



1

UNIT

Preparing for Challenges

The biggest challenge facing college graduates is how to find a job after graduation. As a college graduate, there are a few things you need to know in order to land your dream job. First, your strengths and weaknesses should be evaluated to help determine which job positions you fit in. Then search vacancies by reading job ads posted by the companies. A demanding task to job applicants is to update the resumes to emphasize the qualifications related to the job description and back up the resumes with experience and concrete evidence. To be sent with the resume is a cover letter which reveals the applicant's willingness to join a company and demonstrates the applicant's any possible devotion to help achieve the company's target and ensure its success. This unit will enlighten students on how to successfully prepare for job hunting.

Episode 1 Study or Work?

1 Listen to a conversation about the speakers' future plan. Listen and tick (✓) the choices mentioned in the conversation.

- | | |
|---|--|
| <input type="checkbox"/> Do further study | <input type="checkbox"/> Realize his / her childhood dream |
| <input type="checkbox"/> Travel around the world | <input type="checkbox"/> Study overseas |
| <input type="checkbox"/> Work abroad | <input type="checkbox"/> Find a job related to his / her major |
| <input type="checkbox"/> Run his / her own business | <input type="checkbox"/> Have no idea |

2 Here are more words about personalities. Find out your personality and discuss your career plan with your partner(s).

English	Chinese	English	Chinese
candid	坦率的	ambitious	有雄心壮志的
upright	正直的	understanding	通情达理的
trustworthy	可信赖的	sweet-tempered	性情温和的
purposeful	有明确目标的	down-to-earth	实事求是的
sensible	明事理的	responsible	(行为、态度)负责的
realistic	现实的, 实际的	punctual	守时的
precise	严谨的	objective	客观的
modest	谦虚的	industrious	勤奋的
honest	诚实的	humorous	幽默的
frank	坦诚的	aspiring	有抱负的
efficient	有效率的	energetic	精力充沛的
faithful	忠诚的	aggressive	积极进取的
diplomatic	圆滑的	disciplined	遵守纪律的
dutiful	尽职尽责的	well-educated	受过良好教育的
capable	有能力的	competent	能胜任的
dedicated	有奉献精神的	cooperative	有合作精神的
constructive	建设性的	adaptable	适应性强的
apprehensive	忧虑的	amiable	和蔼可亲的

3 This is a passage about the strategies to make a good career choice. Listen and tick (✓) the strategies mentioned in the passage.

- | | |
|---|---|
| <input type="checkbox"/> Assess yourself | <input type="checkbox"/> Take exams to prove yourself |
| <input type="checkbox"/> Surf online for useful information | <input type="checkbox"/> Explore the occupations on your list |
| <input type="checkbox"/> Conduct informational interviews | <input type="checkbox"/> Make a list of occupations |
| <input type="checkbox"/> Make some new friends | <input type="checkbox"/> Read more professional books |
| <input type="checkbox"/> Train for your new career | <input type="checkbox"/> Keep in touch with professors |
| <input type="checkbox"/> Write a career action plan | <input type="checkbox"/> Set your goals |

Episode 2 Where Can I Find It

1 Discuss with your partner(s) about the following ways of searching for jobs and choose the one you are most interested in.



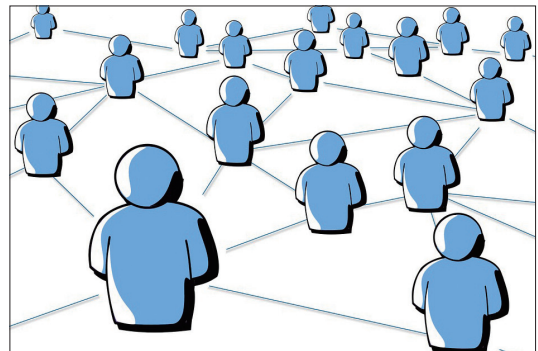
Newspaper



Internet



Career fair



Family and friends

- 2 Listen to a passage about the methods of job hunting. Listen and list all the methods you hear.

- 1) _____
- 2) _____
- 3) _____
- 4) _____

- 3 Read the following job advertisement, and then use the given information in the table to complete the following chart of a standard job ad structure.

company	ways to apply
job responsibilities	job position
qualifications	salary and benefits

1) What does the _____ do?



