

高职高专商务英语系列教材

总主编 李德荣

Job-seeking Skills

主编 / 祝慧敏 副主编 / 牛园园 李冠群 王 帆 主审 / Kevin Gaudette

求职技能



立信会计出版社

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图书在版编目(CIP)数据

求职技能=Job-seeking Skills:英汉对照/祝慧敏主编.
—上海:立信会计出版社, 2013. 8

高职高专商务英语系列教材

ISBN 978-7-5429-3999-9

I. ①求… II. ①祝… III. ①职业选择—英语—高等
职业教育—教材 IV. ①H31

中国版本图书馆 CIP 数据核字(2013)第 199398 号

策划编辑 徐雪芬 张 寻
责任编辑 徐雪芬 张 寻
封面设计 周崇文

求职技能 Job-seeking Skills

出版发行	立信会计出版社		
地 址	上海市中山西路 2230 号	邮政编码	200235
电 话	(021)64411389	传 真	(021)64411325
网 址	www.lixinaph.com	电子邮箱	lxaph@sh163.net
网上书店	www.shlx.net	电 话	(021)64411071
经 销	各地新华书店		

印 刷	常熟市梅李印刷有限公司
开 本	787 毫米×1092 毫米 1/16
印 张	9.5
字 数	200 千字
版 次	2013 年 8 月第 1 版
印 次	2013 年 8 月第 1 次
印 数	1-2000
书 号	ISBN 978-7-5429-3999-9/H
定 价	22.00 元

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中国的企业正在转型为与国际接轨的现代企业。这一转型就宏观层面而言,是一种文化的转型。其成功与否,取决于能否借鉴世界上(尤其是发达国家和地区)已被证明为成功的企业管理文化。企业管理文化博大精深,至关重要。它大可涉及国计民生、社会安定、企业责任、管理风格,小可涉及计划安排、日常管理、服务态度、待人接物。这一文化是整个社会文化的一个重要组成部分,且直接影响人民生活。令人遗憾的是,对这一文化至今尚缺少应有的关注和倡导。

上海商贸职业教育集团根据国家经济发展战略和教育部构建现代职教体系的要求,从2009年起致力于各级各类职业教育协调发展的研究和中高职教育有效衔接的实践,完成了中高职教育定位正确、专业培养目标与职业岗位培养方向对接、学历证书与人社局职业资格证书融通的《商务英语》《会计》《市场营销/连锁经营管理》《金融事务》《国际商务》《现代物流》《应用艺术设计》和《酒店管理》等8个中高职教育专业教学方案。其中《商务英语》专业教学方案更是基于国际化视野、有机融入企业文化、所有课程进一步突出能力标准的全新开发。

《商务英语》专业教学方案致力于引进国际新的教育教学理念,从理论到操作层面对旧的课程设置和教学内容进行大刀阔斧的改革,使之既与国际接轨,同时又适合中国国情。该教学方案大力引进国外课程,解决学英语和学专业的矛盾,意在终结英语学习和专业学习“两张皮”的历史,在探索中高职教育如何实现有效衔接或一体化的研究中取得积极的进展。项目论证的有关专家一致认为新方案从实际而非概念出发,借鉴发达国家的成功经验,大胆创新,为中高职商务英语专业的发展,开创了值得努力试探和实践的新的道路。

该专业教学方案配套教材计划开发12册,按教学进程需要,我们将以下8门课程列入首批编写,这些课程包括:

The Business World(企业与社会)

Telephone Skills(电话交流技能)

Workplace Communication Skills(工作场所交流技能)

Writing Workplace Documents(工作文件写作)

Negotiation Skills(谈判技能)

How to Make a Good Presentation(演示技能)

Dealing with Customers(客户沟通技能)

Job-seeking Skills(求职技能)

以上这些新教材以英语为载体,介绍先进的企业管理文化,同时具有语言教材的特点,更加适合中国学生学习。与传统教材相比,新教材具有下列特点:

