.**

Requirements	Benefits
<i>educated to degree level</i>	<i>competitive salary</i>

**3. Working in groups, discuss the following statements. Which ones do you agree or disagree with? Present your views to the class.**

- Married men with children and financial responsibilities make the best candidates.
- Women are less reliable than men and can cause problems for any department.
- Candidates who have frequently changed jobs are always valuable because of their experience.
- Tarot card readings and astrologers' reports play a useful role in the recruitment process.
- A good salary is the best way to get people interested in their jobs.

**4. Read the following text which explains how job advertisements differ in three European countries.**

## **JOB ADS:**

### **READING BETWEEN THE LINES**

Checking out job advertisements is popular with executives worldwide. But though the activity is universal, is the same true of the advertisements? Are executive positions in different countries advertised in the same way? A comparison of the jobs pages of *The Times* of London, *Le Monde* of Paris and Germany's *Frankfurter Allgemeine Zeitung* suggests not. First, what UK job seekers consider an essential piece of information – what the post pays – is absent from French and German adverts. It is often left to applicants to raise this themselves. In contrast, most British advertisements mention not only

salary, but also other material incentives including a car and fringe benefits. French or German advertisements rarely refer to these.

The attention given to rewards in the UK indicates the importance of the job and its responsibility. In Germany and France, that information is given by the level of experience and qualifications demanded. Salary can be assumed to correspond with this.

If French and German adverts are vague about material rewards, they are precise about qualifications. They usually demand ‘a degree in ...’, not simply ‘a degree’. In Germany, for example, a technical director for a machine tool company will be expected to have a Dipl.-Ing degree in Mechanical Engineering.

French advertisements go further. They may specify not just the type of *grande ecole* degree, but sometimes a particular set of institutions (Formation superieure X, Centrale, Mines, HEC, ESSEC), these being the most famous *grandes ecoles*.

All this contrasts with the vague call for ‘graduates’ (or ‘graduate preferred’) which is found in the UK. British companies often give the impression that they have a particular type of applicant in mind, but are not sure about the supply and will consider others. Their wording suggests hope and uncertainty, as in his advertisement from.

*The Times*: ‘Whilst educational standards are obviously important, a large measure of personal oomph is likely to secure the success of your application’.

In the UK qualifications beyond degree level make employers nervous, but in France or Germany it is difficult to be ‘overqualified’. Many people on German executive boards have doctorates and the French regard five or six years of intensive *post-baccalaureat* study at a *grande ecole* as ideal training. British managers are not selected primarily for their intelligence, as managers are in France, or for their expert knowledge, as in Germany. Instead, the British give importance to social, political and leadership skills.

This difference also shows in the personal qualities mentioned. British advertisements stress energy, ability to communicate and motivate. German advertisements like achievement, but it tends to be less personality-driven. German companies want candidates with sound knowledge, experience and competence in their field. They rarely recruit novices as do British employers. French advertisements refer



more to intellectual qualities like analytical aptitude and independence.

Even the tone of the job advertisements is different in the three countries. By French and German standards, British advertisements are very racy: They attract young executives with challenges such as: ‘Are you reaching your potential?’, whereas French and German advertisements are boringly direct, aiming to give information about the job rather than to sell it.

All this points to three different conceptions of management. The French regard it as intellectually complex, the Germans as technically complex, and the British as interpersonally complex. But they agree on one thing: it’s complex.

Jean-Louis Barsoux

**5. Now complete the chart with the information each country provides in its advertisements.**

	UK	FRANCE	GERMANY
Salary	Essential piece of information.	Not mentioned; applicant expected to give details of anticipated salary.	Same as France.
Material incentives			
Degrees / qualifications			
School attended			
Personal qualities			
Tone of job advertisement			
Conceptions of management			

**6. Underline the correct alternative in this text.**

### TRAINEE MANAGERS

We are looking for (1) *rather* / *highly* motivated people with a good knowledge of the European travel market to work as (2) *learner* / *trainee* managers in our new branches. These are exciting (3) *circumstances* / *positions* for tourism graduates. You will be (4)

*located / situated* in either our Edinburgh or Barcelona offices, but will have plenty of (5) *possibilities / opportunities* to travel. (6) *Loose / Flexible* working hours also mean that you can continue to (7) *better / upgrade* your skills and (8) *diplomas / qualifications* through our staff development programme. Other (9) *profits / benefits* include a clothing (10) *permission / allowance* and intensive language instruction in English and/or Catalan. Excellent prospects for (11) *promotion / improvement*. (12) *Salary / Money*: € 20,000 – € 30,000; a year depending on experience. Contact Julian Turell on + 34 939289938 for an application form.

### **Curriculum Vitae / Resume**

**7. Work in groups. Discuss these questions. Then read what a human resources manager talk about CVs and compare your ideas.**

1. What makes a good CV?
2. How long should it be?
3. What should it contain?

There's lots of advice on CVs and a lot of it differs so it's hard to say exactly what the perfect CV is. I'd say a good CV should cover no more than two sides of A4 paper and be divided into clear headings. The first section should include personal details: name, address, telephone number, email and things. Some employers like to see a photo, too. You can always phone the company and find out.

Next comes education and qualifications starting with the most recent things. The third section deals with work experience – again starting with the most recent job. I think it's important here to be brief so use bullet points and action verbs. You don't need to use complete sentences as long as it's very clear what you've done.

Following this is the section on professional skills. Show the employer your abilities, including your ability to use IT and foreign languages. Finally, detail your interests. An employer likes to know what kind of person you are and things like team sports, for example, show this. Perhaps the most important thing is to show how you meet the criteria

in the job advertisement. Make it easy for the employer to ask you to an interview.

Presentation is also important. Good quality paper and a clear typeface make a difference. And once you've written your CV check your grammar and spelling carefully. Then put it in a good quality large envelope so you don't have to fold it.

