

Business Communication 2 : Assignment 2 : Cover Letter and Resume

Write a Cover Letter and Resume for ONE of the jobs listed. Only the first 12 people can apply for each job. You have to choose your jobs in class.

If you did not manage to choose in class, then you HAVE TO DO Job Number 1 (Knowledge Trainer of Thomson Reuters) because all the other categories have already been taken!

1. Knowledge Trainer of Thomson Reuters
2. Fashion Merchandiser of Samsung Cheil Industries
3. Marketing Planning of Eland Group
4. Overseas sales team in Daewoo Construction & Engineering
5. Associate in Human Resource in Hyundai Securities

Instructions

- Your cover letter should be ONE page long
- It should be addressed to the individuals above
- Your resume should be MAXIMUM TWO pages long (one page is acceptable)
- You MUST include the sheet attached with this form (on the last page) and include it with the resume you are submitting.
- This should be written as if you are applying NOW. Do not pretend you have done something which you have not (do not lie!).

Submission

- This is to be submitted using e-class. The date for submission is 11.59 pm 28th of October 2012.
- Submit everything in one file – Cover Letter first page, followed by Resume and finally the Self Analysis form.
- The file name should be your name and student number, like this (Logandran_20096549.pdf)
- Please submit your file in the PDF format, else the formatting will change (the number of pages might get longer, and then you will get in trouble...)

Business Communication 2 : Assignment 2 : Self Analysis

Your Name :

Student Number :

Class Time :

From your Cover Letter, show an example of where you used EACH of the following strategies (Cut and Paste only the specific sentence under each tip). So there should be one example for each strategy. All the examples must come from the cover letter that you sent in this assignment. Only paste the sentence where you are using this example. Do not paste an entire paragraph. This page can be maximum two pages.

1. Emphasize Your Benefit to the Company

My experience working in China as well as strong grasp of Mandarin will help your company attract more business from that huge market [THIS IS JUST AN EXAMPLE]

2. Show you know something about the company or industry
3. Mention a specific department, product, service that you think you will do well at
4. Build your vision into the company's vision, growth strategies or challenges
5. Be brief about your feelings and personality

From your Resume, show an example of where you used FIVE of the following strategies (Cut and Paste only the specific sentence under each tip. Delete the tip you chose not to show – so there should only be FIVE)

1. List your specific functions, role in organization and command structure.
2. Highlight your accomplishments and goals achieved - your contribution to the company
3. Use industry vocabulary
4. Use action verbs
5. Quantify - increase scale of experience
6. Highlight benefits of experience, not just describe the experience.