

## CHAPTER 9

# Career Planning and Development

- 9-1 Career Opportunities
- 9-2 Planning Your Career
- 9-3 Applying for Employment
- 9-4 Securing a Job



## Planning a Career in...

### EMPLOYMENT ASSISTANCE



Most jobs involve some aspect of planning, creating, or distributing goods and services. But some jobs involve helping people obtain employment and helping them advance in their careers. The field of employment assistance includes a variety of activities. Some workers are employed by schools and companies to help people explore career options. Others assist people with preparing a resume, writing a cover letter, or practicing interview skills.

Many states have employment bureaus to help workers who have lost their jobs or who require retraining if they are injured on the job. Employment assistance workers are available to help identify, encourage, and plan advanced training for persons who have jobs. The field of career counseling is especially important as employment opportunities change due to technology, global competition, and demographic trends.

#### Employment Outlook

- Overall employment is expected to grow faster than average for all occupations.
- Employment for counselors in schools will show average growth.
- Career specialists who provide career planning assistance will be in strong demand as economic conditions and technology result in people seeking new employment fields.

#### Related Job Titles

- Career Counselor
- Career Placement Advisor
- Career Planning Instructor
- Career Coach
- Resume Writer
- Interviewing Trainer
- Vocational Testing Center Manager

#### Needed Skills

- School counselors need a college degree along with state school counseling certification.
- Knowledge of employment trends and job search techniques are fundamental for most careers in this field.
- Communication and human relations skills are important for effective interaction with students and clients who are being served.

#### What's it like to work in ...

##### Career Counseling

"You are very capable in mathematics and computer technology. But your interests seem to lie in working with people." These comments from a career counselor can help people better understand what they do well and what they enjoy doing.

In the next stage of the career search process, a career counselor will provide assistance with developing the content and format for a resume. Then, sample interviews will take place to help the person present a confident and competent appearance.

The counselor's work doesn't end when a person gets a job. A desire to advance in a career field can result in additional interaction with a counselor. Or, if a need exists to change careers, the counselor can direct you to needed resources for education and training.

**What about you?** Have you ever helped someone with finding a job or preparing for an interview? Is this something you enjoy?



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## 9-1 Career Opportunities



### Goals

Describe the steps in the career planning process.

Identify the main sources of career information.

Discuss career fields with the most growth potential.

### Key Terms

**career**

**informational interview**

**mobility**

### Focus on Real Life

While reading the Sunday newspaper, Dan Capparus noticed a large amount of space devoted to employment ads. He was impressed by the number of help wanted ads placed by businesses in his community. The ads indicated that certain kinds of training were needed or that applicants needed experience in certain business operations. He observed that the ability to use certain computer programs was mentioned quite often.

Dan thought about his own situation. He wondered if he was taking the right courses to get the career that he wanted in the future. He then realized that he did not know for sure what kind of career he really wanted. For some reason or other, he had not given this important subject a lot of thought. He wondered what strategies he might use to improve his awareness of careers.

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### main idea

Describe the steps in the career planning process.

## THE CAREER PLANNING PROCESS

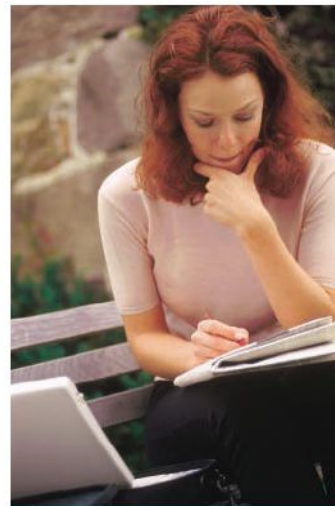
An *occupation* is a task or series of tasks that is performed to provide a good or service. People are hired to fill occupations, and they are paid for the work they perform.

A **career** is a goal for work that is fulfilled through an occupation or series of occupations. You actually have a kind of career goal now: “to complete your schooling and get ready for your future.”

*Career planning* is the process of studying careers, assessing yourself in terms of careers, and making decisions about a future career. As shown in Figure 9-1 on the next page, this process begins by carrying out a personal assessment. Your interests, values, talents, and abilities provide the basis for a career choice as you develop new interests and abilities.

Your search for the right career could continue for a long time. In the years

ahead, some of your values and goals will change. You will develop new interests and abilities.



Do you want a career or an occupation?  
Explain your answer.

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## Your Study of Careers

Too often, a career choice is not made until full-time work begins. This is too late, especially if certain training and education are required.

The study of careers is a continuous process. New career opportunities occur all the time. You do not just decide to study careers for one day or one week. It is important to view learning about careers as a lifelong activity. It is something that continues even after you begin your career.

Your first decision will likely be a *tentative career decision*—a decision that is subject to change as new information is received. A tentative decision is much better than no decision at all. Your career decision will give you a direction that is needed.

Making initial career decisions while you are in school has many advantages. One is that, in school, you have a lot of information readily on hand. More importantly, early career planning will help you choose the right courses. An early career decision can also encourage you to become involved with organizations such as Future Business Leaders of America (FBLA), DECA, and Junior Achievement (JA). These organizations teach you about business and careers.

## Career Training

Many careers require education and training beyond high school. These educational alternatives include:

- Two-year schools, usually called community colleges or junior colleges, offer training in many areas.
- Four-year colleges and universities, both public and private, provide education for many careers and professions.
- Private business schools and other institutions specialize in training students for specific occupations such as court reporter, computer technician, barber, or medical assistant.

The Career Planning Process	
<b>Step 1</b>	<b>Personal Assessment</b> <ul style="list-style-type: none"> <li>• Determine interests and values</li> <li>• Identify talents and abilities</li> </ul>
<b>Step 2</b>	<b>Employment Market Analysis</b> <ul style="list-style-type: none"> <li>• Geographic influences</li> <li>• Business and economic trends</li> </ul>
<b>Step 3</b>	<b>Application Process</b> <ul style="list-style-type: none"> <li>• Application form</li> <li>• Resume and cover letter</li> </ul>
<b>Step 4</b>	<b>Interview Process</b> <ul style="list-style-type: none"> <li>• Prepare for interview</li> <li>• Follow-up activities</li> </ul>
<b>Step 5</b>	<b>Employment Acceptance</b> <ul style="list-style-type: none"> <li>• Salary and financial factors</li> <li>• Organizational environment</li> </ul>
<b>Step 6</b>	<b>Career Development and Advancement</b> <ul style="list-style-type: none"> <li>• Practice career success behaviors</li> <li>• Develop strong work relationships</li> </ul>

**FIGURE 9-1**

What are some resources you can use in planning your career?

Consider the cost for further schooling as an investment in your future that will help you earn higher wages and expand your potential. Many ways exist to help finance additional schooling. Most schools have financial aid programs including scholarships, student loans, and work-study opportunities.

Some financial aid programs are based on your academic record. Others are based on financial need. You should assess these methods for financing an education as you continue your career planning and decision-making.

How can you be sure that you are making the best career decision? There is no way to guarantee a perfect decision. Those who follow the right steps generally make good decisions.



### checkpoint >>

List the steps in the career planning process.

## NETBookmark

The Riley Guide offers information and links on various career-planning topics. Access the web site shown below and click on the link for Chapter 9. Click on one of the Riley Guide links and obtain information from two different sources. Is the information provided similar or are conflicting findings evident?

[school.cengage.com/business/introtobiz](http://school.cengage.com/business/introtobiz)

### main idea

Identify the main sources of career information.

## CAREER INFORMATION SOURCES

Many information sources for career planning are easily available. Your school may have a career resource center with magazines, books, videos, and CDs on careers. Some information covers careers in general. Other sources provide specific coverage about occupations and careers in your area.

### Print and Media Sources

The *Occupational Outlook Quarterly* or other print publications from the



What are some ways you can get career information?

Bureau of Labor Statistics can be helpful. The *Occupational Outlook Handbook* gives in-depth information on hundreds of occupations including job duties, working conditions, education and training requirements, advancement possibilities, employment outlook, and earnings. These resources are also available online.

*Career World* magazine publishes information about a variety of careers. It often looks at careers of the future. *The Encyclopedia of Careers and Vocational Guidance* can give you basic information about many occupations.

