



“十二五”江苏省高等学校重点教材

职场英语写作

(第2版)

Workplace English Writing

(2nd Edition)

主编

陈丽萍



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“十二五”江苏省高等学校重点教材(编号:2013-1-080)

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· 北京 ·

内 容 简 介

本书的编写立足于高职高专院校人才培养定位、人才培养目标以及人才培养模式,旨在提高高职学生的商务英语写作能力,更重要的是培养学生的职业能力及素养。本书的内容编排基于“工学结合”模式,共分五个工作学习项目,每个项目以完成具体的写作学习任务为核心,突出了教材的应用性、实践性、职业性的特点。本书是以职场英语应用的主要写作任务的顺序为主线,由初涉职场—立足职场—赢在职场的工作逻辑设计取代传统无序的知识组合设计,培养学生的商务英语沟通技能。

本书可作为大专院校相关专业英语写作教材,也可作为毕业生求职的英文写作参考书。

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前言

本书为“十二五”江苏省高等学校重点教材,编写的总体设计思路是在对外贸职场相关岗位进行工作任务和职业能力分析的基础上,依照与企业、行业专家组共同开发的国际商务专业职业能力标准和相关工作岗位标准,打破单纯以知识体系为线索的传统编写模式,按照“任务驱动”“项目导向”的课程开发思路,以工作任务为中心组织课程内容,让学生在完成具体项目的过程中学会完成相应的工作任务,构建相关理论知识,发展职业能力。其主要特点是以项目为载体,设定特定的学习领域,通过理论解析和案例写作实践,系统地讲述职场英语写作的格式和基本要求,总结出标准模式、范文、常用词汇和句型,将训练英语写作技能和职场日常工作有机结合起来。

在课程单元(学习领域)的设计上,本书以典型工作项目为载体,以相应的工作任务为中心,整合理论与实践,实现理论与实践一体化,“做、学、教”一体化。

本书是无锡工艺职业技术学院商务英语专业建设与改革工程成果之一。职教专家和企业一线专业人员全程指导和参与了本书编写。全书按照职业教育教学改革的要求,以企业岗位需求和技能培养为目标,在原版教材的基础上,修改陈旧内容,突出职教特色。无锡工业职业技术学院陈丽萍副教授、陈昕副教授和企业专家蒋旭芬负责全书的大纲定制和内容设计,并统稿。编写人员分工如下:无锡工艺职业技术学院陈丽萍(学习领域1、学习领域2,蒋旭芬全程参与和审核),无锡工艺职业技术学院陈昕(学习领域3,陈丽萍、蒋旭芬编写项目4的任务4,蒋旭芬同时全程参与和审核)。苏州市职业大学赵阳、黑龙江工商职业技术学院许娜参加了部分内容的编写。本书能顺利完稿并交付出版,特别感谢无锡工艺职业技术学院院系领导和国防工业出版社的大力支持与关心。

本书在编写过程中,参考了许多专家学者的著作,虽然在参考文献中列出了这些著作和作者,但难免有所疏漏,在此向本书参考的所有著作的作者们表示真诚的感谢。另外,由于编者水平有限,书中错误在所难免,恳请广大读者及专家提出批评和指正。

编者

2015年2月

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Learning Situation 1

Starting Career

Item 1 Job Interview

Task 1 Resumes Writing

KNOWLEDGE OBJECTIVES

- Mastering the formats and components of RESUMES.
- Mastering the useful expressions for an effective RESUME.

SKILL OBJECTIVE

- Being able to write professional RESUME.

STEP 1 THINKING & DISCUSSING

1. What is a RESUME?
2. What are the formats of RESUMES?
3. How to make professional RESUME?

STEP 2 PRESENTATION OF KNOWLEDGE

1. A Brief Introduction of a Resume

Resume or C. V. (Curriculum Vitae) is a self-recommendation document that presents you in the best possible light, for the purpose of getting invited to a job interview. It is a brief history of your working experience, education, and accomplishments that you prepare for job application. Every resume is one-of-a-kind marketing communication. It's the first meeting between you

and a prospective employer. A good resume predicts how you might perform in that desired future job. It should be appropriate to your situation and do exactly what you want it to do. Your resume is a tool with one specific purpose: to win the interview. A great resume doesn't just tell them what you have done but makes the same assertion that all good ads do. In general, a great resume should be:

- (1) Clearly presents yourself in an easy-to-read style.
- (2) Your employer can find your strength at a glance.
- (3) Dynamic action verbs to make your past come alive.
- (4) Its appearance says, "I'm proud of who I am and what I have done."

2. The Formats of Resume

Research shows that 95% job interviews are granted after the employer has become interested in the candidate's resume. A good resume has to make an impression within the first 30 seconds. It will not only open the door to an interview, it will often get you to the final hiring decision of an employer. So how do you prepare an attractive resume? At first, you should choose the right type of your resume. There are three types of resume commonly being used: basic resume, chronological resume, and functional resume.