**8. Here are two samples of CV (British) and resume (American). Read and comment on differences between them.**

### **CURRICULUM VITAE**

<b>Name:</b>	Michael Woods
<b>Address:</b>	Flat 5,20 Park Road, London N4 2JY
<b>Tel:</b>	0208 848 4965
<b>Email:</b>	<a href="mailto:MWoods@aol.com">MWoods@aol.com</a>
<b>Date of Birth:</b>	6-6-87
<b>Qualifications:</b>	Higher National Diploma in Computer Studies, University of North West London (2008) A Levels: Maths (C), English (E) (2005) 0 Levels: Maths, English Language, Chemistry, General Studies, Woodwork (2003)
<b>Employment History:</b>	Asst. Technical Support Manager. Pearl Publishing (2011-now) Support Analyst / Programmer, Mayfair Books (2009-2011). Programmer, Mayfair Books (2008-2009)
<b>Interests:</b>	salsa dancing, running, gardening

**Referees:** Ms Ingrid Hofer, Dr Paul Jones,  
IT Manager, Senior Lecturer,  
Pearl Publishing, Dept. of Computer Studies,  
44 Lower Street, University of North West London  
London N1 3XY Downton Road,  
London NW2 6HM

2334 Greenwood Road  
Los Angeles, CA 34444

Tel: (505) 565-4965  
Email: MWoods@aol.com

### **Michael Woods**

**Objective** To find a technical support position in the field of publishing

**Experience** 2011 – present Pearl Publishing Los Angeles, CA

#### **Technical Support Manager**

- Managed IT support staff of eleven people.
- Led regular (training seminars. 4.
- Redesigned company-wide help desk procedures.

2009-2011 Mayfair Books Southridge, WA

#### **Systems Administrator**

- Managed LAN network.
- Implemented training course for new analysts.

2008-2009 Mayfair Books Southridge, WA

#### **Information Technology Associate**

- Maintained computer systems of editorial and design staff.
- Worked on team of twenty IT associates to improve overall operations.

**Education** 2004-2008 Southridge State University Southridge, WA

- B.S., Computer Science.
- Graduated Summa Cum Laude.

**Interests** Salsa dancing, running, gardening, carpentry, computers.

**References** Available upon request

**9. Read the extract from job interview. Pay attention on the words in *Bold*.**

**Interviewer:**

'From looking at your CV, it seems that you studied at the University of Birmingham. Can you tell me a little about what you studied?'

**Candidate:**

'No problem. I studied there for 4 years. I did English Language as my **undergraduate degree**. I enjoyed it very much and my high final **grade** demonstrates that. But it was an **academic** degree. So in order to improve my job prospects, when I graduated I did a **master's** in Business Organisation, which was very **vocational**. As part of my master's, I did a **work placement** in the human resources department of MacDonalds during the winter **term**, which lasted about 3 months. It was a very rewarding experience. All the **courses** in the master's were very practical or vocational, like for example courses on employment law and business administration. In fact, my **thesis** was on employment law in the retail sector. I enjoyed everything about the master's and I got a very high final grade. After that, I decided that I didn't want to do a PHD, I wanted to start my career and use what I'd learnt in the real world'

**Interviewer:**

'Excellent, and what about at school?'

**Candidate:**

'I studied at Skipton Secondary School in Yorkshire. I passed all my A-levels with high grades. In addition, I did a lot of extracurricular activities like being secretary of the drama club, a very rewarding and enjoyable experience.'

**10. Below is a definition / description of each of the words / phrases in bold from the above text. Now fill in the blanks with one of these words / phrases in bold. Only use one word / phrase once and write it as it is in the text.**

1. A more correct way to describe the mark of an exam / essay / course / degree, is \_\_\_\_\_
2. A one or two year course after you have graduated, is called a \_\_\_\_\_

3. The big project / essay in a degree / master's, is called a \_\_\_\_\_
  4. Activities that you participate in or organise that aren't part of school / university courses, are called \_\_\_\_\_
  5. Traditional subjects at school / university like Maths, Physics, History etc ..., are called \_\_\_\_\_
  6. Subjects at school / university which are connected to a job / career like Engineering, Business Studies etc ..., are called \_\_\_\_\_
  7. The school / university year is divided in to 3 parts, each part is called \_\_\_\_\_
  8. Part of a course at school / university where you have experience of working, is called a \_\_\_\_\_
  9. The first qualification at university, is called an \_\_\_\_\_
  10. The different parts / subjects of a degree or masters, are called \_\_\_\_\_
- 

## **11. Translate into English**

### **Типичные ошибки в резюме**

Существующее обилие советов о том, как правильно составить резюме, должно было бы полностью исключить ошибки в их написании. Тем не менее, работодатели постоянно сталкиваются с неправильно оформленными и, что важнее, неправильно составленными резюме.

#### **Каждому – свое**

Для начала следует выбрать формат и взять правильный тон. В компании, где по роду деятельности ценят оригинальность и креативность, можно позволить себе немного отойти от общепринятых шаблонов и воспользоваться более свободным стилем изложения. Но, направляя резюме в солидную, крупную фирму, совсем не стоит выделяться на фоне остальных соискателей каким-то особенным видом шрифта или словесными экзерсисами, так как это может быть зачтено в минус. Одно дело – рекламное агентство или СМИ, а другое – металлургическая или нефтяная компания.

Лучше разузнать образцы каких резюме в выбранной компании считаются подходящими. Такая информация может содержаться на сайте компании. Также можно позвонить в кадровую службу.

## **Одно резюме – одна вакансия**

Желание убедить потенциального работодателя в собственной незаменимости и исключительности часто приводит к тому, что претендент распыляется и предлагает себя на несколько позиций разом. Как правило, такая разносторонность никому не нужна. На начальном этапе от соискателя требуется понимание того, какую конкретно работу он может выполнять, а лучше – на какую конкретно вакансию претендует. Если же он чувствует, что смог бы охватить широкий спектр вакансий, то лучше написать отдельное резюме под каждую вакансию, каждый раз концентрируясь на чем-то одном.

