










Scope and Sequence

Unit		Story	Reading		1-2-3, Get Yourself Ready!	Useful Expressions	Bite-Size Business Knowledge	Case Study
	1 Career page: 6	Who should we interview?	Resume		Impress your employer	Use action verbs	Mission, Vision and Values	Create your own resume
	2 Job Hunting page: 18	Where should I apply to?	Cover Letter		Win your interview opportunity	Present the best of you	Share Your Experiences with STAR	Build your cover letter
	3 Industries page: 30	How do you make connections in your industry?	Congratulate Clients		Strengthen the bond with your client	Build a stronger bond	Substitute and Complementary Goods	Cultivate and maintain your partnership
Review 1 page: 42		Listening: An interview			Business Cultures: Exchange of Business Cards		Words from the Professional: Make a Good First Impression	
	4 Research and Development page: 46	Where should we build our factories?	Make an Inquiry		Get necessary information	Collect information	Setting a Budget	Seek advice on your expansion plan
	5 Partnership page: 58	Can you tell me more about your products?	Exchange Information and Follow Up		Invite for a partnership	Impress people	Value Proposition	Follow up on a business opportunity
	6 Project Management page: 70	How can we get our certification?	Make a Request		Express your demands	Influence people	Opportunity Cost	Urge your partner to deliver results
Review 2 page: 82		Listening: An introduction			Business Cultures: Participate in a Meeting		Words from the Professional: Show Your Teamwork Spirit	
	7 Entrepreneurship page: 86	Which should we invest in?	Accept a Request		Say yes while securing your own rights	Consider the possibilities	Business Pitch	Reply positively to a potential partner
	8 Communications page: 98	How are we doing with the fashion show?	Make and Confirm an Arrangement		Provide necessary information	Plan and organize events	Board of Directors	Work out an action plan
	9 Sales page: 110	How may I help you?	A Memo for Your Colleague		Relay a message	Be professional on the phone	Key Accounts	Make memos for a meeting with clients
Review 3 page: 122		Listening: A phone call			Business Cultures: Work at Your Best Pace		Words from the Professional: Embrace Change Positively	



In this unit, you will...

- Understand what employers are looking for when they read a resume
- Learn what makes a strong resume
- Get a guideline on how to plan for your career
- Understand the steps of building a resume

JOIN US

JOIN US

JOIN US

JOIN US

JOIN US

1 Career

Think about It

A. What do employers want to see when they read your resume? Check all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Name | <input type="checkbox"/> Contact information |
| <input type="checkbox"/> Height and weight | <input type="checkbox"/> Pictures |
| <input type="checkbox"/> Family information | <input type="checkbox"/> Horoscope and blood type |
| <input type="checkbox"/> Education | <input type="checkbox"/> Work experiences |
| <input type="checkbox"/> Financial status | <input type="checkbox"/> Extracurricular activities |
| <input type="checkbox"/> Technical skills | <input type="checkbox"/> Current salary |

B. Compare your list with a partner. Why did you choose these items?

Story



A. Listen to the conversation. Fill in the blanks with the words you hear.

Rolmart is the largest supermarket retailer in the United States. They're doing their annual hiring for management trainees and have received many resumes. The recruitment leader Yosef is now reporting to HR head Rachel to discuss the candidates they should interview.

Yosef: We have received ① _____ resumes for our management trainee this time.

Rachel: That's good. How many do we want to interview?

Yosef: At first we were thinking about 25, but after screening the resumes, I think ② _____ of them are worth looking into.

Rachel: OK. ③ _____ still sounds like a good number. Are there any impressive candidates who caught your attention?

Yosef: Yes. Here's the resume of Wendy Haggett. She left us a strong impression because almost everything on her resume tells us that ④ _____.

Rachel: Really? How so?

Yosef: Well, she has quite a bit of experience in the front line serving customers, and it seems like ⑤ _____.

Rachel: Yeah, I see the awards she got from her past employer. That says much about the quality of her service.

Yosef: Right. Also, her degree will be a plus.

Rachel: Yeah, although we welcome students from all backgrounds, her degree is the ideal one for this industry, isn't it?