1. 专业课程体现专业特色,迈出与国际接轨的步伐。以往的专业课程没有明确的规定和规范,各校根据自身的条件和情况开设,有的侧重外贸,有的侧重营销,也有的将重点放在开设一些单证、报关等实务课程。新教材积极借鉴国外相关经验,从培养目标出发,以“能用英语从事商务活动”为教改基本思想,以英语应用能力和商务实践能力为重点,以求达到“知识型、发展型技能人才”的培养目标。把商务专业知识的学习,与英语学习自然地融合在一起,让学生既学专业,又学英语,两者相辅相成,相得益彰。

2. 有利于做到中高职课程衔接。以往中高职互不通气,各行其是,所开设的课程任意性很大,不利于专业建设。新教学方案对专业要求进行了明确的界定,为中职商务英语专业的课程设置提供了依据。以上提及的8册教材中,有些教材的部分章节可用于中职课程。

3. 标准细化,便于操作。新教材对课程的知识 and 技能要求作了全新的诠释和详尽的规定,由浅入深,知行一体。在体例上,这套教材既是专业教材,又具有语言教材的特点。在介绍专业知识的同时,对专业知识的语言载体——包括词汇、句型、习惯用法、商务英语的特点等用注释、标示及各类练习等手段,让学生掌握并应用,提高英语水平。这一新的尝试,旨在努力改变以往商务英语专业存在的英语和专业“两张皮”的状况,开创一条让专业与英语融合的新路。

4. 运用先进的教学理念,从内容到形式均为创新性教材,从教学内容到教学手段,既充分与国际接轨,同时适用于中国学生,为国内首创。在专业知识介绍方面,内容上力求基础、实用,文字上力求简明、通俗,以适合职业教育的特点和学生现有的英语水平。

我国的职业教育与发达国家相比差距很大。这也使它具有很大的发展和创新的空间。职业教育的发展需要更多的关注、关心和扶持。本套教材系新创,问题和不足在所难免,希望广大教师在使用中提出宝贵的修改意见,以帮助本系列教材不断完善。

上海商贸职业教育集团常务副理事长 冯伟国

2013年8月

前言

F oreword

从校园到职场,每个人都要经历无法回避的求职过程。掌握一定的求职技能,能帮求职者抓住每一次机会,增强就业自信心。

《求职技能》教材既是专业教材,又具有语言教材特点。在编写过程中,编者力求突出“实用为主,够用为度”的教学原则,体现高职高专教材的实用性和实践性,将英语求职的过程比较完整地呈现在学习者面前。它既可与本套系列教材紧密配合、穿插使用,又可独立于系列教材,供学习者自选、自学、自练;它适合高职商务英语专业及相关涉外专业学生,同时也可作为其他英语学习者和求职者的参考。

《求职技能》一书共分4个大单元(Evaluating Yourself, Advertising Yourself, Searching for a Job, Tests and Job Interviews)组成。每个大单元由3—4个小节组成,共14个小节。从自我评议、制作个人简历、撰写求职信函,到技巧备战求职面试、巧妙应答面试问题等。每个小节由与单元主题相关的课文、词汇、难句注释及突出语言和专业技能实践和训练的 Workshop 组成。教材在第二大单元如何准备个人简历及撰写求职信的4个小节中,力求凸显实用性和简洁性,提供一些实例和范文,便于求职者参考和模仿。

《求职技能》由上海工商外国语职业学院祝慧敏老师担任主编。上海工商外国语职业学院牛园园老师、李冠群老师,上海科学技术职业学院王帆老师担任副主编。美籍教师 Kevin Gaudette 审读了本教材的全部内容,并提出了许多宝贵意见和建议,在此谨表示由衷的谢意。