Newspaper help wanted ads (both in print and online) can be useful in career planning. Reading the help wanted ads in newspapers gives you an idea of what jobs are in demand. The ads help you find out what training and skills are needed. The career and business sections of newspapers publish articles on a range of career planning topics.

### Online Sources

Web sites are available to help you with career planning. A search may be performed to gather information about “resumes,” “effective interviewing,” and “creating a career portfolio.”

### Informational Interviews

A very useful method to get career information is with an informational interview. An **informational interview** is a planned discussion with a worker who is willing to help you find out about the work that a person does, the preparation needed for that career, and the person's feelings about the career. Informational interviews will help you gain insight into what actually happens in a specific career area.

You will find that most workers like to talk about their career experiences. Be sure to plan your questions for a career

information interview. Some suggested questions might include:

- How did you get your current job?
- In what ways do you find your work most satisfying? What are your main frustrations?
- What tasks and activities are required in your work?
- What are the most important qualifications for working in this field?
- What advice would you give a young person who is thinking about this type of work?

Keep notes on what you learn in your informational interviews. The experiences of others can provide key career planning information.

If a specific career interests you, ask your teacher or guidance counselor about the possibility of becoming a *job shadow* at a company employing workers that reflect your career interest. Job shadowing allows you to spend time with a worker

### Work as a Team

Using Figure 9-2, select three of the career areas listed. For each career area: (1) create a list of additional jobs, and (2) describe various skills that would be necessary to work in this career area.



for a day or a week to learn about a certain occupation.

### Business Contacts

The process of talking to other people about their jobs is called *networking*. The advantage of networking is that your contacts are not limited to the people you know personally. Every person you meet is a potential contact for career information. The contacts in your network can provide support when you start work as well as later in life.

#### checkpoint >>

What are the main sources of career information?

Career Areas with Greatest Growth Potential					
<b>Sales and retailing</b>	marketing representatives and sales managers in the areas of electronics, medical products, financial services	<b>Health care</b>	medical assistants, physical therapists, home health workers, lab technicians, health care administrators	<b>Social services</b>	child care workers, elder care coordinators, family counselors, social service agency administrators
<b>Business services</b>	web consultants, language translators, employee benefits managers, data analysts	<b>Hospitality and food service</b>	resort and hotel administrators, customer service representatives, food service managers, meeting planners	<b>Financial services</b>	risk assessment managers, actuaries, e-commerce accountants, investment consultants
<b>Management and human resources</b>	supervisors, interviewers, employee benefits administrators	<b>Computer technology</b>	systems analysts, computer operators, web site developers, service technicians	<b>Education</b>	corporate trainers, special education teachers, educational administrators

FIGURE 9-2

Which of the career areas shown above interest you? Do you think you should limit your career exploration to these career areas?

**main idea**

Discuss career fields with the most growth potential.

**GROWTH CAREER AREAS**

The life work you choose could be affected by the careers available in a field. Future employment opportunities are influenced by geography and business trends.

**Geographic Influences**

You may have to decide whether you want to work in the geographic area in which you now live or whether you are willing to move to where the job you really want is located. There may be reasons why you would prefer to live and work near your home. People who successfully pursue the careers of their choice often have mobility. **Mobility** is the willingness and ability of a person to move to where jobs are located.

The lack of mobility can lead to *locational unemployment*. This occurs when jobs are available in one place but go unfilled because those who are qualified to fill those jobs live elsewhere and are not willing to relocate.

**Economic and Industry Trends**

Career areas with the most potential are influenced by economic trends and current business activities. Consumer demand, changing demographic trends, and new technology are factors that often affect career opportunities. As shown in Figure 9-2 on the previous page, service industries are expected to have the greatest employment potential.

While these are fields with strong future demand, do not limit yourself. Every career area will need new employees. Think about your personal interests and abilities in addition to economic and business trends.

*checkpoint >>*

What factors affect the career areas that will be in demand in the future?

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**9-1****Assessment**

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**Key Concepts**

Determine the best answer.

- The first step of the career planning process is to
  - prepare a resume and cover letter
  - interview for a job
  - determine your interests and abilities
  - obtain career training
- The purpose of an informational interview is to
  - obtain information about a career area
  - apply for a job with a nonprofit organization
  - research salaries for starting employees
  - gain career training experience

- Spending time with a worker on the job to learn about a career is called
 

a. networking	c. career training
b. personal assessment	d. job shadowing

**Make Academic Connections**

- Geography** Conduct research to identify areas of the country with strong demand for various careers. What factors have affected job opportunities in these geographic regions?
- Science** Identify recent scientific developments. Explain how these discoveries might affect (a) the type of career opportunities available in the future and (b) how people work in organizations.

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## Doing Business in... Ukraine

### Official name

Ukraine

### Capital

Kyiv (Kiev)

### Population

46.3 million

### Currency

hryvnia

### Major exports

metals, petroleum products, machinery, transport equipment, food products

### Major export partners

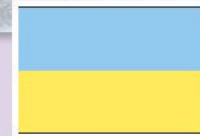
Russia, Turkey, Italy

### Major imports

energy, machinery, equipment, chemicals

### Major import partners

Russia, Germany, Turkmenistan, China



Source: CIA World Factbook

As the country of Ukraine moved from using the Russian ruble to its current currency, the hryvnia, something rather unusual occurred. To prevent a shortage of money, the government issued coupons to use when buying some of the limited food and other products. While the coupons were not intended to become currency, their acceptance grew as the ruble became less attractive. The people of Ukraine desired to separate themselves from their past as a Russian state.

Today, the hryvnia is a fairly strong currency, reflecting an expanding economy and encouraging business investment from around the world. Ukraine's strategic location, between Europe and Asia, is also attractive. More than 300 U.S. companies have business operations there. Ukraine's economy benefits from fertile farmland, rich natural resources, a well-developed industrial base, and a highly trained labor force.

Ukraine has seen extremes in its history. The country was the major political and cultural center in Eastern Europe until conquered in 1240. More recently, Ukraine was part of the Soviet Union for 70 years. It became independent in 1991 and has expressed interest in being considered for membership in the European Union.

Visitors to the country often comment on the friendliness and generosity of the Ukrainian people. In business,

however, be sure to use formal titles, such as Mr., Mrs., Miss, Ms., or Dr., until you are told to use a first name. When conducting business negotiations, don't accept the first "no." This initial "no" may be quick and automatic. Instead, be pleasant and ask again using a different phrasing. In addition, "final offers" may not be final. Be prepared to wait. Ukrainian businesspeople may walk out or shout. While responding in a similar dramatic way might be useful, patience will usually be more effective.

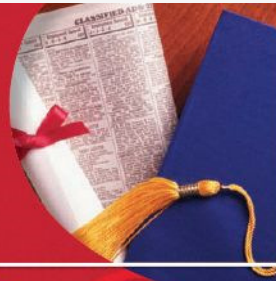
Social events are important in the business process. As you develop trust, acceptance of you will develop. Meetings will usually include highly sweetened coffee or tea along with chocolates or cookies. Some of the most popular dinner foods of Ukrainians include pork, chicken, seafood, potatoes, and many types of bread—white, brown, rolls, bagels, pita, and flat bread.

### Think Critically

1. How does Ukraine's history affect current business and economic activities?
2. What aspects of Ukrainian culture might create difficulties for international companies?
3. Conduct library or Internet research to obtain additional information about business and economic activities in Ukraine.



## 9-2 Planning Your Career



### Goals

Describe factors of a personal assessment for career planning.

Discuss methods for obtaining career experience.

Identify information sources for available jobs.

### Key Terms

values

talent

ability

### Focus on Real Life

Brianna Bunton learned about career planning in a number of ways. Brianna prepared a career report on becoming a corporate lawyer as a requirement for her Introduction to Business class. She also interviewed the legal counsel for a local corporation. Her report gave her doubts about whether she really wanted to pursue a career in law and whether she could afford the additional schooling.

A course in marketing that Brianna finished in her junior year led her to believe that the marketing field was one that she would like to enter. She did some reading about careers in this area. With her various skills, she was able to get a part-time job as a marketing assistant the following summer. While on the job, she learned about more about the marketing process. Her job gave her a chance to talk to several sales and marketing workers about their careers. When school began again in the fall, she took more courses related to her interest in marketing.