1) The Basic Resume

Basic resume is the common format for most undergraduates who are lack of working experiences. It's often supplied by the people who look for job for the first time. The basic resume format presents the most important sections in a typical resume. Its content represents the meat of a resume or the things that employers usually look for. The basic sections of a basic resume format are the personal information, career objective, work experience, educational background, skills or qualifications, and reference persons. The personal information serves as the heading, including your name, address, number, and email address. The first section states your objective in application. This is usually followed by your educational background, which is discussed briefly. The work history is next if you are using the reverse-chronological format. Finally, your character references should end your resume.

Sample Basic Resume

RICHARD ANDERSON

141 Eastern Suburbs, Chicago

Illinois, USA

(012) 345-6789

RICHARD ANDERSON @aol. com

OBJECTIVE

Seeking a dynamic position in the human resources department in order to use and further develop my skills and knowledge in the field

EDUCATIONAL BACKGROUND

Sept. 2000 – Jun. 2004

Bachelor of Science in Business Administration

University of Chicago

Illinois, USA

- Major in Management
- Minors in Human Resources and Philosophy
- Graduated with honors
- Dean's Lister for 4 semesters

WORK EXPERIENCE

Sept. 2004 – present

Human Resources Staff

Accenture

Chicago, Illinois, USA

- Made outbound calls for prospective applicants and scheduled interview for them
- In charge of answering inbound calls from prospective applicants
- In charge of collecting documents of applicants during the interview and examination
- Processed application documents and made summary reports
- Coordinated with the Human Resource manager regarding the applicants' requirements
- Performed minor day-to-day duties of the department

SKILLS

- Skillful in handling applicants in the whole process of application
- Knowledgeable in employee retention and development strategies and applies them well

- Has competent skills in administrative works
- Excellent in carrying out company goals
- Has excellent problem solving and strategizing skills
- Has excellent communication skills, both in written and oral

REFERENCES

Available upon request

2) The Chronological Resume

If your career path shows you are a rising star, use a chronological resume. A chronological resume highlights the advancements you have made in your career. It shows your progress in a specific field or industry and shows clearly where you worked and when, in order, so it is easy for a prospective employer to follow. With the chronological format, your flexibility as an experienced worker becomes evident. Also, evaluators have limited time. Being concise highlights the relevant information. Your background is easily evaluated with your past performances because a chronological format is easy to browse.

Sample Chronological Resume

John Kean

1013 Orion Avenue

New York, 10000

(212) 555-0264 Johnkean@someco.com

OBJECTIVE

Financial Operations

Solid technical understanding of financial instruments, trading, and operations. Excellent memory for policies, procedures, and details. Excellent training and supervisory skills. Efficient and accurate.

EXPERIENCE

June 2005-Present

Smith Exchange, New York

Floor Broker, NYSE

- Hand-picked for this position by Chief Executive Officer

- Executed orders on the floor of the NYSE
- Relayed information on market conditions to clients
- Supervise Floor Manager

January 2001-May 2005

Order Desk Clerk, Cincinnati OH

- Coordinated between floor brokers and international clients on options transactions.
- Cross-trained as an Assistant on the Currency Desk
- Worked full time while completing a degree in night school

June 1996-December 2000

Michael Skinner & Company

Sales Assistant (Intern)

- Sales assistant to a major equities broker
- Handled customer inquiries and requests for quote
- Prioritized and qualified incoming calls
- Gained knowledge of investment instruments
- Did some cold-calling on behalf of the broker

EDUCATION

Syracuse University, Syracuse, New York

B. A. , Finance, 1996

REFERENCES

Available upon request

3) The Functional Resume

The functional resume or skills resume is one that is used to assert a focus to relevant skills that are specific to the type of position being sought. This format directly emphasizes specific professional capabilities and utilizes experience summaries as its primary means of communicating professional competency. It is a good choice when your work history jumps around among several types of jobs. The format of functional resume is organized by education, experience, achievements, and skills, rather than by job. A functional resume is designed to highlight your skills and accomplishments at the top of your resume instead of grouping them under the jobs or positions that you have held as in a chronological resume. It emphasizes your qualifications and skills instead of your employment history.

Sample**CHRIS ATTWATER**

2002 Front Range Way Fort Collins, CO 80525

374 754 766 chrisattwater@colostate.edu

Objective

To apply the expertise I've acquired in my seven years caring profession in a reputable institution.

Career Summary

Four years experience in early childhood development with a diverse background in the care of special needs children and adults.

Adult Care Experience

- Determined work placement for 150 special needs adult clients
- Maintained client databases and records
- Coordinated client contact with local health care professionals on a monthly basis
- Managed 25 volunteer workers

Childcare Experience

- Coordinated service assignments for 20 part-time counselors and 100 client families
- Oversaw daily activity and outing planning for 100 clients
- Assisted teacher with managing daily classroom activities

Employment History

2008-2009 Counseling Supervisor, The Wesley Center, Little Rock, Arkansas

2006-2007 Client Specialist, Rainbow Special Care Center, Little Rock, Arkansas

2004-2006 Teacher's Assistant, Cowell Elementary, Conway, Arkansas

Education

University of Arkansas at Little Rock, Little Rock, AR

BA in Elementary Education(2004)

BS in Early Childhood Development(2003)

References

Available upon request

3. How to Make an Appropriate Resume

1) Thinking relevance

Identify your skills and abilities before making your resume and ask yourself the following questions: What are your greatest strengths? What skills are they looking for? How does this fit with your own skills and abilities? Make a list of the experiences you have been involved in: jobs, volunteer work, activities, leadership roles, awards etc.