## **Опыт работы**

Тот же принцип работает и в перечислении мест работы. Если в своей жизни соискатель успел поработать в 10 разных местах, то лучше не утомлять читателя долгим перечислением временных работ. Из списка бывших работ выбрать следуют только те, которые наиболее перекликаются с профилем выбранной фирмы и оправдывают надежды на получение определенной вакансии. Резюме, озаглавленное “творческий работник” с опытом работы “хирург-практикант”, в лучшем случае насмешит работодателя, но способствовать найму точно не будет.

## **Красивая правда**

Ни в коем случае не следует пытаться обмануть рекрутера или работодателя. Все приводимые факты биографии должны строго соответствовать истине. И рекруте, и работодатель могут проверить данные резюме.

Естественно, подать себя хочется в наиболее выгодном свете, и для этого есть свои маленькие хитрости. Мастер-резюме рекрутинговой компании “Анкор” предлагает интересные рецепты для создания более благоприятного образа. Например, вместо того чтобы писать “препятствовал снижению доли продаж” лучше сказать “повысил потенциал продукта на рынке”, вместо “улаживал жалобы на ...” – “помогал клиентам в ...”. Предпочитая позитивную информацию негативной, соискатель рисует более успешный психологический портрет и тем самым незаметно влияет на выбор работодателя.

Другой дельный совет от “Анкара” – предпочитать активные глагольные формы пассивным и по возможности конкретизировать свои достижения. Вместо “отвечал за выполнение” – “выполнил”, вместо “находил применение” – “эффективно использовал”. Пишите о готовых результатах – конечный продукт всегда интереснее процесса. Вместо “помогал уменьшить ошибки” лучше написать “сократил ошибки на 15%, чем сэконобил фирме \$ 40 000”.

### **Личные качества**

Как правило, выпускник не может похвалиться карьерными успехами и поэтому уделяет преувеличенное внимание своим личным качествам. Здесь важно не переусердствовать. “Готов отстаивать свою субъективную точку зрения, если имею не менее трех объективных доказательств собственной правоты”.

“Лоялен к руководству настолько, насколько оно лояльно ко мне”. Подобные описания резких черт вашего характера могут оттолкнуть работодателя.

### **Мусорная корзина или приглашение на интервью**

Каким бы безупречным ни было ваше резюме, ничто не сможет ему помочь, если это будет трактат на несколько страниц с описанием всего жизненного пути, обилием общих слов и туманных формулировок, как, например, “выполнял важные проекты”, “хотел бы достичь большего”.

Переоценка своих возможностей (“Назвался груздем – полезай в кузов!”) и наоборот, слишком пассивная позиция (“Согласен на любую работу”) – главные враги человека, решившего устроиться на работу с помощью резюме.

## **12. The letter of application.**

The letter of application (also called the covering letter) can be as important as the CV in that it often provides the first direct contact between a candidate and an employer. If this letter is not well written and presented, it will make a poor impression. The letter of application normally contains three or more paragraphs in which you should:



- confirm that you wish to apply and say where you learned about the job
- say why you are interested in the position and relate your interests to those of the company
- show what you can contribute to the job by highlighting your most relevant skills and experience
- indicate your willingness to attend an interview (and possibly state when you would be free to attend)

**13. Complete Fiona Scot's letter of application using the following verbs:**

contact apply	discuss enjoy	employed notice	welcome advertised	involved matches
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<p>Nathalie Baudoin Patagonia GMBH Reitmorstrasse 50 8000 Munich 22 Germany</p> <p>Dear Ms Baudoin,</p> <p>I am writing to ..... for the position of Public Affairs Associate which was ..... last week in the International Herald Tribune.</p> <p>Although I am presently ..... by a non-profit making organisation, it has always been my intention to work in a commercial environment. I would particularly .... the chance to work for your company and as you will ..... on my enclosed curriculum vitae, the job you are offering ..... both my personal and professional interests.</p>	<p>Fiona Scott 52 Hanover Street Edinburgh BH2 SLM Scotland UK 8th January</p>
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My work experience has familiarised me with many of the challenges ..... in public relations today. I am sure that this, together with my understanding of the needs and expectations of sport and nature enthusiasts, would be extremely relevant to the position. Moreover, as my mother is German, I am fluent in this language and would definitely ..... working in a German-speaking environment.

I would be pleased to ..... my curriculum vitae with you in more detail at an interview. In the meantime, please do not hesitate to ..... me if you require further information. I look forward to hearing from you.

Yours sincerely,

Fiona Scott

**14. Prepositions are very important in improving your ability to combine words and your communicative competence. Fill in each blank in the application letter with a preposition from the following list.**

with	in	for	at	of
------	----	-----	----	----

Dear Sir,

I am interested \_\_\_\_\_ applying \_\_\_\_\_ the post of Marketing Manager \_\_\_\_\_ your company. The vacancy was advertised in last week's "Evening News" and I hope it is not too late to apply \_\_\_\_\_ the position.

I am at present working as Assistant Marketing Manager \_\_\_\_\_ Yorkshire Engineers, Ltd. My duties and responsibilities include all types of administrative work, drawing up marketing plans, product development, organising and directing the presentation \_\_\_\_\_ goods, working \_\_\_\_\_ clients and solving problems that arise.

Although I enjoy working \_\_\_\_\_ Yorkshire Engineers and have an excellent relationship \_\_\_\_\_ my present employers, I feel that \_\_\_\_\_ this stage \_\_\_\_\_ my career I would like more responsibility

and greater scope \_\_\_\_\_ putting into effect some of the up-to-date ideas that are now being developed and applied \_\_\_\_\_ marketing. I also feel that my prospects \_\_\_\_\_ promotion \_\_\_\_\_ them are limited and that there would be more scope \_\_\_\_\_ my skills and talents if I join a larger, more dynamic company.