2) What is the _____?



3) What are the _____?



4) What are the _____ the job applicants should have?



5) What are the _____ the job can offer?



6) What are the _____?

Job Opportunity

Bayer Jinling Polyurethane Co., Ltd. is a joint venture company established by Bayer AG, the inventor and world leader of polyurethane technology, and Jinling Petrochemical Corporation in China. We have always been famous for our advanced production technology and outstanding products. Our business covers the whole series of polyurethane products used in appliances, pipelines, building panels, spray foam, automobiles, etc.

With a rapid expansion, we have the following vacancy for a highly qualified individual wishing to progress to higher levels of their personal career development.



Job title: Lab Engineer

Location: Shanghai

Main responsibilities:

- Conduct lab experiments mainly in rigid foam application on internal product QC and new product / new application / guide formulation development independently or with limited instruction
- Provide technical service (technical training, customer complaint handling, online trial, troubleshooting) to rigid foam customer independently or with limited instruction
- Lab chemicals / facilities management
- Implement HSEQ polices

Qualifications & experience:

- Master's degree with chemical background
- Good learning attitude
- Good English skill and communication skill
- Initiative and responsible attitude
- Good teamwork player

We warmly welcome postgraduate students who will be completing their study soon to join our company and starting their career as interns in our company.

We offer a competitive remuneration package and extensive training program to successful candidates. Interested applicants may send their application letter, resume (in both Chinese and English), a recent photo, copies of academic certificates and identification card, salary expectation, contact address and phone number to the following address before July 4th, 2015.

Mailing address: Room 102, 5th floor, Huaxia Building, Jingan District, Shanghai, China

Zip code: 200040

Email: hr.bjpu@bayermaterialscience.com



- 4 Read the ads below and underline the key information in each about the company, job position(s), job responsibilities, qualifications, salary and benefits and way of application if there are any.

Sample 1

Job Opportunity Civil Engineer

Post date: February 20th, 2014

Vacancy: 1

Salary: Commensurate with qualifications and experience

Mott MacDonald Ltd. is a £1.2 billion management, engineering and development consultancy with 16,000 staff and a global reach spanning six continents. Our network of 170 principal offices in 140 countries gives us local market insight backed by world-class expertise to deliver excellence for every client.

Responsibilities:

- Preparation of design and technical specifications for current and new projects
- Work closely with other departments in feasibility studies and design for all projects
- Preparation of drawings and tender documents

Qualifications:

- Possess at least a degree in civil engineering
- Preferably with at least two years of work experience
- Must be fully conversant with LTA and HDB design standards
- Familiar with external Civil Works / Authority Submissions
- Able to work independently without supervision
- Experience in road alignment, sewer and drainage design will be an advantage

For those interested and qualified, please contact Ms. Lim directly.

Mott MacDonald Ltd.

901 North Glebe Road, Arlington, Virginia, 22203

Contact Person : Annie Lim

Contact Number : +1 571-451-0886

Contact Email : annie.lim@mottmac.com

Sample 2

Engineers Wanted

iOS Software Engineers

We're looking for creative iOS engineers, to work on some of the most ambitious projects iOS has ever seen.

Ideally you're well-rounded people with diverse interests and you'd be based here in what's left of Christchurch, New Zealand. However, if you're unable to shake things up with us in Christchurch, and think you have something extraordinary to offer remotely, apply!

Fundamentals:

- You must live and breathe Apple technology.
- You must have an understanding of Objective-C and the Cocoa API.
- You must be able to drive Xcode (Yes, that includes Xcode 4).
- You must take pride in your work, and care about the details (in an almost OCD way).
- You must be self-motivated and have the ability to quickly learn new things independently.
- You must play nice with others.

This would be awesome:

- A deep knowledge of relational database systems (SQLite, MySQL, PostgreSQL)
- An unhealthy obsession with Core Animation.
- Documentation level written English skills.

And if you really want to seal the deal:

Dazzle us with your magical abilities in crafting super automated iOS software testing and verification systems!

