

Second Semester -2023-
2024

Business Language

Faculty of Business and Economics


Chapter 4 – Section 5

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BRANCH

In general, 5 or 6 headings will be enough for most resumes or CVs. However, sometimes you will want to use more headings - when applying for a particular job for which additional information is appropriate. Here is a CV layout with most of the possible headings that you can choose from.

[white]	'Standard' headings that you find on most CVs.
[grey]	'Extra' headings that you can add if necessary.

Your name First name Surname (for example, John Brown)		Include a good photo if you want or if requested 
Address	17 Any Road, ANYTOWN, Anycountry	
Telephone	+44 171 123 4567	
Fax	+44 171 123 4567	
Email	myname@anydomain.net	
Personal Information	Marital status:	<ul style="list-style-type: none"> • single • married • divorced • separated • widowed
	Nationality:	French
	Date of birth:	State your date of birth in the form 1 January 1975 or January 1st, 1975
	Age:	28
	Place of birth:	Town, Country

Objective	State the position or opportunity that you are looking for. (This must be short . One or two lines only.)
Summary of qualifications	Make a short list of the qualifications you have for this job. (This should be short . Your full qualifications will appear later under 'Education').
Professional experience	List your jobs in reverse chronological order (last is first).
Education	List your university/school in reverse chronological order (last is first).
Specialized skills	Any additional special abilities you have (for example, computer programming) that may be of interest to the employer.
Patents and publications	List any relevant inventions you have made or books, articles and papers you have published.
Additional professional activities	List any relevant work activities not listed elsewhere.
Professional memberships	List any relevant professional associations or clubs of which you are a member.
Extracurricular activities	List any relevant activities that you have outside work.
Volunteer experience	List any relevant activities (present or past) that you have done unpaid.
Awards received	List any relevant awards or prizes.
Accreditations	List any official recognition of you by a relevant organization.

Security clearance	For certain jobs with government or companies contracted by government, it may be necessary to state your level of authorization to work on classified or confidential projects.
Civil service grades	If relevant , list your grades or levels as a civil servant (that is, state employee).
Community activities	List anything you do for your local community (for example church or school) if it is important or relevant for this job.
Languages	If necessary, list the languages you can speak. You can use the following descriptions: <ul style="list-style-type: none"> • mother tongue • fluent • excellent • good • some knowledge
Travel	Details of travel and exposure to cultural experiences that may support your application.
Interests and activities	List things that you like or like doing (for example governor of local school, going to opera, drama or tennis).
Hobbies	List your favourite leisure-time activities (for example, stamp-collecting). You should include this only if you think it will be interesting for the employer. You may prefer to include this under 'Interests and activities'.
Additional information	Add any additional information that is necessary and relevant for a particular job.

References	If required, give the names and addresses of (two) people who can give you a reference. Alternatively, you can state 'Available on request.'
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Do's and Don'ts

Do this...

Do be positive.

Do look forward to the future.

Do emphasize the benefit you will bring to an employer.

Do use active verbs.

Do keep to the point. Be relevant.

Do create an organised layout.

Do be neat.

Do use good quality paper.

Do use a word-processor (computer).

Do use wide margins.

Do use plenty of white space.

Do use a good quality photo (if you use a photo).

Do check your work for spelling errors.

Do check your work for grammatical errors.

Do ask a friend to look at your CV and letter.

Do sign your letter with a fountain pen.

Don't do this...

Don't look backward to the past.

Don't write CV or Resume at the top.

Don't write Mr, Mrs or Miss in front of your name.

Don't give personal details (place of birth, age etc) unless necessary.

Don't give full addresses of past employers.

Don't give minor or unimportant school qualifications.

Don't give lots of irrelevant or unimportant hobbies.

Don't write names in capital letters.

Don't use lots of different typefaces (fonts) and sizes.

Don't use lots of capital letters, italics or fancy typefaces.

Don't use coloured paper.

Don't make your covering letter more than 1 page.

Don't make your CV/resume more than 2 pages.

Vocabulary

 Active verbs act.

The Value of Simplicity and Clarity

If you want people to read your CV, your language must be **simple** and **clear**:

- Use **short words** and **short sentences**.
- Do not use **technical vocabulary**, unless you are sure that the reader will understand it.
- Talk about concrete **facts** ('I increased sales by 50%'), not abstract **ideas** ('I was responsible for a considerable improvement in our market position').

- Use verbs in the **active** voice ('I organised this exhibition'), not **passive** voice ('This exhibition was organised by me'). Generally, the active voice is more powerful, and easier to understand.