为方便教学,本书配有习题参考答案,需要的读者可访问 www.lixinaph.com 获取。

由于编写时间紧迫,书中错误难免,希望大家在使用过程中多提宝贵意见。

编 者

2013年8月



Unit 1	Evaluating Yourself	1
1.	Knowing Your Personality	1
2.	Knowing Your Interests and Skills	14
3.	Knowing Your Work Values	24
Unit 2	Advertising Yourself	35
1.	Preparing Your Resume	35
2.	Resume Samples	44
3.	Writing a Good Cover Letter	54
4.	Cover Letter Samples	61
Unit 3	Searching for a Job	68
1.	Organizing Your Job Campaign	68
2.	Searching for a Job Position	76
3.	Choosing a Suitable Job	87
Unit 4	Tests and Job Interviews	95
1.	Job Tests	95
2.	Guidelines for a Successful Job Interview	107
3.	Handling Interview Questions	116
4.	Post-Interview Self-Evaluation	130

Unit 1

Evaluating Yourself

1. Knowing Your Personality

Before you can deal honestly with the job market, you must deal honestly and effectively with yourself.

Are you trying to decide what career to pursue? Then you should find out what your personality type is. Certain occupations are more suitable for particular personality types than others.

What is personality? In some ways we are all the same. We all have the same human nature. We all have human bodies and human minds. We all have human thoughts and human feelings. Yet in other ways we are all completely different and unique. No two people are truly alike. No two people

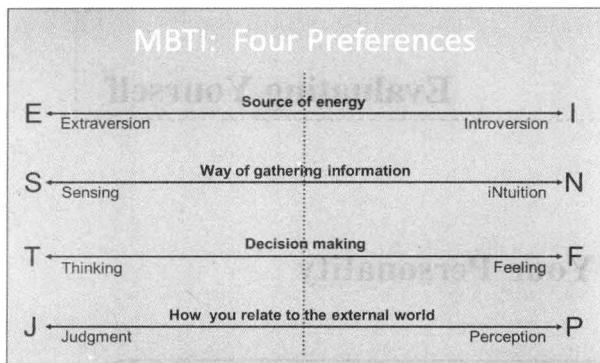


can ever have the same experience of life, the same perspective, the same mind.

Somewhere between these two — our common humanity and our unique individuality — lies personality. Personality is about our different ways of being human. Your personality colors how you think and how you behave. It influences how you respond to different situations and how you see the world, make decisions, and live your life. In a way, it determines the friends you have, activities you enjoy, and kind of life you lead. Your personality also plays a part in determining the sort of career at which you will excel and the sort of work situations in which you will thrive. Whether you're an extrovert or an introvert,

there's a career just right for you.

According to *The Myers-Briggs Type Indicator (MBTI)*¹, the world most widely used



instrument, participants are classified within four scales to determine 1 of 16 possible personality types. These types are broken down into four dichotomies. The first is extroverts who tend to be sociable and assertive versus introverts who tend to be quiet and shy. The second dichotomy is sensing and intuitive. Sensing types

are practical and orderly, while intuitive types use unconscious processes. The third dichotomy is thinking and feeling. Thinking types focus on using reason and logic, while feeling types use values and emotions. The final dichotomy is judging and perceiving. Judgers want order and structure while perceivers are more flexible and spontaneous.

16 Myers-Briggs Personality Types and Their Career Choices:

There are some other famous personality theories, such as *the Big Five Model*² of Personality Dimensions and the theories of *Type A and Type B*³. However, the most important thing to remember about personality in the workplace is that people are different. Those very differences are what make life and work so varied and enjoyable. You've heard the expression "*Variety is the spice of life*"⁴. Would you want to live and work only around people who are exactly like you? Probably not.

Those personality differences are also the things that can make a particular working situation intolerable if you don't

ISTJ The Inspector	ISFJ The Protector	INFJ The Counselor	INTJ The Mastermind
ISTP The Artisan	ISFP The Composer	INFP The Healer	INTP The Architect
ESTP The Dynamo	ESFP The Performer	ENFP The Champion	ENTP The Visionary
ESTJ The Supervisor	ESFJ The Provider	ENFJ The Teacher	ENTJ The Commander

learn how to recognize and adjust to them. You may come to find that your boss isn't disagreeable after all; she's just so detail-oriented that she finds your careless way of doing things disconcerting. The more you understand about your own personality themes and those of others, the better able you will be not only to find a career that suits you, but also to understand and work with the other personalities you find there.