I have strong communication and leadership skills, I have proven experience \_\_\_\_\_ leading groups and working \_\_\_\_\_ the public, all assets that are helpful \_\_\_\_\_ marketing management.

I enclose my resume \_\_\_\_\_ your convenience and the names of two people who are prepared to act as my referees.

If you consider that my qualifications and experience are suitable \_\_\_\_\_ filling in this vacancy, I would be available \_\_\_\_\_ interview \_\_\_\_\_ any time.

Yours sincerely,

Robert Dean

**15. Read the following sample letters of application. Find the words or phrases that tell you the following:**

Sample letter 1

1. the person who is concerned with hiring and discharging employees
2. position / job / employment
3. continuing the subject of ...
4. John was given a higher position
5. a person who provides written information about someone's character, ability, skills, etc.
6. a piece of written information about someone's character, ability, skills, etc.

Flat 8, 34 River Street  
Gosport  
Co Hampshire PO 56 BL  
England  
15 May 2007

Mr C Farham  
Personnel Manager  
Milco Ltd  
26 Beacon Street  
Halifax HX 57 Pt  
England

Dear Mr Farham,

Application for the post of Divisional Software Engineering  
Manager.

Further to our telephone conversation last Friday, I can confirm that I wish to apply for this post. I enclose a copy of my curriculum vitae.

You will see that I have added some information about my previous experience: I worked for one year with a company in Paris called ILE as a Systems Analyst, then I came to England to work for Topdown Systems Co as a Client Consultant, but last November I was promoted to Senior Software Development Engineer.

I have also added the name of one of my referees, Mr John Andrews. You may contact him at any time. If you require any other references, perhaps you will be so kind as to let me know. I can come to Halifax for interview at almost any time. The only date when I am not available for interview is May 27th.

Yours sincerely,

John Tomlinson

### Sample letter 2

1. to give support or certainty to a fact, statement, etc.
2. a proposal
3. in connection with
4. a system that makes a particular activity possible
5. the time during which the applicant is tested for the job
6. to re-examine / reconsider
7. to help the company to work successfully

the inside  
address

the sender's  
address

Dear Mr Bowers,

I am writing to confirm my wish to apply for the position of computer engineer with your company. I am pleased to accept your offer. Sure, I'd like to meet you to discuss some technical matters, especially concerning your computer facility.

I wonder if there is a probationary period during which the position and the salary will be reviewed.

I look forward to joining your company and to contributing to the company's work.

Sincerely yours,  
Signature

**16. Read the following covering letter from Juan Cruz for a sales executive position / job with a large multinational engineering company. Focus on the words / phrases in bold and think about their meaning.**

Dear Sir / Madam,

**I am writing in response to the advertisement for** the position of a sales executive in the Madrid office of your company. **I am confident that I would be an excellent candidate for** both this position and for working within a company such as your own which has a reputation for excellence and innovation.

**I am a highly motivated, diligent and committed individual,** who **throughout** my 10 year career in sales **has demonstrated** the ability of being:

Goal-Orientated – Surpassing my annual sales targets every year of my professional career.

Adaptable – Having the ability to quickly learn and use new techniques, methodologies, strategies when selling a variety of different products.

Able to speak fluently in English – I have the Cambridge Advanced Certificate in English and use English on a daily basis in my current position.

**I have extensive experience of working** as a sales executive for two large multinational companies, Almagro Construction SA and Telefonica SA. **During my time in** Telefonica I have been responsible for several multi-million Euro project negotiations that **were conducted entirely in English** and lead to Telefonica obtaining contracts that totalled a value of € 21.3 million.

**Please find attached a copy of my CV which expands** on my experience and achievements.

**I would welcome the opportunity to discuss further the possibility of working for you in this position. I am available to do an interview when it is convenient for yourselves.**

**If you have any questions, I can be reached** on either my mobile (0034 71761231) or by email (juan\_cruz871@gmail.com).

**Thank you for your time and consideration.**

Yours faithfully,  
Juan Cruz

**17. Below is a definition / description of each of the words / phrases in bold from the above text. Now fill in the blanks with one of these words / phrases in bold. Only use one word / phrase once and write it as it is in the text**

1. A phrase that means that somebody has worked in a type of job for a long time, is \_\_\_\_\_
2. A phrase that is used to introduce your personal abilities, is \_\_\_\_\_
3. A phrase that is used to provide the candidate's contact details, is \_\_\_\_\_
4. A phrase which means 'I'm perfect for this job', is \_\_\_\_\_
5. A phrase that means that something was done only using English, is \_\_\_\_\_
6. A polite phrase that asks for an interview or a phone call to talk about the job, is \_\_\_\_\_
7. A verb that has the same meaning as 'show', is \_\_\_\_\_
8. Another way to say something happened 'for a part(s) of a period of time', is \_\_\_\_\_

9. A phrase that tells the person receiving the covering letter that they can decide when the interview happens, is \_\_\_\_\_
10. A polite phrase that shows your appreciation for the person reading the covering letter, is \_\_\_\_\_
11. Another way to say 'from the beginning to the end', is \_\_\_\_\_
12. A phrase which tells the person reading the letter that you have also sent them your CV / résumé, is \_\_\_\_\_
13. A phrase that says why you are sending the email or letter, is \_\_\_\_\_

**18. Choose the best candidate. Read the advertisement for Horizons Unlimited. What kind of Jobs do they recruit for?**

***Fed up with your daily routine? Looking for something different?  
Always wanted to travel?***

**Horizons Unlimited** is an international employment agency, recruiting for positions all over the world.

Vacancies include:

- management and office staff
- hotel and restaurant staff
- nannies, private teachers and nurses

All applicants must be appropriately qualified. Write for an application form to: Horizons Unlimited, PO Box 444, Richmond, Surrey, SJ5 4TS Interviews will be arranged for suitable applicants.