### main idea

Describe factors of a personal assessment for career planning.

### PERSONAL ASSESSMENT

How can you make sure you select a job you will enjoy and that fits your life situation? Your career planning activities should start with a self-assessment of your interests, values, and abilities. These three areas will help you better understand the careers that will be the best for you. With a thorough self-assessment, you will be more likely to have a satisfying and successful career.

### Interests

Many resources are available in print and online to determine the activities that give you satisfaction. Your *interests* provide a basis for your employment goals and possible career paths.

People with strong social tendencies may be best suited for work interacting with people. If you enjoy investigating

situations, a career in some type of research should be considered. What are some topics or activities of interest to you?



What interests and values will influence your choice of career?

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## Values

Your **values** are things that are important to you. You can learn about your values with exercises or activities.

These exercises show how you rank items such as prestige, money, power, achievement, independence, security, belonging, or serving others. Each of these may influence you, directly or indirectly, when you select your life's work.

You can begin to look at your values by answering some questions. Your answers will help you understand what you consider important. Examples of questions include:

- Is it important for me to earn a lot of money?
- Am I mainly interested in work that provides a service for others?
- Is it important for me to have an occupation that others think is important even if I do not really care for it?
- Do I want an occupation that is very challenging and may require additional schooling?
- Would I be willing to start in a job that pays a lower salary than another if that job was more challenging and offered better opportunities for future advancement?
- Do I consider investing money in education or occupational training as important as spending for other things?

Another question to better understand your values is: "What would you do if someone gave you a large sum of money to be used in any way you desire?" Would you start your own business? Would you hire a jet and travel around the world? Would you set up a foundation to support athletics for underprivileged children? Would

## Work as a Team

Prepare a list of common values of people in our society. For each item on your list, describe career situations that would be appropriate for people with this value.



you buy the trendiest wardrobe ever? Would you use the money to finance an expensive education? Your answers will reveal something about your personal values.

## Talents and Abilities

Each of you has certain talents and abilities. A **talent** is a natural, inborn aptitude to do certain things. People often say someone has a "natural talent." **Ability** is the quality of being able to perform a mental or physical task. Your talents and abilities, along with your career goals and interests, are important in career planning.



How can your natural abilities help you get a job?

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You can learn about your abilities in a number of ways. Think about the courses you have taken and the grades you have received in school. What kinds of courses have you taken? In which ones have you done your best work? Which courses have been easiest for you? Which have been the most difficult? Which do you like the best? Answers to questions such as these will identify your talents and abilities.

Abilities can be developed, and that is important to keep in mind. If you are weak in a certain area, you may want to take courses that will improve that area. For instance, employers continually report that writing, reading, and computing skills are very important.

If you are not strong in preparing reports, take extra courses in English and Business Communication. If reading is a concern, get help in that area. If working with fractions and decimals is not easy for you, more courses in math,

including business math, would be desirable. Work to strengthen your weak areas *before* you go into full-time work. You can plan your courses and future activities to help you grow toward your chosen career.

### checkpoint >>

What is the difference between an interest and a talent?

### main idea

Discuss methods for obtaining career experience.

## EMPLOYMENT EXPERIENCE

Most people have more career skills than they realize. Your involvement in a range of school and community activities provides the basis for employment experiences. You can obtain further career-oriented abilities in four main ways: work-study programs, part-time employment, volunteering, and school activities.

## A QUESTION OF ETHICS

### Discriminatory Hiring Practices

Tomas Novak applied for a position as a regional sales manager for a technology company. Tomas was born and educated in Prague, located in what is now the Czech Republic. He has lived and worked in the United States for eight years and recently became an American citizen. He has more than 10 years of computer sales experience.

After the interview, Tomas was told that other applicants were more qualified. He did not receive a job offer. While it would be difficult to prove, Tomas feels he was a victim of discrimination due to his slight Czech accent. He believes his ability and skills were comparable to others who were hired.

According to the Civil Rights Act and the Americans with Disabilities Act (ADA), it is illegal for employers to make hiring decisions based on personal characteristics such as age, marital status, ethnicity, race, and gender. You can help reduce illegal hiring practices. Be cautious when deciding what kinds of personal information you include in a resume or cover letter. Never include a picture of yourself on a resume.

Most potential employers do not want to see this personal information related to characteristics that might be a basis for hiring bias. Instead, only offer personal information that is related to the job and your career skills, such as hobbies,

community activities, memberships, or personal interests.

### Think Critically

1. Describe other situations in which a person might be discriminated against when applying for a job.
2. What actions can be taken by companies and workers to eliminate discriminatory hiring practices?

### Work-Study Programs

Cooperative education combines school with work-related experience. These programs provide an occasion to develop a variety of on-the-job skills. You will not only learn about technical aspects of the job, but will also learn to interact in work settings.

In a similar way, *internships* involve work experience in organizations while learning about a career field. Internships for careers in accounting, finance, marketing, and communications are available with many companies and nonprofit organizations.

Applying for an internship is similar to applying for a job. First, identify potential positions. Then prepare a resume and cover letter to communicate your background and interest in participating in an internship.

### Part-Time Employment

Summer and part-time work can provide valuable experience. In addition, these work situations will allow you the chance to see if you enjoy a particular career field. Your part-time work experience also helps you make contacts. These people will

be able to guide you and offer support throughout your working life.

### Volunteer Activities

Involvement in community service can result in gaining career experiences and improving work habits. Volunteering in community organizations also helps you develop organizational skills while making future career contacts.

### School Activities

Class assignments can provide work-related experiences. For example, research and communication skills are developed when you prepare reports and oral presentations. Working on team projects offers you a chance to interact with others, a skill vital in every career.

School clubs and organizations can result in a range of valuable skills. Goal setting, planning, supervising, and delegating responsibility are activities needed in many employment settings.

#### checkpoint >>

What are methods for obtaining employment experience?



Name some volunteer and part-time activities that could help in a career search.

**FYI**

Career experts estimate that more than 70 percent of available jobs are not advertised to the public. Talk to people you know, attend career fairs, and contact companies directly to identify possible job opportunities.

**main idea**

Identify information sources for available jobs.

**SOURCES OF AVAILABLE JOBS**

Finding available positions is a common concern for job hunters. Several sources are often used to obtain leads. Your ability to find job openings is a key part of career planning activities.

**The Media**

The sources you use for information about career planning can help you get job leads, too. Newspaper want ads are a common starting point. Many newspapers post employment ads on their web sites. Some papers have partnered with career web sites that have searchable databases of currently advertised positions. Be aware that most available positions are not advertised to the general public. Therefore, other job search actions are very important.



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Name some ways you can find out about job openings.

**Personal Contacts**

You need to let as many people as possible know that you are looking for a job. Your school counselors and business teachers can be very helpful. If your school has a placement office, be sure to register with that office. Your relatives, friends, neighbors, and others will be good potential sources of job leads.

**Business Contacts**

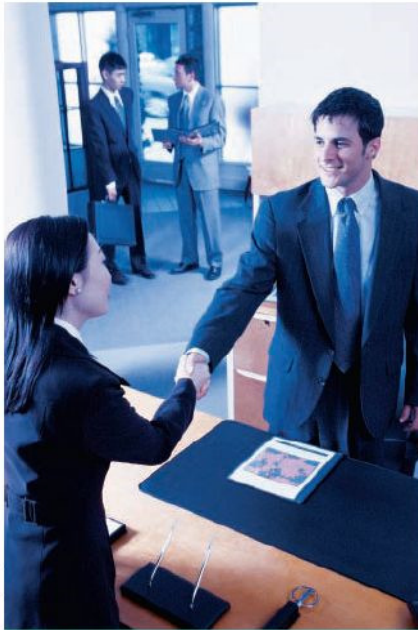
You should visit businesses and ask about their openings. Some businesses post help wanted signs in their windows. Some retail businesses, including restaurants, accept applications continuously. They make it easy for prospective employees to pick up and turn in applications. Employment kiosks, where you can apply for a job online, are common in large stores. Getting a job means going out and looking around. During a visit, you will be able to observe the types of activities performed by employees. You may also be able to make contacts for future career information.