► Words and Expressions

unique	独一无二的	dichotomy	二分法
perspective	观点	assertive	无端的
humanity	人性	sensor	传感器
individuality	个人特征	intuitive	本能的
introvert	内向的人	perceiving	感知的
extrovert	外向的人	dimension	维度
spontaneous	自发的	detail-oriented	重视细节的
intolerable	无法容忍的	disconcerting	令人不安的



Notes

1. The Myers-Briggs Type Indicator (MBTI): MBTI 人格理论(迈尔斯类型指标, 国际最为流行的职业人格评估工具)。
2. The Big Five Model: 五大性格特质, 又称大五性格模型或五因素模型(The Five Factor Model, 简称 FFM), 是最受工商界采纳的性格分类法。
3. Type A and Type B: 这种性格分类法最初是由心脏学家 Meyer Friedman 和 Ray Rosenman 在上世纪 50 年代提出, 主要是描述易患心脏病的人群的性格特征, 其中 A 型要比 B 型性格患病的几率大很多。
4. Variety is the spice of life. 多样化的人生才精彩。

► Questions Based on the Text

1. Decide whether the following statements are true or false according to the text.
 - a. There is a best personality type that is suitable for all jobs. ()
 - b. All personalities have strong points and weak points. ()

- c. Humans are fundamentally the same despite their differences and uniqueness. ()
- d. No two people are completely alike. ()
- e. Personality can determine exactly the sort of career you may excel or thrive in. ()
- f. Variety makes work unbearable. ()
- g. To know your personality is to know your strengths and your weaknesses. ()
- h. It is extremely difficult for the detail-oriented people to work well with careless colleagues. ()
- i. Personality alone determines your thoughts and behavior. ()
- j. Extroverts are more likely to get a job than introverts. ()

2. Match the words with the possible explanations based on Paragraph 4.

Words	Possible Explanations
a. dichotomy	sociable and assertive ()
b. extroverted	more flexible and spontaneous ()
c. perceiving	opposition between two things ()
d. thinking	use values and emotions ()
e. disconcerting	use unconscious processes ()
f. sensing	causing one to feel anxious, embarrassed, confused ()
g. intuitive	quiet and shy ()
h. introverted	practical and orderly ()
i. judging	use reason and logic ()
j. feeling	want order and structure ()

3. Match the personality traits that are opposite in meaning, based on paragraph 4.

- | | |
|---------------------|----------------|
| () extroverted | a. perceiving |
| () thinking | b. introverted |
| () judging | c. feeling |
| () sensing | d. intuitive |

4. Match the descriptive words that are similar in meaning.

- | | |
|---------------------|-----------------|
| () frank | a. sharp-witted |
| () adventurous | b. daring |

- | | |
|------------------|--------------------------|
| () affectionate | c. vigorous |
| () clever | d. scholarly |
| () broad-minded | e. understanding |
| () creative | f. down-to-earth |
| () bold | g. amiable |
| () economical | h. original |
| () academic | i. open-minded |
| () energetic | j. intelligent |
| () thoughtful | k. thrifty |
| () witty | l. willing to take risks |

➤ Workshop

1. From the following box, find the six personal strengths you feel are most descriptive of yourself. After each, identify what business-related activities you are able to do excel in, because of that particular personality trait.

active	adaptable	ambitious	logical
optimistic	businesslike	cheerful	realistic
conservative	cooperative	creative	dependable
detail-oriented	determined	efficient	emotional
expressive	flexible	friendly	generous
honest	humorous	independent	sociable

For example: I am informal; therefore, I can meet people easily in many different circumstances and put others at ease.