Jean-Luc Bertrand is the forty-five year old owner of a small hotel in a ski resort in the French Alps. He has used Horizons Unlimited before to find staff for him.

Marion O'Neill is the recruitment manager at Horizons Unlimited,

**19. Jean-Luc has sent an e-mail to Marion. Work in pairs. Complete the table about the job.**

Size / Location of the hotel	
Hotel duties	

Childcare duties	
Information about the children	
Essential qualifications	
Other useful qualifications	

Hi Marion,

I'm afraid I've got a difficult request for you this time! As you know, my wife Martine sadly died eighteen months ago. Since then I've been so busy looking after the children, I've been neglecting the hotel. Basically I need someone to do what Martine did! The job I'm offering is assistant hotel manager / part-time childminder – I know this is unusual but it's what I need.

To remind you about the hotel, we are a twenty-five-bedroom family hotel in rather a remote ski resort, so it's important that the person is prepared for this. We're very busy in winter and we also have quite a lot of guests in summer, but it's much quieter in spring and autumn.

The 'assistant hotel manager' duties would include:

- running reception / office during mornings and evenings.
- organising part-time staff (barman, cleaners, waiters) on my days off and when I'm absent on business. The chef will organise the kitchen so this is not a problem.
- helping out in the restaurant, bar, etc. when we are very busy.

For these duties the candidate needs fluent French and English (German also useful), good computer skills and previous experience of hotel work. Many of our guests are skiers of course, so knowledge of skiing is also useful.

In spring and autumn when things are very quiet, I have to go on some business trips and this is when I would need help with childcare. I've got two children – David (13) and Karine (8) both very well-behaved. I go away perhaps seven or eight times a year, usually for about four to seven days. During these trips, the person would have to take and pick up Karine from the local primary school, about two km away (David goes to school by bus), cook their dinner, get them to bed and look after them at the weekend, if I have a long trip.

Obviously the children have had a difficult two years so it's really important that it's someone kind and sympathetic. This is really the most important qualification of all for me. For the same reason I'd



prefer someone who will stay for a minimum of two years, though if you cannot find this, I will have to take someone for just one year.

In return I can offer an excellent salary, free food / accommodation, six to eight weeks' paid holiday, a free ski pass and full-time use of a car. (I forgot to mention – it would be very useful if the candidate has a driving licence, both to take Karine to school, and also because he or she may feel a little lonely up here without a car.)

Well, Marion, I know that what I'm asking is very difficult, but you've always found me fantastic staff in the past, so I'm putting my trust in you! Please contact me if you need more information.

Very best wishes,  
Jan-Luc

## **20. Task: speaking**

a. Marion has chosen the five best candidates. Work in small groups. Choose one candidate each and read Marion's notes about him / her. Mark the positive (+) and negative points (–) in the notes.

b. You are going to present the pros and cons of your candidate to your group. Spend a few minutes thinking about what you will say. Ask your teacher for any words or phrases you need.

c. In your groups, listen to the pros and cons of each candidate. Discuss who would be first and second choice for the job.

d. One person from each group presents their decisions to the class. Did you agree or not? Why / Why not?

### **Useful language**

#### **Good points**

He's got plenty of experience with ...

The good thing about ... is ... What I like about ... is ...

#### **Bad points**

I'm worried that he'll ...

I think ... is too young / isn't experienced enough.

#### **Other**

I get the impression she's ... He seems very energetic. What'll happen if ...? I prefer ... because ...

#### **Brigitte Schumann**

**Age:** 33

**Nationality:** Austrian

**Native language:** German

**Marital status:** divorced

**Skills / background**

8 years as assistant manager of ski-resort hotel

Speaks good French and English

Good skier

Driver

Good computer skills

**Interview notes**

Recently divorced and 'wants a complete change in her life'

Has 7-year-old daughter and 4-year-old son she will bring with her if she gets the job

Seems very efficient (a bit cold?)

Obviously has very strong personality and opinions

**Anne-Sophie Martin**

**Age:** 21

**Nationality:** Swiss

**Marital status:** single

**Native language:** French

**Skills / background**

2 years as nanny

2 years as receptionist in Geneva hotel

Good skier

Very good German, good English

Computer experience

Doesn't drive

**Interview notes**

Rather quiet (shy?) but very nice

Experience of small children

Excellent references

**John Bailey**

**Age:** 55

**Nationality:** Canadian

**Native language:** English

**Marital status:** single

**Skills / background**

35 years in hotel business (including 15 years as assistant manager of Toronto Hilton)

Excellent French

Good skier

Driver

Computer experience

**Interview notes**

Retired from Hilton 2 years ago because of nervous problems (doctor's letter says now fine)

Has never worked with children but has many nephews and nieces and 'loves children'

Seems friendly and sympathetic

**Peter Kraieck**

**Age:** 28

**Nationality:** Slovak

**Native language:** Slovak

**Marital status:** single

**Skills / background**

Ex-professional skier

A lot of experience working with small children as ski instructor in summer camps

Speaks good French, some German

Driver

Good computer skills

**Interview notes**

Retired from skiing because of knee injury

Plans to open own hotel in ski resort – wants to get experience of all aspects of hotel work

Very friendly, enthusiastic, seems hard-working

### **Brenda Macdonald**

*Age:* 46

*Nationality:* British

*Native language:* English

*Marital status:* widow

### **Skills / background**

Several years' experience as hotel receptionist / secretary, but has not worked for 15 years

French good, but not used for a long time

Driver

No experience of computers

No knowledge of skiing

Very good cook

### **Interview notes**

Husband died 15 years ago so stopped work to bring up three sons, all now grown up

Wants to do something different and adores France

Very friendly – good fun!