Use phone books, business directories, and web sites to find names of organizations that may have unadvertised jobs. Communicating with these companies can produce business contacts that can result in current or future employment opportunities.

**Career Fairs**

Career fairs are often held at schools or community centers. These events allow a chance to contact several prospective employers in a short time. You will be asked a few questions to determine if you qualify for a longer interview.

Get ready for job fairs by being prepared to quickly communicate your potential contributions to an organization. Knowing something about the company will help set you apart from other applicants.



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What do you think would be the most reliable source of job information?

### Government Employment Offices

Local and state government employment offices are another source for information about available jobs. These tax-supported agencies help people find jobs and provide career information, and work with employers to find qualified workers.

Employment offices can provide up-to-date information about the job market in your area. They can help you look for part-time, summer, or full-time work.

No one source is necessarily better than others. You need to let as many people as possible know that you are looking for a job. Your relatives, friends, neighbors, and others are all potential sources of job leads.

*checkpoint* >> Use Smart

What are the main sources of information about available jobs?

## 9-2

## Assessment

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### Key Concepts

Determine the best answer.

1. True or False. A person's values are also called natural talents.
2. True or False. Volunteering experience can result in obtaining career skills.
3. A desire to assist others in your job is an example of your
  - a. talents
  - b. interests
  - c. abilities
  - d. values
4. A(n)   ?   is an event that allows a person to contact several prospective employers in a short time.
  - a. career fair
  - b. informational interview
  - c. network
  - d. career resource center

### Make Academic Connections

5. **Research** Use library research or an Internet search to locate a career assessment tool. After answering the questions, describe what you learned about yourself in relation to potential future careers.
6. **Communication** Look at the classified advertising section in your Sunday newspaper. Find three jobs that include an international factor. Prepare a paragraph summary explaining actions a person might take to prepare for these jobs.

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## Sharpen Your Life Skills

### Effective Presentations

"Please prepare a presentation about the recent changes in our product line for the executive committee meeting."

This request and others point out your need to be able to make oral presentations. Your ability to communicate orally is a vital skill that can be enhanced by considering these actions.

#### Plan Your Presentation

- **Clearly define your purpose.** Organize the main sections. Conduct research to get needed information.
- **Plan a creative introduction.** Use a story, quote, statistic, or involvement activity to get the audience's attention and to communicate your main theme.
- **Develop a clear conclusion.** Summarize the main ideas and key findings.

#### Practice Your Presentation

- Prepare an outline of key ideas and main phrases. Do not memorize or read your entire presentation.
- Present your complete presentation several times. Record your presentation to determine areas for improvement.
- Consider using a handout with key ideas, graphs, tables, maps, or other visuals.

#### Make Your Presentation

- Talk to the audience, don't read to them. Don't read from your visuals—posters, slides, or other items.
- Use effective voice projection, expression, and enthusiasm. Avoid repetitious phrases such as "OK," "you know," and "like."
- Look and talk professionally—dress appropriately and stand up straight.

You are likely to make many presentations throughout your life. At first it may seem difficult. As you prepare, practice, and present more talks, your ability and comfort level will increase.



#### Think Critically

1. What are the main suggestions you should follow for making an effective presentation?
2. Describe some situations in which you may make presentations during your life.

## 9-3

## Applying for Employment

**Goals**

Prepare an application form and a resume.

Identify the parts of an application cover letter.

Discuss the online application process.

**Key Terms**

application form

resume

career portfolio

cover letter

**Focus on Real Life**

Francisca Negalo just graduated from high school. Her work experience includes a summer job and employment through a cooperative education program. Francisca is now ready for full-time employment. Her high school business education program included computer applications and two years of accounting. She is familiar with computer-based accounting systems, and she is proficient with the most recent version of Windows and Microsoft Office.

Francisca plans on continuing her accounting studies in an evening program at a local two-year college. She wants to earn an associate's degree in accounting. In time, she will transfer to a university and work toward a bachelor's degree in business administration. For now, she needs to get a job and earn some money.

**APPLICATION ACTIVITIES**

The application process may start in several ways. You might fill out an application form you have received from the employer. Some businesses use online application forms. You may also apply by submitting a resume and cover letter. As an alternative to mailing these documents, you might send them via e-mail or post them to a web site.

**Personal Data Sheet**

The application process starts by preparing a *personal data sheet*. A personal data sheet is a summary of your important job-related information. It should list your education and work experience, as well as your references. Preparing your personal data sheet will ensure you have all the necessary information to fill out the application form.

**Application Form**

An employer often has each applicant complete an application form. An

**application form** asks for information related to employment. The form gives the employer standard information about each job applicant. The form will likely ask for your name, address, Social Security number, education, work experience, the job for which you are applying, and references.

**main idea**

Prepare an application form and a resume.



How can letters and forms provide insight into your personal attributes?

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FIGURE 9-3

Explain how the way an application form is filled out might reflect how the applicant will approach the job.

### Sample Application Form

**LAKEVIEW TECHNICAL COLLEGE  
APPLICATION FOR EMPLOYMENT**

Name Francisca Negalo  
(First) (Middle) (Last)  
Social Security No. 399-48-6951  
Date July 15, 20--

U.S. Citizen  yes  
no, if not, type of visa \_\_\_\_\_

Do you have any physical condition that may prevent you from performing certain kinds of work? No

Have you ever been convicted of a felony or misdemeanor or are there any felony charges against you pending disposition? No

If yes, give date(s) and nature of the act(s) and disposition \_\_\_\_\_

Have you ever been compensated for an on-the-job accident? No If yes, explain \_\_\_\_\_

Have you served in the U.S. armed forces? No What branch \_\_\_\_\_ Type of discharge \_\_\_\_\_ Rank \_\_\_\_\_

Dates of service \_\_\_\_\_ If you were deferred—why? \_\_\_\_\_

In case of emergency, notify Marianne Negalo 520 Nancy Blvd. Sun Prairie, WI (608) 555-1710  
(Name) (Address) (Phone)

List all employment within the past ten years **EMPLOYMENT HISTORY**

NAME OF EMPLOYER and Immediate Supervisor	ADDRESS and Telephone Number	POSITION HELD Occupation and Duties	Monthly Rate	Dates Employed		Reason for Leaving
				From	To	
<u>Tempest Tea Pot Company</u> <u>Mrs. Phillis Lipton</u>	<u>701 Coffee Lane</u> <u>Middletown, WI</u> <u>555-1010</u>	<u>General office work including some record keeping</u>	<u>\$5/hr.</u>	<u>9/9-</u>	<u>6/20--</u>	<u>Temporary Coop.</u>
<u>City Assessor's Office</u> <u>Mr. Dan Verwith</u>	<u>16 Capitol Avenue</u> <u>Madison, WI</u> <u>555-1122</u>	<u>Record Clerk</u> <u>Recorded data using computer</u>	<u>\$6/hr.</u>	<u>6/20</u>	<u>present</u>	

**EDUCATION**

Level	Name	Address	Years Attended		Date Graduated	What did you specialize in? Degree(s) Received
			From	To		
<u>Elementary</u>	<u>Hillside Elementary</u>	<u>16 N. 45th St.</u>	<u>19--</u>	<u>19--</u>		
<u>High School</u>	<u>Four Lakes</u>	<u>1234 Monona Drive</u>	<u>19--</u>	<u>19--</u>	<u>June 10</u>	
<u>Trade School</u>						
<u>Business College</u>						
<u>College</u>						
<u>Graduate</u>						
<u>Other</u>						

**PERSONAL REFERENCES**  
Other Than Immediate Relatives

Name	Address	Telephone Number	Occupation	Years Known
<u>Mr. Tim Schilling</u>	<u>1234 Monona Drive, Madison</u>	<u>555-1099</u>	<u>Teacher</u>	<u>3</u>
<u>Rev. David Crane</u>	<u>937 Culpepper Ct. Madison</u>	<u>555-4661</u>	<u>Pastor</u>	<u>12</u>
<u>Mrs. Susan Collins</u>	<u>1602 Wooddale, Madison</u>	<u>555-0065</u>	<u>Secretary</u>	<u>5</u>

Type of work you would consider Accounting Full, or part time? Full time

Minimum salary you would consider \$14,000 Would you consider temporary work? No Date available for employment Immediately

The information contained here is true to the best of my knowledge and belief. I realize that any falsification in this application constitutes grounds for dismissal. In this connection, I authorize all previous employers to provide Lakeview Technical College with any information concerning my employment. I further authorize Lakeview Technical College to verify any other information I have provided in this application. I FURTHER UNDERSTAND THAT THIS APPLICATION BECOMES INACTIVE AFTER THREE MONTHS.