Yosef: Yes. 6 _____ should be able to help her grow faster in the job.

Rachel: Agree. Hmm . . . My only concern, though, is that she's never held any major responsibilities.

Yosef: That's true. All of her experiences were 7 _____.

Rachel: It's alright. Actually, 80% of the candidates don't have full-time working experience. We're being too harsh here.

Yosef: I'm sure she'll be a good candidate for an interview.

Rachel: 8 _____. She's one of the best in this batch. Let's get these interviews scheduled! 9 _____ these 28 people.

B. Answer the following questions.

1. Why are Rachel and Yosef talking about Wendy?
- a They don't know if they should offer Wendy the job.

b They don't know if they should interview Wendy.

c Rachel wants to see an example of a stronger candidate.

d Rachel has concerns about Wendy.
2. Why is Wendy an impressive candidate?
- a Her experience

b Her education

c Her awards

d All of the above.
3. What's Rachel's concern about Wendy?
- a She might be too harsh.

b She grows fast in the job.

c Her work experiences were all part-time.

d She's not responsible 80% of the time.
4. With the concerns Rachel and Yosef have, will they interview Wendy? Why?

Track 03

Reading

Resume

Below is Wendy's resume. She's an American who went to London, UK for her undergraduate degree. She just graduated and moved back to the United States last month. Now she's looking for her first full-time job.



STEP 1

Wendy Haggett

You must include your name and contact information somewhere obvious on the resume.

w.haggett26@croydon.ac.uk
95 Estes St, Everett, MA 02149
Mobile: 617-226-901

EDUCATION

- 2015–2019 Croydon College, London, United Kingdom
BA in Hospitality Management and Food Studies
- 2011–2015 Everett High School, Everett, MA, United States
Average GPA: 3.27, with 3.6 in American Literature, History and Economics

PROFESSIONAL EXPERIENCE

June 2019–September 2019 (Part-time)
Retail Assistant, Barnes & Noble, London, United Kingdom

- Maintained inventory, designed displays and provided customer services.
- Designed and organized Book Swap Week—an activity that helped increase sales by 8%.

February 2018–April 2019 (Part-time)
Sandwich Artist, Subway, London, United Kingdom

- Memorized all menu items and ingredients, was able to make sandwiches efficiently. On average, achieved 108% of sales target during lunch service, 121% during dinner service.
- Served customers with hospitality. Voted four times as Best Smile of the Month by customers.
- In full compliance with standard procedures—maintained restaurant inventory and ensured cleanliness of dining area and kitchen according to restaurant guidelines.
- Awarded with STAR of the Year in 2018.

LANGUAGE SKILLS

- English—Native speaker; Spanish—Professional working proficiency; French—Intermediate

PERSONAL DEVELOPMENT

- 2018–2019 MC for International Students Reception, an event hosted by British Council
- 2017–2019 Volunteer note-taking for hearing disabled students at Croydon College
- 2017 DJ and Party Organizer for Spring Fair at Croydon College
- 2013–2014 Editor and writer of school magazine, The Spectrum

REFERENCE

- Mr. Theodore Smith, Manager in Subway at Harewood Place, London, UK. harewoodpl@subway.co.uk; +44-20-7499-9701

STEP 2

List out your education and work experiences in reverse chronological order. Make sure you include the time frame for each experience.

STEP 3

Add any other information about you that makes you a strong candidate.

You can write about your grades if they're good. If your grades aren't that impressive, you can write about important projects that you completed at school.

Be clear about where the location was.

Always quantify your results. It helps your employer understand exactly how good you are.

Specify your proficiency level when you write about your language/technical skills.

1-2-3, Get Yourself Ready!

A. To write an impressive resume like this, you should remember:

- 1 **Purpose:** To make the employer want to see you in person
- 2 **Attitudes:** Confident and presentable
- 3 **Sentence Formulas:**
 - Increased what's increased (NP) by your result in % (NP).
 - Achieved your result in % (NP).
 - Awarded with award name (NP).

B. Match the beginnings of the sentences with the endings.

- _____ 1. Good record in customer feedback, ...
- _____ 2. Designed a system that increased ...
- _____ 3. Awarded with ...
- _____ 4. It was a campaign which ...
- _____ 5. Organized a fundraising event which ...
- _____ 6. Very active in student council activities, ...