Seems capable and flexible

**21. What must you do to be successful in a job interview? Make a list under these headings:**

1. Before the interview
2. During the interview
3. After the interview

**22. Compare your list with other students. Do you have the same points?**

**23. Read the advice below. Tick (✓) the points in your list that are mentioned.**

## **HOW TO GET THAT JOB!**

### **Before the interview**

- Find out as much as you can about the company.  
Think about questions which the interviewer might ask you. Plan how to answer them.
- Dress smartly.
- Don't be late. If you are very early, have a coffee in a local cafe and look at your notes.
- Switch off your mobile and take two or three slow, deep breaths before you go in.

### **During the interview**

- When you walk in, shake hands firmly with the interviewer, look them in the eyes, and say 'Pleased to meet you'.
- Answer the questions in a confident, firm voice. Don't speak too quietly, too quickly or be too hesitant.
- Answers should not be one word or one sentence, but also should not be too long.
- When answering questions, maintain eye contact with the interviewer. If there is more than one interviewer, give them equal attention.
- Give clear, direct answers to questions. If you don't know something, say so.
- Don't lie.
- At the end of the interview, you might be asked: 'Are there any questions that you would like to ask us?' Make sure you have one or two good questions ready.
- Above all, be positive and show enthusiasm for the job.

### **After the interview**

- If you didn't answer a question well in the interview, don't be afraid to phone up soon afterwards and say something like: 'I don't think I explained myself very well in the interview. What I wanted to say was ...' This will show enthusiasm and it will remind them of you.

## 24. Read the advice again. Answer these questions.

1. What research do you need to do before the interview?
2. What kind of clothes should you wear to the interview?
3. What should you do if you arrive very early?
4. What should you do just before you enter the interview room?
5. What should you do and say when you meet the interviewer?
6. How long should your answers to questions be?
7. How should you answer questions?
8. Where should you look when you answer questions?
9. What should your general attitude in the interview be?
10. What should you do after the interview?

## 25. Discuss.

1. Do you disagree with any of the points? If so, which ones? Why?
2. Do you think you are good or bad at job interviews? Why?
3. Would you rather work for yourself or work in a company? Why?

## 26. Kevin Quinlan, a Human Resources consultant, talks about three different types of job interview. Complete the table.

Type of interview	1a_____	2a_____	3a_____
Type of questions	b_____	b_____	anecdotal
Information gained	qualifications	ability to analyse	b_____
	c	formulate questions	ability to handle
	knowledge	c_____	relationships
	d_____		

Job interviews can generally be divided into three main types. The first is what I would call the ‘traditional interview’. This is usually just a series of standard questions about qualifications, work experience, knowledge and expectations. So what you have here is basically a list of quite straightforward questions, you know, like ‘What duties did

you have in your previous job?’ This is still the model for a lot of interviews today. In my view it’s not the best to select staff. In fact I would say that it’s very often quite inappropriate.

Then there’s the ‘case interview’ which is particularly challenging. What happens here is that the interviewer presents a problem and then follows this with a series of questions to find out how the candidate would approach the problem. To give you an idea, it might go something like this: ‘Company X wants to increase the number of university graduates that it hires every year by 50 per cent without exceeding its current budget, which is \$ 2m. What would you advise them to do?’ Now this puts the candidate in a pretty uncomfortable position because they’re really being asked to do several things – to demonstrate that they can analyse the problem logically, formulate appropriate questions and communicate effectively with the interviewer. So it’s a pretty stressful form of interview.

The third type is what’s known as the ‘behavioural interview’. It’s designed to find out how candidates actually behave in certain situations. The questions are usually based on anecdotes from the candidate’s own past. They’re designed to find out about how the candidates handled tricky situations and relationships in the past. A typical question might be ‘Can you give me an example of a situation where you had to follow orders that you didn’t agree with?’ Now that puts the pressure on the candidate because they have to find a good example and they have to do the talking, so it opens up a lot of information and the interviewer gets to see more of the person who’s sitting opposite.

**27. David Smyth, the Personnel Manager of a major European insurance company answers questions about the way he interviews and selects candidates.**

In the first extract he talks about the four points listed below. Read and number them in order in which he mentions them.

- a. the mistakes a candidate can make in an interview.
- b. the qualities a candidate must have
- c. the advice to interviewees
- d. the kinds of things a candidate is expected to know.

**Personnel Manager:**

The most important thing when interviewing a candidate is his character, his ability to react, his intelligence and his suitability for the position for which he is being interviewed.

**Interviewer:**

And to what extent does the person's appearance influence your decision?

**Personnel Manager:**

It doesn't influence the decision, but it does have some bearing on the decision, if you can take the difference between the two. It is important that the guy, the person, is well presented, is neat and tidy, and that he has a good manner, because that shows a lot about his personality.

**Interviewer:**

Do you expect the candidate to be prepared in any way for the interview, or how should he prepare himself for the interview?

**Personnel Manager:**

Well, it's not a question of preparing himself. In the position in which I am, normally the candidate's had at least one or maybe two interviews with other members, more junior member of staff before he gets to my level, unless the particular candidate is going to report to me, and in which case I expect the person concerned to have a fairly good knowledge of: (1) what the company does, (2) what he's going to be expected to do, and (3) who he's going to report to. Those things, those three items are very, very important and if the candidate does not give an impression of either understanding one of those three items, then obviously he gets marked down accordingly.

**Interviewer:** How does a candidate go wrong?

**Personnel Manager:**

The major way a candidate goes wrong is by basically becoming a yes-man or a yes-woman and agreeing with everything you say. What is most important ... One of the most important things about interviewing a candidate is the chemistry between somebody, between the two people in the interview, it's very very important – he has to have a spark, you have to feel as though that guy is going to contribute, that guy's going to be good and you're going to get



something out of that person and he has to show himself to be not just ‘Yes sir, thank you very much. Yes I agree with that, I agree with that’. Sometimes I lay dummy questions in which I want a ‘no’ answer and if he continues to say ‘yes’ then he goes down.