Signature Francisca Negalo Date June 15, 20--

Filling out the application form should be viewed as your *first job task*. Follow directions carefully. Print answers neatly. Answer all questions completely. Carefully study the completed application form in Figure 9-3.

### Resume

A **resume** is a tool that provides information about you to a potential employer. Two of the most popular types of resumes are *experience-based* and *qualifications-based*. In an experience-based resume, experiences are usually listed in order of work history. In a

### Sample Resume

<p><b>Francisca Negalo</b>          1602 Collegewood Drive          Madison, WI 53711-2821          (608) 555-0308          e-mail: fnegalo@badgernet.com</p>	
<b>CAREER OBJECTIVE</b>	To use my accounting, business, computer, communication, and interpersonal skills in a challenging position with opportunity for advancement.
<b>EDUCATION</b>	Four Lakes High School Graduated June 10, 20 -- Emphasis: Business Education
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Records Clerk, Tempest Tea Pot Company; one year, cooperative education</li> <li>• General Clerk, City Assessor's Office, summer</li> </ul>
<b>Relevant Skills and Courses</b>	<p>Proficient with most recent versions of Microsoft Windows and Office, including Word, Excel, Access, and PowerPoint.</p> <p>Excelled in the following courses: Introduction to Business, Computer Applications, Accounting I and II.</p>
<b>Activities</b>	<ul style="list-style-type: none"> <li>• Treasurer, Future Business Leaders of America</li> <li>• Member of Pep Club</li> <li>• Member of Alpha Chi youth group at First Christian Church</li> <li>• Member of East Side YMCA swim team</li> </ul>
<b>REFERENCES</b>	Will be furnished upon request.

**FIGURE 9-4**

How will the information in this resume help an employer who wants to hire the best person possible?



qualifications-based resume, your abilities and experiences related to the job for which you are applying are highlighted.

As shown in Figure 9-4, a resume usually includes the following sections:

- **Personal information** Name, address, phone, e-mail
- **Career objective** Personal employment goal
- **Education** Schools attended, dates, degrees, programs of study

- **Experience** Work and volunteer activities with dates and responsibilities
- **Career-related honors and other activities** Awards, school and community involvement

Be sure your resume is presented in a professional manner—clean, organized, with no errors. Limit your resume to one page. Use a format that highlights how your skills will contribute to the company's needs.

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Remember that resumes are usually skimmed quickly. Some companies even use scanners to check for keywords. Important phrasing might include: fluent in Japanese, proficient with Adobe Illustrator, Cisco network certification, research ability, team projects, leadership skills, overseas study, and international experience.

Use action words that demonstrate what you have achieved. See Figure 9-5 for examples of strong action words.

When preparing your resume, be completely honest about your qualifications. Remember that employers check resume information. Providing false information can cause you to lose a job. False information, found after you have been hired, can lead to your dismissal and long-term career problems.

Many career experts suggest not including a career objective on the resume. Often, a career objective is too vague or too general. Instead, this goal is better addressed in the cover letter when you connect your abilities to the organization's needs.

*References* are not usually included on the resume. Have this information on hand when requested by a prospective employer. Prepare a list of people who can give a report about your character, education, and work habits. These individuals may be teachers, previous employers, supervisors, or coworkers. Be sure to obtain permission from the people you plan to use as references.

### Career Portfolio

Many job applicants prepare a career portfolio. A **career portfolio** provides tangible evidence of your ability and skills. A career portfolio may include the following items:

Action Verbs for Resumes and Cover Letters		
Achieved	Directed	Organized
Accomplished	Edited	Planned
Administered	Facilitated	Produced
Coordinated	Initiated	Researched
Created	Implemented	Supervised
Designed	Managed	Trained
Developed	Monitored	Updated

FIGURE 9-5

What are some other action verbs that might be used on a resume or in a cover letter?

- Resume, cover letter, and answers to sample interview questions
- Sample reports, presentation materials, and research findings from school projects
- Web site designs, creative works from school activities or previous employment such as ads, packages, and promotions
- News articles of community activities or other experiences in which you have participated
- Letters of recommendation

A career portfolio can show your abilities in a tangible manner to prospective employers. In addition, these materials will communicate your initiative and uniqueness.

### checkpoint >>

What are the main sections of a resume?

## APPLICATION COVER LETTER

The application **cover letter** expresses your interest in a specific job. Think of this as a sales letter for the purpose of obtaining an interview. Like any good sales letter, a cover letter should draw attention and interest. It should build a desire to meet you. Your letter should urge the reader to invite you to come for an interview. Figure 9-6 on the next page shows a cover letter that is neat, courteous, and to the point. A carelessly written letter may cause the

### main idea

Identify the parts of an application cover letter.

employer to think that you will be a care-less worker. A cover letter usually involves three main sections: introduction, development, and conclusion.

### Introduction

Your cover letter should start by getting the reader's attention. Next, indicate the reason for writing. Refer to the job or type of employment in which you are interested. Give a brief summary of your experience and qualifications. If applicable, mention the name of the person who referred you to this organization.

### Development

This section should highlight your background and experiences that specifically qualify you for the job. Refer the employer to your resume for more details. At this point, summarize information about your experiences and training. Connect your skills and background to specific organizational needs.

### Conclusion

The final section is designed to request action—ask for the opportunity to discuss your qualifications in more detail. In other words, request an interview! Include your contact information, telephone numbers, times when you are available, and e-mail address. Make sure your e-mail address is professional. Close the letter with a summary of how you could benefit the organization. Create a personalized cover letter for each position for which you apply.

### Targeted Letter

In recent years, some job applicants are using a *targeted application letter* instead of a resume and cover letter. This letter provides a quick summary of your ability to meet the needs of an organization. A target letter will usually include a list of major skills and competencies. Once again, your goal is to emphasize achievements and skills so you will be invited for an interview.

## Sample Cover Letter

1602 Collegewood Drive  
Madison, MI 53711-2821  
June 25, 20--

Dr. David Haugen  
Vice President of Finance  
Lakeview Technical College  
Madison, WI 53706-3692

Dear Dr. Haugen:

The advertisement in the *Daily Chronicle* for an accounting clerk describes a position in which I am interested. Please consider me as an applicant for that position.

The ad stated that you are looking for a bright and alert person who is conscientious and interested in long-term employment. My record at Four Lakes High School and part-time employment record will show that I have the qualities you desire. My career goal is to someday become a Certified Public Accountant. An accounting clerk's position in your office will allow me to get an important start on my career.

My business education program at Four Lakes High School included courses in Introduction to Business, Computer Applications, Office Procedures, and Accounting. I also completed four years of English and three years of math. For each of my last semesters, I was on the honor roll. In our work experience program, I worked ten hours a week during my senior year for the Tempest Tea Pot Company, where I learned a great deal about office work and human relations. My summer job in the city assessor's office is helping me to work accurately with figures.

Enclosed is a personal data sheet giving my qualifications in more detail. I would appreciate an opportunity to interview with you. I may be reached by telephone at (608) 555-0308 anytime during the day.

Sincerely yours,  
*Francisca Negalo*  
Francisca Negalo  
Enclosure

FIGURE 9-6

What aspects of this letter would cause a reader to want to meet the applicant in person?

*checkpoint >>*

What is the purpose of a cover letter?

### Work as a Team

Plan an online portfolio. Design a web site that could serve as a career portfolio. Describe the format, elements, graphics, and links of this electronic portfolio. Talk about how an online portfolio could be used when applying for various types of careers.



**main idea**

Discuss the online application process.

**ONLINE APPLICATION PROCESS**

Many people are using the Internet for career planning activities. While researching potential employment is the most common use, job seekers also apply and interview online. Because an Internet resume is less personal, do not overlook other job search methods—phone calls, ads, job fairs, and personal contacts.

