

**DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620024
MBA (Financial Management)**

Course Code : FMSC1/24

Course Name: CONTEMPORARY BUSINESS COMMUNICATION

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Unit – V/ Topic:EMPLOYMENT COMMUNICATION

SCHEME OF PRESENTATION

UNIT- V

CONTENT

- ❖ The Job Search
- ❖ Preparing the Application Documents
- ❖ Constructing the Resume
- ❖ Types of Interviews
- ❖ Do's and Don'ts for Interviews
- ❖ Oft asked questions

EMPLOYMENT COMMUNICATION

- Employment Communication is a mode of communication used for employees but specifically for accepting applicants for a job.
- It includes application letter, follow-up communications, interview and resumes.

WHAT DO EMPLOYERS WANT

- Are able and willing to adapt to diverse situations
- Continue to learn throughout their careers
- Are team players
- Have strong work records
- Have diversified skills and varied job experience
- Are sensitive to intercultural differences
- Have perhaps studied abroad

JOB SEARCH

- The process of a job search has been equated with actually having a job. Studies indicate that it can take as long as four months or more of searching to obtain the job you are seeking.
- Job searching is a process, and people start at different steps in the process. Meaning that some people have a very clear idea of what they want to do and what company they want to target

STAGES OF JOB SEARCH PROCESS

The following are the job search process

1. Assessing your resources
2. Identifying potential employers
3. Applying for the job
4. Interviewing for the job

A. KNOW YOURSELF

- The first stage in a successful job search is self assessment.
- What kind of job are you looking for?
- What “hidden” skills do you have?
- What are your strengths and weaknesses?

Get to know yourself:

- strengths
- weakness
- expectations
- values

B. DEVELOP A SUPPORT NETWORK

- These include friends, relatives, your partner, a teacher, a minister or priest, social workers, or employment counselors.

C. BUILD AND MAINTAIN POSITIVE ATTITUDES

- If you believe that you will succeed, then your enthusiasm and confidence will show through in everything you do.

Important Documents

- Application Form
- Questionnaire
- Resume
- Curriculum Vitae or CV (usually used in academic fields)

GENERAL RULES TO FOLLOW WHEN FILLING IN AN APPLICATION

1. If possible, take the form home or to some quiet place where you can take your time and think your answers through.
2. Ask for two copies of the application. You can use the first one for a practice copy. Use pencil erasing and changing as necessary. Then, complete the second one in ink, as final, completely correct version
3. Always carry your personal information sheet with you, so you can consult it for names, dates etc., if you have to complete the form in the company's offices
4. Carry your dictionary with you so you can check your spelling no matter where you are working.
5. Read the form completely (from top to bottom) before you begin to fill it in.

6. Print (or type), unless instructed otherwise.
7. Fill in every blank. If the blank does not apply to your situation, draw a line through it or write above the line, while in other cases, you must write below it.
8. Check the form to see which boxes match which questions. Sometimes you are expected to write above the line, while in other cases, you must write below it.
9. Do not write the boxes labelled, “ For Office Use Only” (These Boxes may be darker than others.)
10. Do not use abbreviations.
11. Give complete and accurate information. Always tell the truth.

12. Make sure there are no mistakes or erasures. If possible, have someone proof read your application.

13. Neatness and accuracy are essential. Mistakes, erasures and white out are unacceptable.

14. Remember prospective employers are making a decision about whether they want to pay you some of their hard earned money. They need to feel confident that their money will be well spent

COMPONENTS OF APPLICATION

The following are the various components of Application

1. PERSONAL IDENTIFICATION Name, Address, Contact Information. Are you a Member of a Minority?
2. EDUCATIONAL BACKGROUND Institutions, their addresses, your diplomas, or degrees, awards, scholarships If marked is requested, supply them in the form of official transcripts.
3. WORK EXPERIENCE Employers names, addresses, position held, supervisors 's name, duties machines (software) operated, achievements, awards, people supervised, skills developed.
4. JOB RELATED SKILLS AND EXPERIENCE Fluency in other languages, volunteer work, hobbies, interest, extracurricular activities.
5. REFERENCES Employment supervisors, co-workers, personal integrity evaluators (c.g. teacher clergyman, etc.)
6. PERSONAL ESSAY

RESUME

- A resume is a marketing piece that presents you in the best possible light.
- It's not an application

A well-designed resume does a number of things:

- Sets a positive tone for the interview.
- Guides the interviewer in what to ask.
- Influences others who approve the hiring.