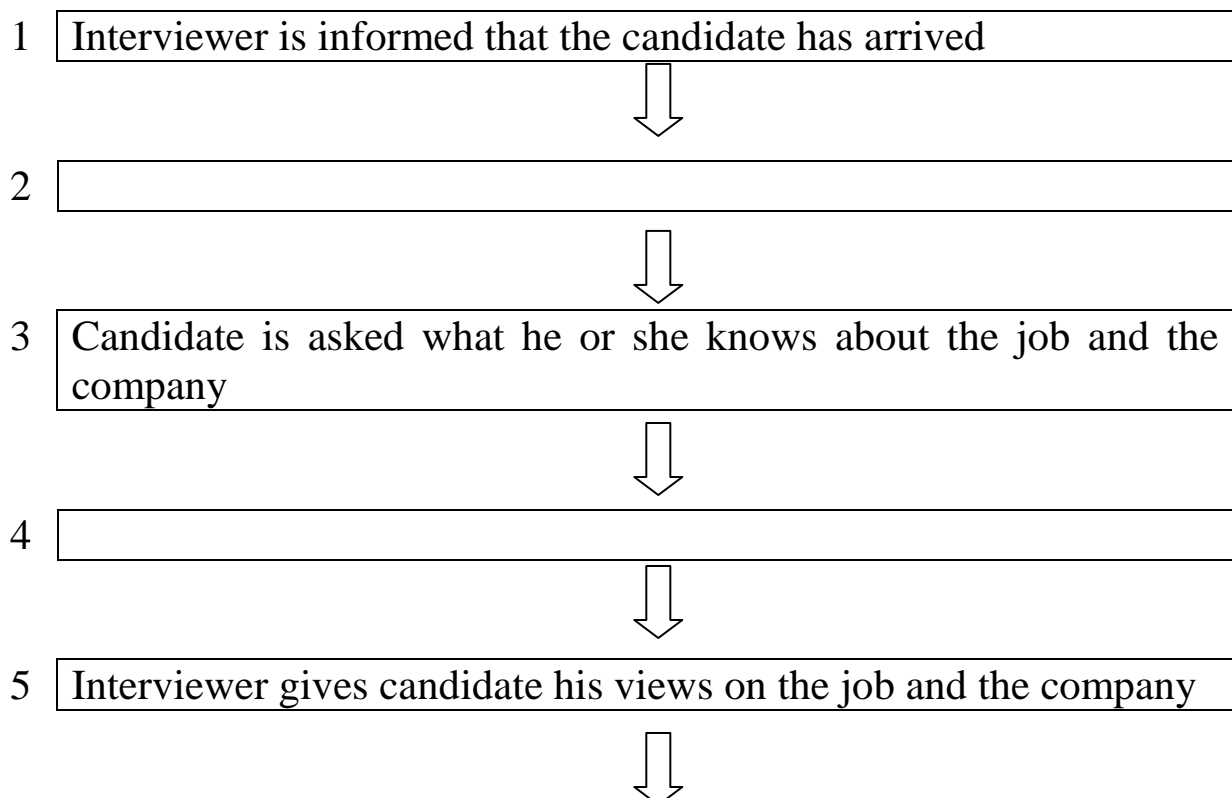
**Interviewer:**

What would your advice be to a candidate, going to an interview?  
How would you advise him?

**Personnel Manager:**

Uh, the first thing I would say to him is first of all to listen, secondly, to ask the right questions, and thirdly, perhaps the most important, is to create the right relationship which is, I guess, an adult-to-adult relationship with the interviewee or the interviewer. It is very important and that’s what I said before is when you get a yes-man in front of you, or a yes-woman, then that person is obviously not creating an adult-to-adult conversation. He’s creating an adult-to-child conversation and in most cases, managers are not, if they’re good and they know what they want, they’re not going to be interested in employing a child.

**28. In the second extract, David Smyth talks about the stages of an interview. Complete the following chart.**



6

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7

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### Describing Yourself in an Interview

**29. Read the extract from job interview. Pay attention on the words in *Bold*.**

For a manager's position:

'Well, first of all, I am very **hands-on**. I like to be involved in everything that my team does. It is easier to manage staff if they see you with them a lot of the time. Also, I am very **supportive**. I encourage people and that brings the best out in them. It works better than criticising them. I am there if any of my team need any type of help, because people are not machines. In addition, I see myself as a **natural leader**. I have the ability to direct, organise and inspire people. This is especially important when you are a manager, because as you know, if your staff do not respect or trust you, then it is highly likely that the team does not work as it could or should.

I would also say that I am very **goal-orientated**. I always set myself objectives or targets which I have to meet. For example, when I started my career, I set myself a goal of being promoted to a manager inside of 2 years, and I achieved it. Also, I am a very **proactive** type of person. I never wait for things to go wrong. I make sure that I identify any possible issues before they happen, and introduce changes and processes to ensure that they do not occur. This is very important in business today.

And in addition, I am **pragmatic**. I am a realist and understand that change is a business necessity. And that in the world of business you sometimes have to do things that you don't necessarily agree with.

And lastly, I am **dynamic**. I am very motivated and I am full of ideas of how to run a team. And I have the energy and the confidence to do it.'

**For a computer analyst's position:**

I am a very **methodical** person. I work in a very organised and systematic way to avoid making mistakes. Which is very important in Information Technology (IT), where one small mistake can cost a lot of time and money. In addition, I am **reliable**. You can trust me to do any work well that I am given. This is very important when you are not under constant supervision. Also, I am **hard-working**. I am generally the first person to arrive in the office and one of the last to leave.

In addition, I am very **analytical**, which is very important for any career in science or IT. I always use a combination of logic and analysis when I do my work. This is really useful when you are developing a new project or problem solving. And I am also **punctual**. I am never late to a meeting or to work.