**Online Applications**

Many organizations allow you to apply online. In addition to the basic application, you may also be asked some preliminary questions to determine your suitability for the position available. When posting your resume online or sending it by e-mail, consider the following:

- Use a simple format. Avoid bold, underline, italics, and tabs.
- Do not use attached files that may be difficult to open.

Cyber resumes are posted on various web sites. They are scanned for keywords to identify candidates with the necessary job qualifications. The words and phrases that might make you an attractive job

candidate vary depending on the company and the position. One company might search for words such as *leader*, *interpersonal*, and *team* and another might scan for *word processing*, *database*, and *spreadsheet*.

**Cyber Interviewing**

Many organizations hold screening interviews using video conferencing. Others require that you post preliminary interview responses online. These “e-interviews” may involve questions such as: “Would you rather have structure or flexibility in your work?” and “What approach do you use to solve difficult problems?”

Online interviewing may also be used to test a person’s ability in job-related situations. For example, an applicant may be asked to respond to tasks such as those that a bank teller or retail clerk might encounter.

*checkpoint >>*

How is the Internet used in the job application process?

**9-3****Assessment**

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**Key Concepts**

Determine the best answer.

1. The item *least* likely to be included on a resume is
  - a. a school award
  - b. your references
  - c. schools attended
  - d. your work experience
2. The main purpose of a cover letter is to
  - a. request an interview
  - b. obtain career information
  - c. ask a person to be a reference
  - d. apply for a government job

**Make Academic Connections**

3. **Law** Conduct library or online research to obtain information on laws that protect people during the hiring process. What actions are illegal when selecting among various people for a job?
4. **Technology** Locate an online application form. What types of questions are asked? Are you prepared to answer these questions? How?

## 9-4 Securing a Job



### Goals

Describe activities involved in the interview process.

Compare factors to consider when accepting a job offer.

Identify attitudes and actions for success on the job.

### Key Terms

employment interview

mentor

exit interview

### Focus on Real Life

Barda Yang received a phone call asking her to come in for an interview. She had recently applied for a part-time job to assist the administrator of a child care facility. Barda has always enjoyed working with children. Her volunteer work at the park district, helping to coach soccer, helped her get this interview.

Although this position doesn't involve working directly with children, she is excited about the opportunity to work in this environment. Barda has not had many interviews in her life, but has practiced answering sample questions with her aunt. This experience has given her more confidence as well as an improved ability to answer unexpected questions.

### THE INTERVIEW PROCESS

"We want to meet with you in person." This is your goal after submitting an application or resume. An **employment interview** is a two-way conversation in which the interviewer learns about you and you learn about the job and the company.

#### Before You Interview

Prepare for an interview by obtaining more information about your prospective employer and the job for which you are applying. Prepare questions to ask in the interview. These might include

- What training opportunities are available to employees?
- What qualities do your most successful employees possess?
- What new opportunities are your company considering in the next few years?

Successful interviewing requires practice. Record yourself so you will answer questions in a smooth and complete manner. Prepare concise answers for specific questions you might be asked. Ask friends to help you practice your interview skills. Attend workshops on interviewing skills. Work to organize your ideas. Speak clearly and calmly. Be sure to communicate enthusiasm.

#### main idea

Describe activities involved in the interview process.



What kinds of information can you learn about a position in an interview?



## FYI

### An interviewer cannot ask

1. Where you were born
2. Your age
3. If you have any disabilities
4. Your marital status
5. Your religion
6. Your responsibility for children

### An interviewer can ask

1. If you are a U.S. citizen
2. For proof that you are over 18
3. If you have the physical ability to perform the job
4. If there are any days or times when you can't work

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As part of your interview preparation you should plan to make a good first impression. It is important to arrive on time for your appointment and dress appropriately. Make sure you know how to get to the interview location and give yourself plenty of time to get there. You should go alone to the interview even if someone else is providing transportation. Wear the type of clothing that is appropriate for the company and the job for which you are applying.

### During the Interview

The person who interviews you wants to find out such things as your appearance, manners, use of language, and general ability for the job. An interviewer may take a number of different approaches. Most interviewers will try to put you at ease when your interview begins. Interviews may include situations or questions to determine how you react under pressure. Answer clearly in a controlled manner. Use of *behavioral interviewing* is expanding to better evaluate an applicant's on-the-job potential. Questions typically begin with "describe" or "tell me about..." Some common interview questions are shown in Figure 9-7.

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Some employers use pre-employment tests to screen applicants for skills and abilities needed on the job. Examples of pre-employment tests include keyboarding, word processing, calculating, and other skills. The interviewer may review your test results and discuss specific job requirements with you.

Avoid talking too much, but answer each question completely using good eye contact. Stay calm during the interview. Remember, you are being asked questions on a subject about which you are the world's expert—you! Finally, thank the interviewer for the opportunity to discuss the job and your qualifications.

### Common Interview Questions

#### Education and Training Questions

- What qualifies you for this job?
- Why are you interested in this company?
- What activities have helped you to expand your interests and knowledge?

#### Work and Other Experience Questions

- In what situations have you done your best work?
- Describe the supervisors who motivated you most.
- Which of your past accomplishments are you most proud of?
- Describe people with whom you have found it difficult to work.

#### Personal Qualities Questions

- What are your major strengths?
- What are your major weaknesses? What have you done to overcome these?
- What do you plan to be doing 5 or 10 years from now?
- Which individuals have had the greatest influence on you?

**FIGURE 9-7**

Think of answers to each question and write them down.

### After the Interview

Within a day or two, send a *follow-up letter* to express your appreciation for the opportunity to interview. Even if you don't get the job, this thank-you letter will make a positive impression for future consideration.

Next, evaluate your interview performance. Try to remember questions that you were not expecting or not prepared to answer. Write notes about areas in which you need improvement. The more interviews you have, the better you will present yourself. More interviews will also increase the chance of being offered a job.

Be patient after the interview. It may take several weeks for the company to complete all of its interviews and make its selection.

#### checkpoint >>

What actions should be taken when preparing for an employment interview?

### JOB OFFERS

"We'd like you to work for us." When you hear those words, remember to consider several factors before accepting or declining the position. The financial aspects of a job should be assessed along with some organizational factors.

#### Salary and Financial Factors

The type of work and your experience will affect your rate of pay. The position may include *employee benefits*. Insurance, vacation time, and retirement programs are examples of common employee benefits. Some companies offer free parking, on-site fitness centers, discount gym memberships, and other programs and services. Ask what benefits, services, and programs will be available to you and how much you will be expected to pay for them. Part-time and seasonal employees may or may not be offered benefits.

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### Work as a Team

Use Figure 9-7 to ask others sample interview questions. Create follow-up questions based on their answers. Comment on the strong aspects of their answers and suggest improvements.



### Organizational Environment

While the financial elements of a job are very important, also consider the working environment. Leadership style, dress code, the physical workspace, and the social atmosphere should be explored.

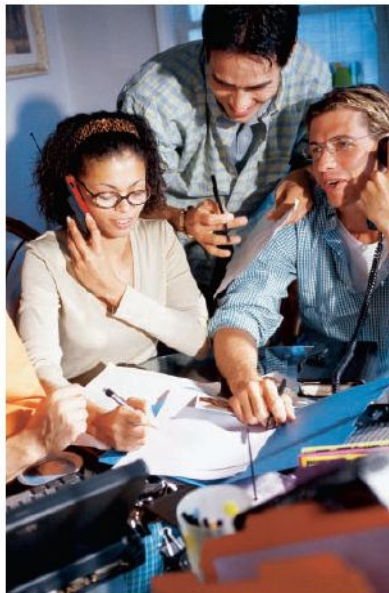
Advancement potential and training programs should be assessed. Some companies take pride in promoting from within and work hard to provide career and personal growth opportunities for workers.

#### checkpoint >>

What factors should a person consider when accepting a job?

#### main idea

Compare factors to consider when accepting a job offer.



What kind of work environment appeals to you?

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**main idea**

Identify attitudes and actions for success on the job.

**ON-THE-JOB BEHAVIOR**

Attitude can make a big difference in your career success. A positive attitude helps you learn and cooperate with others. Always think, speak, dress, and act in ways that project a positive image. Then, you will likely find your job more satisfying and enjoyable.