Sound interesting? Send your resume to jobs@polarbearfarm.com

Sample 3

**Are you a strong swimmer?
Do you know about first aid?
Do you enjoy working with people?
Then you might be the person for us!**

We are looking for someone in August to assist our lifeguards in providing supervision during beach activities and observing swimmers. Lifeguard qualification and experience are desirable but not essential as training will be given.

If you are interested, write to the lifeguard manager saying why you are the right person.

Good hourly rates.



Sample 4

Impex Consult was established in 2004. The group offers business support services to companies in more than 30 jurisdictions. All the offices of Impex Consult pursue one ultimate goal: improving efficiency of the client's business.

Impex Consult is one of the best companies on the market, with invaluable experience of working with investments. We are proud of the trust our clients and partners have put in us. The core of our success is our specialist team. We are constantly developing and always keen to bring more determined and ambitious professionals into our team. At this stage, we offer you to start your career in our team as a Transactions Specialist.

The duties would involve prompt processing of incoming cash funds and their transfer to accounts indicated by our managers. With efficient time management, your whole day's work should take three to five hours.

What we expect from a candidate

- Master's degree
- Above 25 years old
- Experience of handling money remittances (appreciated)
- Knowledge of principle electronic payment instruments
- Confident computer skills

What we offer

- Speedy career progress
- High earnings plus performance result bonus



Sample 5

JOB OPPORTUNITIES

The Karachi Aero Club (G) Ltd. requires the following staff.

	Job Title	Qualification & Experience
01	Aircraft Maintenance Engineer (Cat "X" Electrical / Instrument)	Having valid AME licence for certification of Cessna.
02	Sr. Technician (Aerospace) (Airframe / Engine)	Work experience in small aircraft engineering. Should be able to work on Cessna 150 / 152 aircraft independently.
03	Sr. Technician (Avionics) (Electrical / Instrument)	Work experience in small aircraft engineering. Should be able to work on Cessna 150 / 152 aircraft independently.
04	Sr. Technician (Electronics) (Radio / Radar)	Work experience in small aircraft engineering. Should be able to work on Cessna 150 / 152 aircraft independently.
05	Store Keeper	Work experience in running an aviation technical store independently.

Send your CV with complete documents to the following address:

The Karachi Aero Club (G) Ltd.
301 Hanger, General Aviation Area, JIAP, Karachi
Contact Number: 302-206-6838

Episode 3 To Whom It May Concern

1 When you apply for a job, you usually send in a resume with a cover letter. Please read the following sentences and tick (✓) the functions of a cover letter according to your understanding.

- A cover letter introduces you and your resume to the employer.
- A cover letter is as important as a resume.
- A cover letter demonstrates your writing skills.
- A cover letter can be sent to all employers.
- A cover letter gives factual information and details about your career so far.

2 Complete the cover letter using the given information in the box below.

- A I am also responsible for perusing the newspapers and websites to identify local activities.
- B I believe that my education and experiences make me a well-suited candidate for this position.
- C Please find enclosed a copy of my resume to provide you with additional details regarding my background.
- D Thank you for your attention to my application.

91-2031 Kaaipu Avenue
Honolulu, HI 96823
October 3rd, 2011

Ms. Michelle Agonoy, Program Director
Manoa Gardens, Inc.
Suite 4200, 11111 Bishop Street
Honolulu, HI 96813

Dear Ms. Agonoy:

I would like to apply for the Program Assistant position with Manoa Gardens, Inc. which was posted at the Manoa Career Center at University of Hawaii. In perusing your recruitment brochures I was impressed upon learning of your top 25 status among start-up companies here in the State of Hawaii. 1) _____.

I will be receiving my Bachelor of Arts in Communications this December. Currently, I am interning at C.S. Media where I assist with the preparation and distribution of public service announcements to the local media. 2) _____. After collecting the information I handle the compilation and production of a weekly calendar of events. Additionally, I am able to utilize a variety of computer programs and have proficiency in speaking Japanese.

3) _____. I would greatly appreciate the added opportunity to meet with you, at your convenience, to further discuss my qualifications and background. I will call you on October 19th to follow up on the status of my application and to discuss the possibility of arranging a meeting time with you. 4) _____. I look forward to talking with you.

Sincerely yours,
Jesstyn Vallente

Episode 4 An Impressive CV

- 1 Read the following CV sample of a college graduate and complete the structure of the CV using the terms in the box.