But most importantly, I am very **innovative**. I love to create and improve new procedures and applications. In fact, in my current company, I was responsible for the improvements in their online ordering system, that reduced the delivery time to clients.'

**30. Below is a definition / description of each of the words / phrases in bold from the above text. Now fill in the blanks with one of these words / phrases in bold. Only use one word / phrase once and write it as it is in the text.**

1. Somebody who is 'creative' can also be called \_\_\_\_\_
2. The opposite to 'lazy', is \_\_\_\_\_
3. A person who is always on time and never late, is \_\_\_\_\_
4. A person who makes changes to resolve potential future problems, is \_\_\_\_\_
5. A manager who is directly involved with the work of their staff, is \_\_\_\_\_
6. When a person is focused on achieving an objective, they are \_\_\_\_\_
7. If somebody is a 'realist', they are also \_\_\_\_\_
8. People that work in an 'ordered' and 'systematic' way, are \_\_\_\_\_
9. A person that leads or controls other people easily, is a \_\_\_\_\_
10. A person that is full of energy and likes change, is \_\_\_\_\_
11. A different way to say that somebody is 'logical', is \_\_\_\_\_

12. People that encourage others to do well, are \_\_\_\_\_  
13. Somebody that can be trusted to do things, is \_\_\_\_\_

**31. Read the following two replies in a job interview to the question 'How would you describe yourself?'. The first, is from a candidate for the position of a salesman. The second, is from a candidate for a position in advertising. Focus on the adjectives / nouns in BOLD and think about their meaning.**

For a salesman's position:

'One of the things that makes me an excellent salesman is that I am very good at **reading people**. I have the ability to know how people are feeling or thinking by noticing gestures that they make or by what they say. This helps me a lot in my dealings with existing or potential clients. Another thing that I am very good at, in connection with people, is that I am very **diplomatic**. I am very skilled at dealing with people in difficult situations and can avoid upsetting or offending them. This is especially important when you are involved in negotiations.

In addition, I am very **highly motivated**. I love what I do and I want to do the best that I can. For me, this is something that is fundamental for a sales executive. And another thing that is key for a sales executive to be, is to be **optimistic**. And I am that. This is essential, because who wants to buy a product or service from somebody who seems negative or unsure. I would say nobody.

Also, I am very **flexible** about when, where or how I work. In business today you have to be able to change when necessary. So, if I you tell me that I have a meeting the following day in Germany, it would be no problem to go.

And lastly, I am very **cool-headed**. I always stay focused in difficult or stressful situations and I never panic.'

For a position in advertising:

'I am very **creative**. I am always coming up with new and interesting ideas on how to convince people to buy things. This is important in an industry which constantly changes like advertising. Also, as you have already noticed, I am a very **enthusiastic** person. I show that I love what I do and want to encourage other people to feel the same.

I am also a **team player**. When you are doing an advertising project, it is essential that the team works together. If it does not, and people do not get on or are focused too much on themselves, then the project will fail and you all lose.

In addition, I am very **committed** to being successful in my career and I will do anything to achieve it. Plus, I am a very **confident** person. I do not doubt my own abilities and I am always sure that I will be successful with any project that I do.

And lastly, I am **ambitious**. I want to have a very successful career in advertising. I have shown this throughout my career. For example, in my current company I started there as an assistant and within four years I was a senior advertising executive.'

**32. Below is a definition / description of each of the words / phrases in bold from the above text. Now fill in the blanks with one of these words / phrases in bold. Only use one word / phrase once and write it as it is in the text.**

1. When somebody shows that they like something a lot, they are \_\_\_\_\_
2. When a person is adaptable to different circumstances, they are \_\_\_\_\_
3. People who want to be successful and progress in their career, are \_\_\_\_\_
4. The ability to understand how people feel from watching them, is \_\_\_\_\_
5. The ability to stay calm in difficult situations, is \_\_\_\_\_
6. The opposite of 'pessimistic', is \_\_\_\_\_
7. A person who works very well with other people, is a \_\_\_\_\_
8. A person who is 'innovative' can also be called \_\_\_\_\_
9. Another way to say 'dedicated', is \_\_\_\_\_
10. People that are both 'enthusiastic' and 'determined' to succeed, are \_\_\_\_\_
11. When you have a strong belief in your own abilities, you are \_\_\_\_\_
12. When somebody is careful not to offend somebody by what they say, they are \_\_\_\_\_

## **FINAL TEST**

### **Translate from Russian into English.**

1. вакансия
2. нанимать на работу
3. собеседование / интервью с работодателем
4. навыки межличностного общения
5. свободное владение языком
6. увольнять
7. рекомендация
8. отдел кадров
9. получить продвижение по службе
10. устраиваться на работу
11. работать в команде
12. переговоры
13. обучающие курсы
14. управлять персоналом
15. трудолюбивый

### **Translate from English into Russian.**

1. to draw up a shortlist
2. responsibilities
3. competitive salary
4. to seek / to look for
5. graduate
6. managerial skills
7. work placement
8. relocation assistance
9. sales-related bonus
10. to fill in a position
11. overseas allowances
12. academic degree
13. sales executes
14. proactive
15. motivated

### **Give definitions**

1. a job ad
2. extracurricular activities

3. a covering letter
4. an undergraduate degree
5. thesis
6. natural leader
7. a CV
8. reliable
9. innovative
10. diplomatic
11. enthusiastic
12. confident
13. ambitions
14. cool-headed
15. supportive

#### Литература

1. <http://www.businessenglishsite.com/business-english>
2. <http://www.blairenglish.com/exercises>

Составитель

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**Careers. Business Correspondence**  
(CVs, the letter of application, Job Interviews)

**Карьера. Деловое письмо**  
(Резюме, заявление о приеме на работу, собеседование)

Методические указания к практическим занятиям по дисциплине  
«Иностранный язык» для студентов всех направлений подготовки

Рецензент Н. Ю. Мамонтова

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