**Job Success Strategies**

As you prepare for your first day of work, remember the following:

- **Ask questions.** If you do not understand directions, have them repeated and listen carefully. You probably will make mistakes when learning your job. Be sure to learn from each mistake and avoid repeating it.
- **Avoid complaining.** If you seem to have more work to do than you can handle, talk with your supervisor.
- **Honor the time for breaks.** Don't abuse rest periods and lunch breaks by extending the time limit.
- **Consider your appearance.** Dress neatly and be well groomed. Employers often observe that sloppy appearance reflect sloppy work habits.
- **Be on time.** Arriving late or leaving early is a poor practice.
- **Be friendly with everyone.** Respect your coworkers and learn to get along. Each person in an organization is important. Any coworker may be of help to you in the future.
- **Show you are dependable.** Do quality work that is completed on time. Sloppy work or work turned in late affects others. You are part of a team—take pride in that. Pay attention to details. Return phone calls and e-mails promptly to show that you care about your work.



What aspect of a job do you think contributes the most to employee satisfaction?

- **Follow the rules.** If a rule seems unfair or unreasonable, discuss it with others and find out why it was created.

Many successful people get assistance from a person with more experience. A **mentor** is an experienced employee who serves as counselor to a person with less experience. Mentors frequently offer specific advice related to work assignments as well as general career guidance. For example, your mentor might help you develop skills needed in your current position and provide insight about future opportunities.

### Leaving a Job

When the time comes to leave a job, it is important to depart on good terms. The following tips can help you leave a job in an appropriate manner.

- Give at least a two-week notice. Write a short, polite letter of resignation; include the date of the last day you will be working.
- Try to finish all of your current projects. If they are not completed, leave a note explaining to the next person where to begin.



Is it possible that your new job may bring you back in contact with a former employer?

- If there is an **exit interview**, in which your employer asks questions about your work, be constructive and cooperative.
- Let coworkers know that you appreciated the opportunity to work with them.

Leaving on a positive note is good for you and for those you are leaving.

#### checkpoint >>

How does a mentor assist less experienced employees?

## 9-4

## Assessment

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### Key Concepts

Determine the best answer.

1. A commonly suggested action to take after an interview is to
  - a. contact the organization about the salary
  - b. evaluate your performance in the interview
  - c. revise your resume
  - d. estimate the cost of career training for the job
2. The    interview occurs when leaving a job.
  - a. informational
  - b. exit
  - c. employment
  - d. coaching

### Make Academic Connections

3. **Communication** Work with another person to improve your interview skills. Ask each other some of the questions in Figure 9-7. Describe strengths and needed improvements to each other.
4. **Culture** Describe questions and actions that might occur in the interview process in different countries. How could body language be interpreted differently in various cultures?

## CHAPTER 9 Assessment

**Xtra! Quiz Prep**

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### Business Notes

#### 9-1 CAREER OPPORTUNITIES

1. The career planning process involves a self-assessment, an analysis of the employment market, application activities, the interview process, a comparison of job offers, and career development activities.
2. Important sources of career information include print and media sources, online sources, informational interviews, and business contacts.
3. Career fields with the most growth potential include computer technology, health care, business services, social services, sales and retailing, education, hospitality and food service, financial services, management, and human resources. Service industries are expected to have the greatest employment potential in the future.

#### 9-2 PLANNING YOUR CAREER

4. Your interests, values, talents, and abilities should be assessed when making a career decision.
5. Employment experience may be obtained through work-study programs, part-time employment, volunteer activities, and school activities.
6. Information sources about available jobs include the media, personal contacts, business contacts, career fairs, and employment agencies.

#### 9-3 APPLYING FOR EMPLOYMENT

7. The application process may start with completing an application form or with the use of a resume and cover letter.
8. There are three main parts to an application letter. The introduction gets the reader's attention. The development highlights your background and the skills that qualify you for the job. The conclusion asks for an interview.
9. Online application activities include the application process, e-resumes, and cyber interviewing.

#### 9-4 SECURING A JOB

10. The interview process involves preparing for the interview, participating in the interview, and follow-up activities.
11. Factors to consider when accepting a job offer are salary, benefits, leadership style, dress code, social atmosphere, and advancement potential.
12. A positive attitude is the foundation of success on the job. Other success strategies include asking questions, avoiding complaints, giving attention to your appearance, following the rules, and being on time, dependable, and friendly.

### Communicate Business Concepts

1. Who are some people you know that you might consider for an informational interview?
2. Give examples of how consumer demand, changing demographic trends, and new technology might affect career opportunities.
3. Make a list of your talents and abilities. Specify whether you believe each one is strong or weak. Indicate how you might use your strengths in career planning. Also indicate what actions you might take to improve your weak areas.
4. What actions might a person take when preparing to attend a career fair?
5. Your personal data sheet should list several references. Application forms also ask references to be listed. Make a list of three or more references you could use right now. Then note the type of information each reference could give that would be of help to a potential employer.
6. Prepare a list of items that you might include in a career portfolio when applying for a job.
7. If you were in charge of hiring people, what information would you want to obtain from applicants? How would you go about getting this information? What are some specific questions you would ask if you were to interview the applicants?

8. Job applicants may encounter role-playing situations in an interview. What types of situations may be used to assess the skills and abilities of prospective employees?
9. Information has been received about three job openings in your community. Each is quite different. Assume that you are qualified for only one position. Make up whatever qualifications you think you would like to present to a prospective employer. Then write a letter of application for the position.
  - a. Reliable person is needed to handle a variety of responsibilities in a small business office. Must be able to work without supervision and communicate effectively with people who call for information. Word processing and other office skills are desirable. Salary is better than average in this community.
  - b. Salespeople are needed for the auto parts and cosmetics departments of a large retail store. Applicants should have some familiarity and/or experience with selling. Hours are flexible, although some evening and weekend work will be required. Benefits are especially attractive; incentive bonus policy can provide a good income for the right person.
  - c. Ours is a leading bank in this region. We are in need of capable people who want to begin a career in banking. Our training program starts at the bottom, but provides a great opportunity to learn about the banking industry. Salary is competitive.
10. What kinds of questions would you ask in an exit interview if you were the supervisor interviewing a sales clerk who is leaving?

## Develop Your Business Language

Match the terms listed with the definitions.

11. A planned discussion with a worker to find out about the work that person does, the preparation necessary for the career, and the person's feelings about the career.
  12. The willingness and ability of a person to move to where jobs are located.
  13. The things that are important to you in life.
  14. A natural, inborn aptitude to do certain things.
  15. A goal in life that is fulfilled through a job or a series of occupations.
  16. The quality of being able to perform mental or physical tasks.
  17. A sales letter about an applicant written for the purpose of getting an interview.
  18. A summary of job-related information about yourself.
  19. An experienced employee who serves as counselor to a person with less experience.
  20. A document used by employers that asks for information related to employment.
21. A two-way conversation in which the interviewer learns about you and you learn about the job and the company.
  22. An interview in which an employer asks questions about how an employee liked his/her work and inquires about job improvements that might be made.
  23. Tangible evidence of your ability and skills provided when applying for a job.