- a *Best Performance* at the Spring Talent Show in 2018.
- b efficiency by 12%.
- c achieved a 97% satisfaction rate.
- d achieved 103% of the target fund.
- e increased the number of participants by 25%.
- f awarded with *Most Dedicated Award* in 2017, and *Best Service* in 2019.

C. Complete the sentences with the hint words.

- 1. The website increased _____.
You can try: by / inquiry rate / 30%
- 2. The event _____.
You can try: increased / 18% / fundraising
- 3. Awarded with _____.
You can try: Athlete / Best / 2019
- 4. The haunted house game _____.
You can try: 20% / profit / achieve
- 5. The pop-up store achieved _____.
You can try: sales / 102% / target

Vocabulary

Complete the sentences with the words below. Change the word form when necessary.

hospitality <i>n.</i>	retail <i>n.</i>	maintain <i>v.</i>	inventory <i>n.</i>
display <i>n.</i>	increase <i>v.</i>	compliance <i>n.</i>	proficiency <i>n.</i>

- 1. I love the lively colors in these window _____. They cheer people up!
- 2. Greeting customers with _____ is basic in the service industry.
- 3. Jasons, PX Mart, and Wellcome are all examples of _____ businesses.
- 4. This restaurant cannot _____ good quality of food if they have too many customers.
- 5. Ben's _____ in the job is the result of his 45 years of experience.
- 6. It's difficult to _____ sales when the economy is bad.
- 7. Nala was fired because she was not in _____ with the accounting regulations.
- 8. With too little stock in the _____, Holly needs to make urgent orders to her suppliers.



Useful Expressions

Use action verbs

A. Below are words you can use.

To demonstrate your ability to lead or manage

establish, implement, develop, supervise, execute, produce, accomplish, ensure, integrate

To demonstrate your ability to do teamwork

collaborate, coordinate, facilitate, contribute, encourage, participate, enhance

To demonstrate your problem-solving skills

evaluate, investigate, identify, analyze, examine, assess, study, explore, improve

To demonstrate your communication and interpersonal skills

negotiate, present, discuss, liaise, train, network, influence, persuade, connect, partner

To demonstrate your ability to plan

distribute, arrange, organize, schedule, compile, operate, construct, update, design



Language Tips

Active Voice

VS

Passive Voice

Active: More direct; the subject performs the action:

- The chef **killed** the lobster.
- I **compiled** the presentation.
- I **designed** the system that won the Innovative Award.

Passive: Emphasizes more on the recipient of the action, or the action itself:

- The lobster **was killed by** the chef.
- The presentation **was compiled by** me.
- The system that won the Innovative Award **was designed by** me.

B. Circle the word that's the most appropriate.

1. Arranged / Arrange / Schedule schedules for visiting guests.
2. Implemented / Supervised / Developed progress of the project.
3. With a team of five, I distributed / organized / encouraged the event Reception Night.
4. Examined / Discussed / Identified experiment results to draw conclusions for my research.
5. Contributed / Collaborated / Coordinated with BCG in my undergraduate Consulting Project.
6. Encouraged / Produced / Enhanced students' attendance at club activities by 8%.

C. Spot and correct the mistakes in the sentences below.

1. Coordinated student team and flower supplier to work out the design of the venue.

2. Implement the sign-up system to keep track of club member attendance.

3. Actively participated in company visits on campus, networked people from different corporates.

4. Identified the problem in the work process and improved efficiency 10%.

5. Organizing the timeline of the project and collaborated with the engineering major.

6. Compiled records of class fund use to updated the teacher every month.

7. Trained, supervised student volunteers at the University TED Talk event.

D. Write A (active) or P (passive) for each of the sentences below.

- _____ 1. I integrated voices from all parties to make the proposal.
- _____ 2. The schedule was arranged by Nancy and Tod.
- _____ 3. The software was developed by the students in information major.
- _____ 4. The students in politics major persuaded the school to allow them to host the event.
- _____ 5. I encouraged our members and connected with three different majors to participate.