Research Experience	Objective	Skills
References	Education	Honors and Awards
Personal Information	Professional Service	University Service

Sample 1

1) _____

Name: Jane Ni

Mobile Phone: #####

Email: Janeni@yahoo.com.cn

Home Address: *****

2) _____

Seeking a position of financial planner in the banking industry utilizing my knowledge of investment and interpersonal skills

3) _____

2005.9 — 2009.6 **Shanghai Institute of Foreign Trade (SIFT)**, Shanghai, China

Bachelor of Arts in Law (B.A.), expected in 2009

Major Courses: International Economic Law, International Finance, Accounting, Marketing

4) _____

2008.1 — 2008.2 **Bank of China, Shanghai Zhengda Branch** [Internship]

- Helped customers and merchants to identify the products that suited their needs

2007.7 — 2007.8 **United Securities Co., Ltd., Shanghai West Changjiang Road Sales Department**

[Associate Investment Manager]

- Learned skills in market analysis and professional sales techniques
- Successfully developed some potential customers for the company

- 2007.7 — 2007.8 **Summer Special Olympic Games in 2007** [Volunteer]
- Conducted a charity sale in Yu Garden bilingually and successfully promoted sales of items successfully

5) _____

- 2006.9 — 2008.6 **Student Service Center of SIFT** [Marketing Manager]
- Provided positions for a total of 20 for schoolmates; invited eight enterprises to take part in annual school recruitment; established the original human resources database

- 2006.9 — 2007.6 **English Club** [Vice President]
- Coordinated affairs of the club including raising funds from corporate sponsors for the society; organized English Corner, educational lectures and outdoor practice

- 2006.3 — 2006.12 **Students' Entrepreneurship Center, Marketing Department** [Assistant]
- Researched materials of competition, government policies, social factors related to starting one's own business; focused on marketing plans

6) _____

Academic: National Scholarship, 1st scholarship (once, one student / semester) in 2007 — 2008
Scholarship for Outstanding Students, 3rd scholarship (twice, top 10%) in 2006 — 2007

Social: Excellent marketing manager in Student Service Center of SIFT in 2007 — 2008
Excellent individual in sports performance of Law School in 2007 — 2008

7) _____

Language: Fluent in Mandarin and English
CET-6: 525

Computer: Skilled in Microsoft Office software

8) _____

References available upon request



- 2 Read the CV sample below of a currently employed person and choose the correct answer to the questions. Then compare it with Sample 1 to find out the differences between them.

Sample 2

Thomas Anderson

Contact	956, 31st Street NY 10001 United States	Email: Thomas.a@cvmaker.com Website: http://cvmaker.com Phone: 917-546-8456
Objective	Seeking a position as an accountant where extensive experience will be further developed and utilized. Extensive experience to the credit.	
Work Experience	<p>MyOffice Inc., Boston [Administrator] October 2005 — Present</p> <ul style="list-style-type: none"> • Performed general office duties and administrative tasks • Prepared weekly confidential sales reports for presentation to management • Managed the internal and external mail functions • Provided telephone support • Scheduled client appointments and maintained up-to-date confidential client files <p>DC Systems, DC [Accounting Assistant] March 2003 — June 2005</p> <ul style="list-style-type: none"> • Administered online banking functions • Reduced credit period from 90 days to 60 days • Managed payroll function for 140 employees • Monitored and recorded company expenses <p>Nucleus Band Corp, Boston [Accounting Assistant] January 2002 — January 2003</p> <ul style="list-style-type: none"> • Performed accounts payable functions for construction expenses • Managed vendor accounts, generating weekly on demand cheques • Managed financial departments with responsibility for Budgets, Forecasting, Payroll, Accounts Payable and Receivable • Created budgets and forecasts for the management group 	
Qualifications	<ul style="list-style-type: none"> • Certified Public Accountant (CPA) • Certified Management Accountant (CMA) • Certified Financial Manager (CFM) • Certified Fraud Examiner (CFE) 	

- Certified Financial Planner (CFP)
- Certified Internal Auditor (CIA)
- Enrolled Agent (EA)
- Certified Government Financial Manager (CGFM)