- 1) I am _____;
therefore, I can _____
- 2) I am _____;
therefore, I can _____
- 3) I am _____;
therefore, I can _____

- 4) I am _____ ;
therefore, I can _____
- 5) I am _____ ;
therefore, I can _____
- 6) I am _____ ;
therefore, I can _____

2. From the following box, find the six personal weaknesses you feel are most descriptive of yourself. After each, identify what business-related activities you are not well-suited for, because of that particular personality trait.

aggressive	critical	cynical	inquisitive
meticulous	materialistic	moderate	obedient
obliging	practical	persistent	talkative
unexcitable	uninhibited	serious	complex
opportunistic	assertive	conservative	sensitive

For example : I am talkative ; therefore , I cannot apply for a job that requires keeping my mouth shut for the most part of my day.

- 1) I am _____ ;
therefore, I cannot _____
- 2) I am _____ ;
therefore, I cannot _____
- 3) I am _____ ;
therefore, I cannot _____
- 4) I am _____ ;
therefore, I cannot _____
- 5) I am _____ ;
therefore, I cannot _____

6) I am _____ ;
therefore, I cannot _____

3. Personality traits.

To know your personality is to know your strengths and weaknesses. The words listed below describe qualities which are sought and valued in various working situations. CIRCLE those you feel apply to you. You may also ask others for their perceptions of you and your strengths.

accurate	flexible	peaceable
agreeable	inventive	persuasive
charming	honest	pleasant
competitive	humorous	precise
curious	idealistic	purposeful
deliberate	imaginative	quick to act
democratic	industrious	change-seeking
detail-oriented	ingenious	shrewd
determined	insightful	sincere
discrete	inspiring	steadfast
enterprising	introspective	steady
experimental	natural	sympathetic
farsighted	original	tactful
firm	outgoing	tough

I' m _____

My partner thinks I' m _____



4. In the boxes below, make a tick (✓) for which one of the 3 careers requires the personality traits in the right column.

Careers	Personality Traits	
1) secretary 2) artist 3) tour guide	• competent • careful • sensitive	• thoughtful • tolerant • cooperative
1) secretary 2) spokesperson 3) accountant	• eloquent • diplomatic • intelligent	• talkative • resourceful • careful
1) policeman 2) doctor 3) host/hostess of a show	• humorous • adaptable • emotional	• expressive • optimistic • calm
1) spokesman 2) salesperson 3) doctor	• hard-working • punctual • smart, energetic	• open-minded • patient • adventurous, calm
1) accountant 2) policeman 3) host/hostess of a show	• brave • alert • quick	• watchful • responsible • warm-hearted
1) artist 2) secretary 3) lawyer	• persuasive, expressive • eloquent • serious	• aggressive • shrewd • logical, calm
1) accountant 2) reporter 3) spokesperson	• careful, cautious • honest • patient	• responsible • accurate • thoughtful
1) policeman 2) tour guide 3) reporter	• knowledgeable • easy-going • sociable	• humorous • expressive • energetic
1) doctor 2) accountant 3) lawyer	• patient • skillful • brave, calm	• confident • alert, careful • sympathetic
1) teacher 2) spokesperson 3) host/hostess of a show	• knowledgeable • patient, tolerant • humorous	• warm-hearted • enthusiastic • considerate
1) doctor 2) reporter 3) artist	• creative • imaginative • original	• uninhibited • inventive • artistic

5. The Big Five Model.

The Big Five Model has been used for dozens of years to classify people into different groups by major corporate personnel departments in recruiting new employees. In psychology, the Big Five personality traits are five broad domains or dimensions of personality that are used to describe human personality. The theory based on the Big Five factors is called the Five Factor Model (FFM). The Big Five factors are openness, conscientiousness, extraversion, agreeableness, and neuroticism.

Here is a summary of the factors of the Big Five and their constituent traits:

◇ **Openness to experience** — (*inventive/curious vs. consistent/cautious*)

Appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience. It is also described as the extent to which a person is imaginative or independent, and depicts a personal preference for a variety of activities over a strict routine.

◇ **Conscientiousness** — (*efficient/organized vs. easy-going/careless*)

The tendency to show self-discipline, act dutifully, and aim for achievement; planned rather than spontaneous behavior; organized, and dependable. The trait shows a preference for planned rather than spontaneous behavior.