TEN STEPS TO A GOOD RESUME

The following are the ten steps to prepare the resume

1. Choose a job target (also called a “job objective”). An actual job title works best.
2. Find out what skills, knowledge, and experience are needed to do that target job.
3. Make a list of your 3 or 4 strongest skills, abilities, knowledge that make you a good candidate for that target job.
4. For each key skill, think of several accomplishments from your past work history that illustrate that skill.
5. Describe each accomplishment in a simple action statement that emphasizes results

6 Make a list of the primary jobs you've held in chronological order.

7 Make a list of your training and education that is related to the new job you want.

8 Choose a resume format that fits your situation—either chronological or functional.

9 Arrange your action statements on your resume according to the format you chose.

10 Summarize your key points at or near the top of your resume in about five short lines.

CHOOSE A JOB TARGET

- FOCUS: The people who have the hardest time finding a job are often the ones who insist on writing a “generic” resume that lists everything they ever did.

FIND OUT WHAT SKILLS AND EXPERIENCE ARE NEEDED

- Find that information in job ads, in employer's job descriptions, or from someone working in that field.
- Informational interviewing is one of the BEST ways to find out exactly what skills the job requires.
- Visit someone who does that kind of work and ask them to tell you about it.

LIST YOUR STRONGEST SKILLS

Target job: Customer Service representative

Relevant skills: verbal skills

problem solving skills

computer skills

customer care skills

Target job: Department Manager

Relevant Skills: Personnel Management

Budgeting/Financial Planning

Supervision and Training

ACCOMPLISHMENTS

Job Objective: Electronic Sales Representative

Direct Sales and Product Demonstration

- Set sales record for 3 consecutive months.
- Exceeded quotas and increased sales in largest territory

Job Objective: Merchandising display

- Set up effective retail displays of beverages in supermarkets and package stores
- Inventoried and reordered display materials

WRITE ACTION STATEMENTS

- Think about what problem existed in your workplace.
- What action did you take to resolve the problem?
- What were the beneficial results of your action?

LIST PAST JOBS

- List your most recent job first, then your earlier jobs.
- Include ALL jobs have very little work experience
- Include ALL jobs that show experience related to your job objective
- Include unpaid work if it helps to prove you have skills and experience or it fills in a gap.
- Round all employment dates to years.

LIST TRAINING AND EDUCATION

- Omit high school if you have academic credentials from college.
- Mention your college work even if you don't plan to get a degree.
- Omit this section IF you have no training, no college experience, and no courses to list that are in any way related to your new job goal.
- If you completed a training class, list the certificate you earned.
- If you only completed part of the training, list every course you took that is directly related to your current job target.

CHOOSE A FORMAT

- Choose chronological if you're staying in the same field and you have an unbroken employment history
- Chronological means your work experience is arranged in order by dates of the jobs you've held with the most recent first.
- Your work experience is described by emphasizing the SKILLS involved.

ARRANGE YOUR ACTION STATEMENTS

- If you chose a chronological format, place each action statement under the appropriate job title where the action happened.
- If you chose a functional format, place each action statement under a skill category.

SUMMARIZE YOUR KEY POINTS AT THE TOP

- Keep each summary statement to one line. Include key points that a new employer will need to know
- Examples:
 - How much experience in this line of work
 - Training or education in this line of work
 - A special accomplishment or recognition
 - Your key skills, talents, special knowledge
 - Something about your attitude or work ethics

INTERVIEW

- Tested for subject knowledge, skills and desired behavior in a very limited time
- A meeting of minimum two expert- candidate
- Arranged to examine the suitability of the candidate

TYPES OF INTERVIEW

- **Panel Interview:** three or more experts sit across table from the candidate.
- **Face-to-Face Interviews:** one interviewer one candidate.
 - informal in nature
 - less distance between interviewer and candidate
 - less stressful and relaxed environment compared to panel interview

PRIOR INTERVIEW

Read your CV/ application and skills demanded

Know the company

Go to the company web site

Annual reports

Business news papers, magazines

Directly contact the employees

KNOW THE COMPANY

- Main production / service
- Annual sales, profit, dividend
- Competitors
- Area of operation
- New product/service launched

DURING AN INTERVIEW EMPLOYERS EVALUATE

- **Self Confidence** – you should be confident while appearing for interview
- **Interpersonal skills** – fluency in English, listen attentively and answer to the questions asked by the interviewer
- **Be honest** – While answering in the interview, even if you don't know the answer for certain question, be honest in answer to the interviewer.