Education

University of Washington	September 2000 — July 2002
MS in Accounting	
Obtained the MS degree with GPA 3.9	
Columbia University	September 1996 — July 2000
BS in Accounting	
Columbia University	September 1996 — July 2000
BS in Computer Science	

Computer

Microsoft Word, Excel, Access, PowerPoint, Outlook Express, Microsoft Windows XP

References

References available upon request

- 1) How long has Thomas Anderson worked as an accounting assistant?
 - A. About one year.
 - B. About two years.
 - C. About three years.
- 2) What qualification or skill does Thomas not mention?
 - A. Computer skills such as Microsoft Word and Outlook Express.
 - B. Foreign languages skill.
 - C. Certificated Management Accountant.
- 3) Which of the following is true about Thomas Anderson?
 - A. He achieved a Bachelor's degree and a Master's degree at Columbia University.
 - B. He used to monitor and record company expense for Nucleus Band Corp.
 - C. He still wants to develop and utilize his work experience as an accountant.



3 Read the following notes on writing a good CV.

Personal Information

Put your basic information here, including your name and contact information (home address, phone numbers and email address).

Objective

It communicates two things:

- What sort of job you are seeking, e.g. position, field;
- What skills you have to offer.

Education

Education may include:

- Major / minor;
- Related courses;
- Thesis, research, or major projects that you should list in reverse chronological order (most recent first).

Work Experience / Employment History

For this part, you should:

- Include internships, part-time jobs, summer work and voluntary work;
- List position, organization, location, and timeframe;
- Detail skills acquired from the activities you have been involved in while in university or from your previous position, responsibilities, and accomplishments;
- Begin statements with action verb;
- Use present tense when still at the position, use past tense when no longer active in the position;
- Be especially certain to include leadership roles;
- Don't just create a long list. Remember that whatever you list must show that you are suited for the job for which you are applying.

Qualifications

List all the certificates which can be evidence for the job-related skills you have.

Interests

How you spend your spare time says a lot about your personality.

References

If there is no specific requirement, just put "Available upon request" here.

- 4 Write your own CV with the help of the above notes.

CURRICULUM VITAE

Personal Information

Objective

Education

Work Experience / Employment History

Qualifications

Interests

References

Resource Bank

1 Here are some useful words about jobs.

English	Chinese	English	Chinese
civil engineer	土木工程师	intelligence	智力
mechanical engineer	机械工程师	managerial function	管理职能
market analyst	市场分析师	multinational	(公司或商行)跨国的
marketing assistant	市场营销助理	proficiency	精通
maintenance engineer	维修工程师	human relations	人际关系
hardware engineer	硬件工程师	probation / trial period	试用期
administrative clerk	行政办事员	internship	实习期
pharmacist	药剂师	scholarship	奖学金
recruitment	招聘	honor	荣誉
candidate	求职者	reference	证明信, 推荐信
vacancy	空缺	referee	推荐人
certificate / credential	证书	CV	简历
membership	会员资格	cover letter	附函
profile	简介	fringe benefit	附加福利
allowance	补贴	remuneration	报酬, 酬劳

2 Here are some useful expressions and sentences for job hunting.

- 1) customer-oriented 以顾客为导向的
- 2) to meet targets 达到目标
- 3) be eager to learn 渴望学习
- 4) work against the clock 争分夺秒地工作
- 5) liaise with other departments 与其他部门保持联系
- 6) competitive salary 有竞争力的薪金

Job responsibilities

- 1) Frequent domestic / foreign travel is expected.
需经常国内 / 国外出差。
- 2) Develop new markets and customers; achieve the sales target.
开拓新市场，开发新客户，达成销售目标。
- 3) Develop industry database and contact information within target industries.
在目标行业内开发行业数据库和联系信息。