◇ **Extraversion** — (*outgoing/energetic vs. solitary/reserved*)

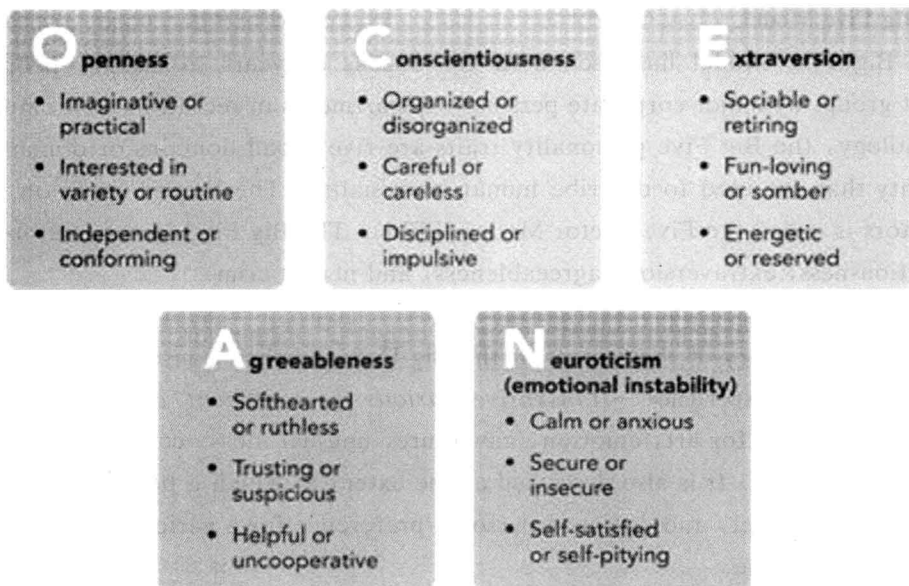
Energy, positive emotions, urgency, assertiveness, sociability and the tendency to seek stimulation in the company of others, and talkativeness. The trait is marked by pronounced engagement with the external world.

◇ **Agreeableness** — (*friendly/compassionate vs. cold/unkind*)

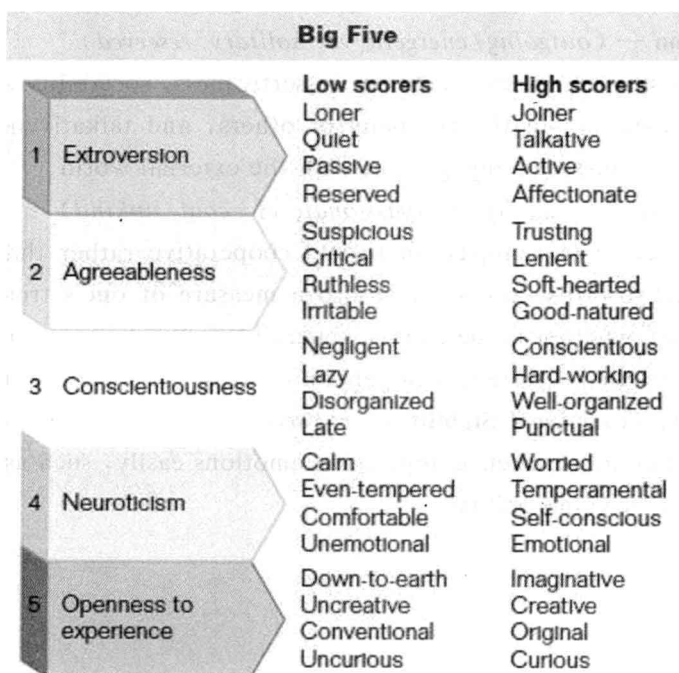
The tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. It is also a measure of one's trusting and helpful nature, and whether a person is generally well-tempered or not. The trait reflects individual differences in general concern for social harmony.

◇ **Neuroticism (Emotional Stability)** — (*secure/confident vs. sensitive/nervous*)

The tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, or vulnerability.



From the following diagram, you can see some of the typical traits of both low scorers and high scorers in each dimension:



Five Factor Model of Personality