2) Resume Header

The resume header is where you can input your identification information (name, address, phone, email). With this section, the potential employer can get touch with you through post mail, phone call or email for interview.

Sample 1

LI Yangguang—Resume

99 Xinxi Road, Wuxi, 214028

Date of birth: 11 July, 1990

Gender: Male

Tele: (0510)88905478

E-mail: liyangguang@163.com

Sample 2

Jodi Shannon

317 Jefferson St.

Amherst, MA 01004

(512) 555-0917

jshannon@earthlink.net

Sample 3

James Rawlings

129 Cayuga Heights Ave

Augusta, GA 30904

Home: (721) 555-6219

Voice Mail: (721) 555-9020

3) Job Objective

Your resume should be pointed toward conveying why you are the perfect candidate for one specific objective or job title. State your objective clearly. Be brief and concise but also be specific to the position you are applying for. Types of positions are full-time, internship, co-op, summer, part-time. For example:

Objective: To secure a sales position within a major electronics products corporation with opportunity to utilize my outstanding communicational skills.

Objective: To get a part-time position within a travel agency to obtain knowledge and experience in the sales and marketing field.

Objective: To seek for an entry-level position as a coordinator for a web hosting company.

Objective: Seeking position as Department Store Manager.

Objective: A challenging and rewarding position as a credit controller or loan officer that utilizes my commercial loan knowledge and expertise.

Objective: A Software Engineer and the possibility of career advancement.

4) Education or Educational Background

Most employers want to know the name and location of your college, degree you earned (or will earn), your major, your date of graduation, and your Independent Study. Use reverse chronological order to list your education.

Sample 1

EDUCATION

Sept. 2007-Jul. 2010	Nanjing University Master Degree of Economics
Sept. 2003-Jul. 2007	Jiangnan University Bachelor Degree of Electric Engineering

Sample 2

Educational Background

Boston University, Boston, MA 2006 - Present

BS in Mechanical Engineering, Graduated with Honors.

Boston College, Boston, MA 2003 - 2005

BS in Computer Science

5) Working Experience

The basics include the name of the organization, location, time frame, title, and three or four phrases describing specific responsibilities and accomplishments. Generally, you are required to list each employment on your resume. The recruiters want to see the whole picture of you. They will find it helpful to look at all of your experience in determining your qualification for the job.

Sample 1

WORK EXPERIENCE

Feb. 2008-Sept. 2010 ABC Import & Export Co. , Ltd.

Assistant Marketing Manager

Promoted new products across the area of the East of China

Mar. 2006-Jan. 2008 AAA Textile Company

Salesman in Marketing Department

Designed questionnaire for marketing survey

Participate in survey practice

Sample 2

Employment History

Accountant, 1999 to Present

Ocker & Associates, Indianapolis, Indiana

Assisted the Director of Accounting with accounts receivable.

Prepared bi-weekly payroll journal entries, reconciled general ledger of accounts with Director of Accounts on a monthly basis, and annually assisted with year-end budget preparation.

Accounting Intern, 1994 - 1998

John Merrill & Associates, Taylor, Indiana

Dealt with accounts payable procedures, direct billing, control accounting, etc.

Analyzed employee sales, prepared W-2's.

Sample 3

Professional Experience

- **Owner / Manager (2002 - Present)**

Cousins Deli, Stony Point, NY

Founded and managed highly successful delicatessen and catering operation.

Oversee and assist with all daily activities, including hot / cold meal and salad preparation, opening and closing functions, and customer service.

- **District Sales Manager (1995 - 2002)**

M&H Sales & Marketing, Tarrytown, NY

Directed sales management activities for entire New York metropolitan area consisting of eight headquarter accounts covering more than 550 retail outlets.

Increased sales 10% through effective sales planning and improved shelf presence of product line.

- **Territory Sales Manager (1993 - 1995)**

M&H Sales & Marketing, Tarrytown, NY

Carried out sales and merchandising for Rockland and Orange counties. Sold displays to increase sales volume, implemented and maintained section layouts.

- **Grocery Department Manager (1991 - 1993)**

Food Emporium, Valley Cottage, NY

Managed daily operations, scheduled staff assignments, supervised staff.

Maintained inventory control system, monitored and approved incoming deliveries.

Consistently achieved or exceeded all sales quotas each year.

6) Skills & Certifications

Anything that you are good at and will be useful to the job you are applying to is worth of mentioning on your resume. They include research ability, oral or written skills, organizational ability, types of computer languages you are familiar with, software programming, etc. If you have honors or awards, you can include them in the section.

Sample 1

Skills

Good command of both written and spoken English.

Proficient in Microsoft PowerPoint, Excel, Words

Knowledge of and experience with Photoshop