### KEY TERMS

- a. ability
- b. application form
- c. career
- d. career portfolio
- e. cover letter
- f. employment interview
- g. exit interview
- h. informational interview
- i. mentor
- j. mobility
- k. resume
- l. talent
- m. values

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## Make Academic Connections

24. **ECONOMICS** The web site for the Bureau of Labor Statistics presents a wide variety of data on employment and wages. Select a topic area and present a two-paragraph summary. Explain how this information could be useful in your career planning activities.
25. **CULTURE** Talk to someone who has worked in another country. Obtain information about the application process and hiring activities in a different culture.
26. **MATH** Nancy Sistrerse attends a college where the tuition and fees amount to \$9,500 per year. The books and supplies she buys total \$1,200 per year. In addition, she has general living expenses of \$11,600 per year. She has three sources of income: financial aid of \$3,500 per year, a scholarship that pays one-half of her tuition, and a work-study job from which she earns \$5,300 per year.
- How much income does Nancy receive each year from her three sources of income?
  - How much does it cost Nancy to go to this college each year?
  - What percentage of her annual college costs is covered by her three sources of income? (Round off your answer.)
  - If her uncle David said that he would lend her the money she needs beyond her three sources of income, how much money would Nancy have to borrow each year?
27. **COMMUNICATION** Prepare an in-class presentation or video with examples of strong and weak interview behaviors.
28. **TECHNOLOGY** Visit a web site that allows people to post their resumes. Prepare a summary of the procedure, cost (if any), and other information from the web site.
29. **MATH** Emilie Antoine is a personnel interviewer. On Monday, she interviewed seven job applicants; on Tuesday, six applicants; on Wednesday, nine applicants; on Thursday, five applicants; and on Friday, eight applicants.
- How many job applicants did Emilie interview that week? What was the average number per day?
  - On Wednesday, the first interview took 50 minutes; the next two each took 40 minutes; the next four took 35 minutes each; and the last two took 45 minutes each. How many total hours did Emilie spend in these interviews? What was the average length of the interviews?
30. **GEOGRAPHY** Obtain information about the salaries of workers in different geographic regions of the United States. What factors affect the differences that exist?
31. **HISTORY** Research a significant world event. Explain how this event affected the location and types of careers available around the world.

## Linking School and Community

Talk to two or three people in your community to obtain information about their job search and interviewing experiences. Use the following questions in your discussion with these people:

- What are some ways that you have learned about available jobs?

- What actions did you take to improve your chances of being selected for a job?
- How did you prepare for job interviews?

Prepare a one-page summary of your findings. Which of these ideas did you find most interesting and potentially useful in the future?

## Web Workout

The Internet can be a very useful source of career planning information. Select a career topic area (such as preparing a resume, identifying job opportunities, or effective interviewing) and compare the advice given on two different career web sites.

### Think Critically

- Prepare a summary of the main ideas from each web site.
- What are the similarities and differences between the advice presented on the two web sites?
- How might the information obtained be of value to you in the future?

## Decision-Making Strategies

Jeff Barbson is looking to his future and wondering what kind of career he should prepare for. His father is the city's civil engineer. His mother is a buyer for a major department store. Both of his parents are successful and enjoy their careers. Both of them have talked with Jeff about their work. He has visited his father's office and has worked as a sales clerk in his mother's store. Jeff's favorite subjects are computers, economics, and art. His least favorites are history, English, business law, and math. He earns his best grades in computers and art. Jeff's father wants him

to be an engineer because there is a need for engineers in their state. His mother wants him to go into retailing. Jeff would like to go to medical school and become a heart specialist.

32. Based on his school record, which of the three career areas do you think he should choose?
33. What advice would you give Jeff regarding career planning?

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## Job Interview Event

You are applying for a position at the Winning Edge Corporation, a large fictional financial corporation headquartered in Washington, DC. Company benefits include paid holidays and vacations, sick leave, a retirement plan, and health insurance. Salary will be based upon experience and education. The event consists of three parts:

- Letter of application and resume
- Job application form
- Interviews

You are required to prepare a one-page letter of application. Your resume should not exceed two pages in length. The resume, letter of application, and job application should be put together in a file folder with the student's name on the tab of the folder. You will be required to complete a job application form with the use of your resume and a one-page reference sheet. No other reference materials may be used. Your initial interview with a member from the business community will last 10 minutes. Finalists from the first round of interviews will have a 15-minute second interview. Total scores will be calculated for the letter of application, resume, job application, and interview to determine which students will be hired.

### PERFORMANCE INDICATORS EVALUATED

- Understand the importance of a professional portfolio that includes a resume and letter of application.



- Demonstrate strong interviewing skills necessary to earn a job.
- Prepare a business resume and letter of application that generate results.

You will be evaluated for

- Organization of your professional portfolio
- Performance during the interview
- Quality of participation in the interview

For more detailed information about performance indicators, go to the FBLA web site.

### Think Critically

1. Why is the letter of application important?
2. Why should you research a company before going on the interview?
3. Give two good examples of questions a candidate can ask the interviewer.
4. List the major sections of the resume.

<http://www.fbla-pbl.org/>

## Portfolio Activity

[school.cengage.com/business/introtobiz](http://school.cengage.com/business/introtobiz)

Access the web site shown here to find portfolio activities for this chapter. Use the activities to provide tangible evidence of your learning.

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CHAPTER 9 ASSESSMENT

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# Global Business Project

## Organize International Business Activities



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### Goals

- Select an organization type that would be most appropriate for an international business setting.
  - Outline a business plan for a global entrepreneurial enterprise.
  - Identify leadership traits and managerial skills needed when doing business in other countries.
  - Research needed training and skills for working in various international settings.
- Prepare a resume, cover letter, and answers to interview questions for an international business employment opportunity.

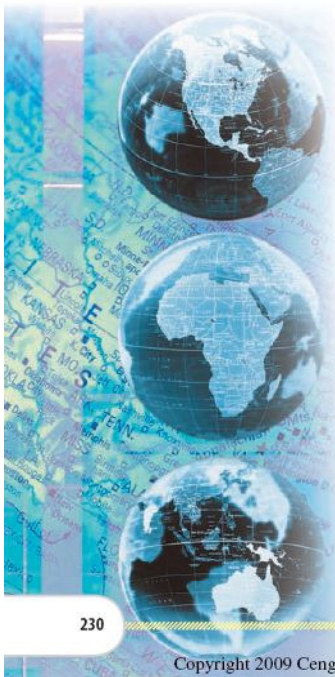
### Activities

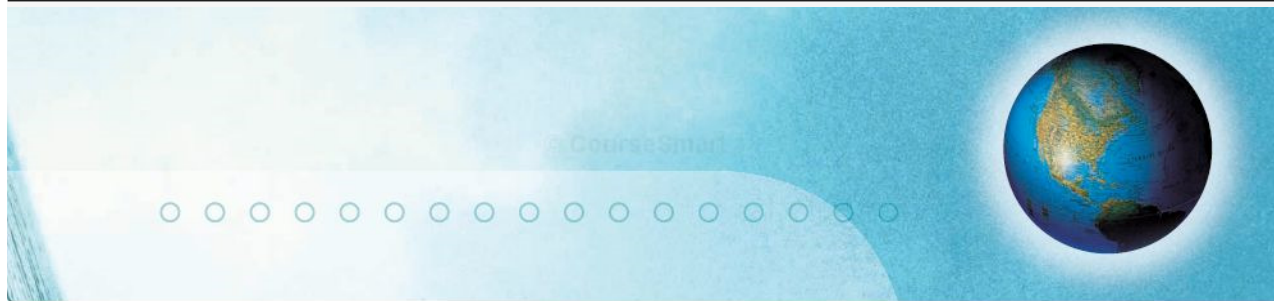
Use your textbook, library materials, web sites, interviews with people, and other resources to complete the following:

1. Companies commonly organize as a sole proprietorship, a partnership, or a corporation. Based on the business idea that you developed in the previous unit (or another international business idea), analyze the positive and negative aspects of these three types of business structures.
2. A business plan is vital when starting a new enterprise. Based on your international business idea, obtain information on these business plan components:
  - overview of the business idea
  - main competitors
  - description of customers
  - discussion of the organization's major operations
  - preliminary marketing activities
  - summary of start-up costs



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3. Some leadership skills may be appropriate for several cultural settings. Other career competencies are unique to various regions and industries. Using the country from your portfolio (or select a country), describe two leadership traits unique to the geographic area or business you have chosen.
4. A person's ability to understand and work with people in different cultures is a necessary for international business success. List skills and training that would be of value to a person working for a multinational company.
5. In preparation for a global business career, prepare a list of your current skills and training you hope to obtain in the future. Identify abilities and experiences needed to work in an international business setting.
6. Create a list of questions and preliminary answers that might be the basis of an interview with a multinational company.



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### Present

1. Prepare a portfolio (folder, file, or notebook) to store the information and materials you created in the activities above.
2. Describe in writing or with a visual display the benefits and drawbacks of the three types of business structures when doing business in a foreign country.
3. Create a resume for yourself as it might look in the future. Also, write a cover letter that expresses your interest and ability to work for an international company.
4. Prepare a video (or in-class presentation) showing strong interviewing skills and common job interview weaknesses when applying for a position with an international business organization.