NON- VERBAL OR BODY LANGUAGE

- Posture: sit erect without leaning on the desk or slouching in the chair, but don't be stiff and tense
- Always make eye contact when you speak, but avoid continuous staring
- Don't use too much body language

DRESS OUTLOOK

- Dress formally and well groomed
- You will never get a second chance to make a good impression
- Wear something that make you feel comfortable
- Use simple accessories like simple jewelry, watches, ties, etc
- Scents, perfumes and after shaves lotion should be avoided

EFFECTIVE VERBAL COMMUNICATION

- *Natural delivery, fluency*
- *Pronounce sentence clearly*
- *Speak little more loudly or lower your voice to draw attention of the experts if there is an important point or opinion*

REJECTED BY THE COMMITTEES

- Vague and irrelevant answers to the questions
- Very fidgety: little eye contact; nervous mannerism, such as playing with hair, nail biting etc.
- Lack of sincerity
- Utter superficial remarks to impress the interviewer

DO'S AND DON'TS FROM THE INTERVIEW

Do's

- Do take a practice run to the location where you are having the interview
- If presented with a job application, do fill it out neatly, completely and accurately
- Do bring extra resumes to the interview
- Do greet the interviewer & do shake hands firmly
- Do wait until you are offered a chair before sitting.

DON'TS

- Don't ever lie. Answer questions truthfully, frankly and succinctly
- Don't say anything negative about former colleagues, supervisors, or employers
- Don't answer questions with a simple 'yes' or 'no'. Explain whenever possible. Describe those things about yourself that showcase your talents, skills and determination. Give examples
- Don't inquire about salary, vacations, bonuses, retirement, or other benefits until after you've received an offer
- Don't bring up or discuss personal issues or family problems
- Don't say your past history, hence it is available in the C.V. itself

AFTER INTERVIEW

- Thank them for calling you for the interview through a letter
- Indicate that you look forward to hear from them

INTERVIEW QUESTIONS

Tell me about yourself

Why did you leave your previous job?

What sort of job you are looking for?

What appeals to you about this job?

Why do you think you'd be good at this job?

What are your strengths?

What are your weaknesses?

Would you accept this job if it were offered to you?

What do you know about this company?

If you take this job, how long would you stay?

Don't you think you may be too old/young/inexperienced?

TELL ME ABOUT YOURSELF

- The most often asked question in interviews
- Tell your academic record
- Your skills
- Your qualification etc.
- Talk about things you have done and jobs you have held that relate to the position you are interviewing for
- Time: 3 minutes
- Prepare written answer for this question and rehearse

WHAT APPEALS TO YOU ABOUT THIS JOB?

- To achieve through heights and also to learn, work hard and quench my thirst of knowledge in the related field, which I am going to work
- To be unique in decision making skills in the future

WHAT ARE YOUR STRENGTHS ?

- Strength of your subject knowledge
- Your ability to prioritize,
- Your problem –solving skills,
- Your ability to work under pressure,
- Your ability to focus on projects,
- Your professional expertise,
- Your leadership skills and
- your positive attitude.

WHAT ARE YOUR WEAKNESS ?

- Here you have to tell your weakness As strength
- Eg Always I will be committed to the assigned work, which I expect from my co-workers, this leads to affects the interpersonal relationship but the outcome of the work will be satisfied. This example suits to the team leader.

WOULD ACCEPT THIS JOB, IF WERE OFFERED TO YOU ?

- Yes, certainly I will accept this job do the best to the company or organization.
- No, you have give reason.

WHAT DO YOU KNOW ABOUT THIS COMPANY ?

- You have to go to the website and look for the details like company, products, services, year of starting the company, their annual reports, agenda.
- How many workers are working in that company, volume of the business future plan of business and other specific details .

IF YOU TAKE THIS JOB, HOW LONG WOULD YOU STAY ?

- You set high standards for yourself and meet them.
- Your outcomes are a success and tell them about you stay in that company.

DON'T YOU THINK YOU MAY BE TOO OLD/ YOUNG/INEXPERIENCED ?

- Admit that you have no experience. However explain your academic strength.

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