Qualifications

- 1) Excellent understanding of suppliers and products used within the industry
深入理解行业内的供应商和产品信息
- 2) Six to seven years' experience of engineering and project management in building industry
建筑行业六到七年工程和项目管理经验
- 3) Knowledge and level of proficiency in the use of IT software packages (iScala, MS CRM, VPP)
required
了解并熟练使用需要的IT 软件包（iScala, MS CRM, VPP）
- 4) Bachelor's degree in Engineering, or related; three years' related work or training experience
工程或相关专业学士学位，具备三年相关工作或培训经验
- 5) Minimum two years' sales experience in relative industry, in cooperation with a global acting
company is preferred
至少两年相关行业销售经验，与跨国公司合作经验者优先考虑
- 6) Self-motivated, hard work, good planning ability and can travel frequently, target-oriented and
good service attitude
工作积极主动，吃苦耐劳，拥有良好的计划能力，能够经常出差，目标导向且有良好的服务态度

Salary and benefits

- 1) We offer an attractive salary package, fringe benefits and opportunities for career development.
我们提供有吸引力的薪酬、附加福利和职业发展机会。
- 2) All positions offer highly competitive salaries, medical benefits, bonus, excellent training and
career prospects.
所有职位都将获得颇具竞争力的工资、医疗福利、奖金、极佳的培训和职业前景。

Role Play

Role play the conversations with your partner(s).

Role A

You are a career supervisor at the University of Cambridge. You are very warm-hearted and always eager to solve students' various problems on career choices. You'd like to give suggestions and offer job hunting plans to students.

Role B

1

You are a postgraduate student from School of Education. Fail to pass the TEFL exam. Feel very depressed but still want to be a teacher.

2

You are a postgraduate student from School of Chemistry. Feel puzzled by locating a job.

3

You are a postgraduate student from School of Physics. Already sent a lot of letters to many companies but no reply.

4

You are an undergraduate student from School of Architecture. Already get a part-time job in a construction company but want to find a better one.

5

You are a postgraduate student from School of Logistics. Already get a job offer from DHL, but don't know whether you should accept or not.

Do You Know

Five Steps to Preparing for Your Job Search

Whether you're diving back into the job market after a layoff or simply looking for a new job that will offer the pay, benefits, and respect you deserve, job searching requires diligence and focus. If you leap in too quickly, you risk having your resume buried in better applications, or you might land a job right away only to later realize it isn't what you expected.

It's wise to take some time to plan ahead and prepare a strategy for your career search. Here are the five basic steps you should never overlook as you prepare to hand out resumes and search for a new job.

1 Reset your attitude

Nobody enjoys job hunting, but it's something we all have to do at some point, and lamenting it won't make it any easier. On the contrary, having a bad attitude about job hunting — or about work itself — can cripple your applications before they even get off the ground.

If you were a manager, would you call back the man who was surly and irritable as he dropped off his resume? What about the woman who bit her lip

and made self-deprecating remarks throughout the interview? If you have confidence in yourself and project a respectful, happy persona to a prospective boss, you're far more likely to land a job where you will receive the respect, responsibility, and pay you deserve.

2 Create a targeted resume

Your resume and cover letter are your first and most important contact with managers and human resources, so make them good! It's not just the quality, clarity, and thoroughness of your resume that's important, though. It also needs to be targeted to the specific industry and, sometimes, the specific job for which you're applying.

Creating targeted and focused resumes is a lot of work, but it pays off by giving each potential employer the impression that you are exactly what they are looking for and that you have the experience and skill set they need.

3 Know what you need and what's negotiable

What is your work expectation? Are you focused

on achieving higher pay for your work, or better benefits? How much do you care about having your own office or workspace? Do you need the flexibility to work from home some of the time, or is that a bonus you'd like to have but would be willing to do without if the job offered other perks?

Always enter into job negotiations knowing your own bottom line, so you can confidently decide which offers you want to consider, and which aren't worth your time.

4 Check out job trends

Perhaps you have skills in a particular field that's in demand, and you're not interested in changing career tracks. But if you're more flexible about your job prospects, it's not a bad idea to consider current and rising career trends as you begin the application process.

5 Be prepared

Finally, a successful job searcher is primed to do what it takes to land the right job. Do you know what employers are looking for when they ask behavioral interview questions? Have you familiarized yourself with the most common interview questions in your field, and have you practiced your responses to ensure a good impression? It's worth researching these questions and rehearsing your answers.

Being prepared also means having classy, appropriate interview clothes ready at all times, and being ready to walk out the door if you get a call for a meeting on short notice. Prioritize your job search and be ready to put your foot forward whenever the call comes, and you'll land a rewarding job in no time.