Bite-Size Business Knowledge



A. Read the following article about mission, vision and values of companies.

Mission, Vision and Values

In most well-established organizations and companies, you can find their mission, vision and values clearly defined. When you're considering a work opportunity, it's important to take the employer's mission, vision and values into account.



Mission explains the company's purpose and the reason for the company to exist. For example, PayPal's mission is "to build the web's most convenient, secure, cost-effective payment solution." It tells us why the company is established, and provides focus for its employees so they will keep in mind what the purpose of their business is.

Vision refers to the goal that the company wants to achieve. It should challenge its employees and clearly state what the company wants to be in the future. For example, Toyota USA's vision is "to be the most successful and respected car company in America."

Values refer to the core principles that will guide the company's employees. Company culture is oftentimes developed from its values. For example, Facebook's values are "be bold, focus on impact, move fast, be open, build social value." These values tell you what kind of company they are, and you can evaluate whether you will be a good fit for the company or not.

If you find that the company's mission, vision and values match with your personality and what you want to do, that means you might be a good fit. When applying for jobs, you want to research the company's mission, vision and values so you can appeal to your employer better.

B. Write *T* (true) or *F* (false) for each of the statements. Correct the false ones.

- _____

1. You should learn about a company's mission, vision and values if you're considering working there.

- _____

2. Mission tells us what the company does and what the purpose of their business is.

- _____

3. Vision tells us why the company exists.

- _____

4. You can tell a lot about a company's culture by looking at their values.

- _____

5. Values will act as guidance for the company employees.

C. Write *mission*, *vision* or *values* for each of the statements below.

- _____

1. To be the top provider of operating systems for industrial computers
- _____

2. To be the best food company in the world
- _____

3. We gather the power of volunteers and donors
- _____

4. Integrity, teamwork, be fast, be nice
- _____

5. To make the world a greener place
- _____

6. To give the customers the best shopping experience
- _____

7. Quality, will to win, honesty, customer commitment

D. Think about a company that you like. Research its *Mission*, *Vision* and *Values*, and write them in the chart below.

Company	Mission	Vision	Values
L'Oreal	Offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety.	To win over another one billion consumers around the world by creating the cosmetic products that meet the infinite diversity of their beauty needs and desires.	<ul style="list-style-type: none">• Passion• Innovation• Entrepreneurial spirit• Open-mindedness• Quest for excellence• Responsibility

E. Look at the results you found. Do you think you would be a good fit for the company?

Case Study

Create your own resume

A. *Getting Started.* Everyone has their own unique strengths, weaknesses, expectations and situations to consider when looking for a job. What’s important is that you should plan for your career according to your own needs and conditions.

Applying for a job takes a lot of effort in understanding yourself, exploring for opportunities, and preparing yourself for the opportunities. Let’s follow the steps below to plan for your career.

1. Understand yourself—think about these questions

- a. What are you good at?

- b. What do you like to do?

- c. What are some of your weaknesses that you wish to improve?

- d. If you started to work, what do you want to gain from work?

2. Explore opportunities with a peer

- a. Research occupations that might be suitable for you.

- b. Research the employers that might be suitable for you.

- c. Discuss with a peer. Why do you find these occupations and employers suitable?

3. Gather materials for your resume

- a. What kind of person are you? What is your personality?

- b. What are some of the achievements you’ve made at school? Why do you think you succeeded?

- c. Do you engage in extra-curricular activities? What are they?

- d. Do you have any work experience (part-time and internship included)? What abilities do you need in order to do the job well? What have you learned from the job?

- e. What do you think is important for your target job? What abilities or personalities will they consider important?

B. *Let’s Write.* When writing a resume, it’s important to tailor your resume according to your target job and employer. Therefore, you should have different versions of your resume for different career directions. With the materials you gathered and brainstormed above, fill in your achievements in the appropriate sections below.

• Education

• Professional Experience

- Languages (eg. Mandarin Chinese, English, Korean, German, etc.)
- Technical skills (eg. MATLAB, C++, Photoshop, Logic, etc.)
- Licenses (eg. Food handler’s permit, Teachers Certificate, etc.)

• Extra-curricular activities

• References

With the above structure, you can start to build your resume.