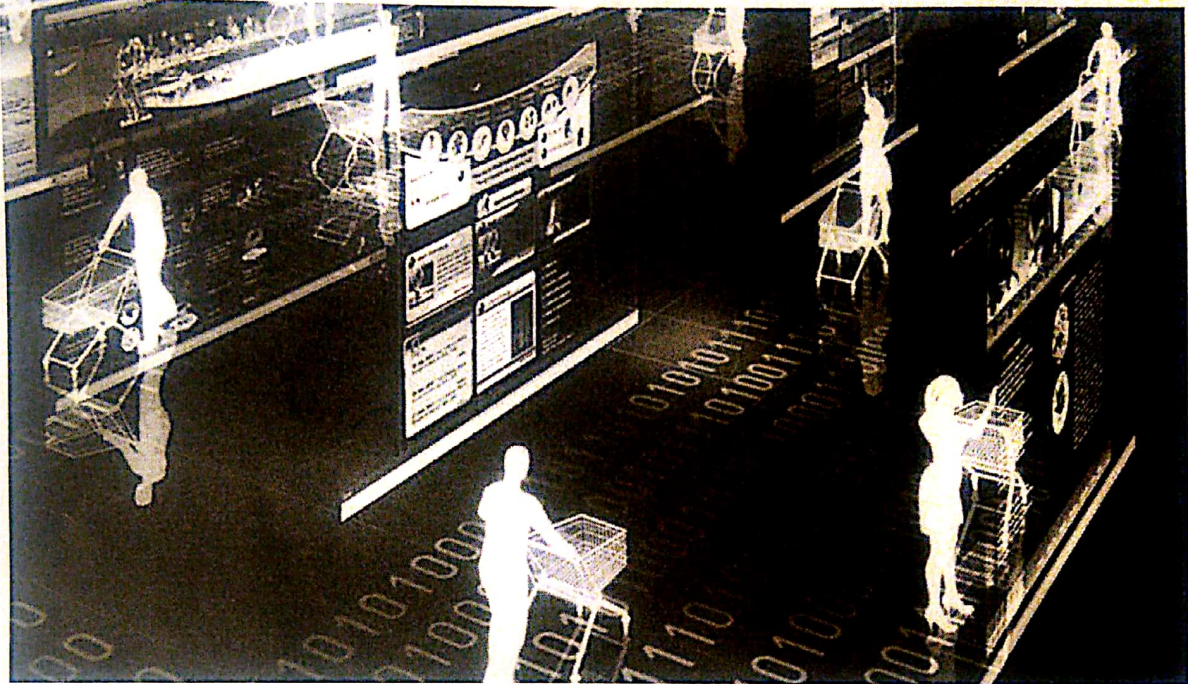


E-Commerce

Ready to ride the wave? Here's what you need to consider

April 12, 2017



By Urey Onuoha

E-commerce *is booming*. Last year, UPS' fifth annual "Pulse of the Shopper Study" found that, for the first time, more than 50 percent of all purchases by respondents were made online. To put that in greater context, Forrester Research projects online sales in the U.S. will reach \$523 billion in the next five years — a 56 percent increase from 2015. Not surprisingly, marketers are taking notice. Nearly 75 percent of the 215 client-side marketers *surveyed* by the ANA said their company is now running e-commerce initiatives, and within two years that number is projected to eclipse 80 percent.

"Marketers are really beginning to understand the rapidly growing importance of e-commerce in digital channels and its increasing

S3 E-COMMERCE

L M

influence on offline channels and *offline purchases*," says John Denny, VP of e-commerce and digital at Bai Brands, an online leader in the beverages space. The growth in e-commerce investment, he notes, can *be traced* to a

number of factors, including advanced mobile technology, the emergence of Amazon, and the movement toward **convenience**.

Paul Murray, director of digital innovation at Dunkin' Brands, also attributes the rise of e-commerce to mobile technology. "Our coffee **subscription program** allows us to ship Dunkin' products to our fans who may live in areas where we don't have locations," he says. "Our ability to sell gift cards online and in the mobile app creates a feeder system **for enrollment** into our DD Perks **loyalty program**, and the ability to provide Dunkin' branded merchandise online helps us extend our brand presence with our loyal fans."

For brands considering e-commerce initiatives, here are three **rules of thumb** :

E-commerce is most often a marketing function.

Fifty-nine percent of respondents to the ANA survey who currently conduct e-commerce said they have a dedicated department for such activities. Of these departments, 34 percent comprise more than 20 employees. E-commerce teams most often report to the CMO (47 percent), followed by the head of sales (15 percent), the CEO (10 percent), and the chief technology officer (8 percent).

E-commerce is considered a digital function at Dunkin', so the department reports to the digital innovation/marketing group, led by the chief digital officer. "We view e-commerce as a continuation of all of our digital efforts and digital channels, whether that's digital media, loyalty, our mobile app, or our website," Murray says. "We put it in the context of the groups that manage the channels."

Bai Brands' Denny, whose team reports to the CMO, believes e-commerce should fall under the purview of marketing. "Over the

years, I've encountered a bunch of companies in the CPG space that put the e-commerce team within the sales organization, and I've always wondered how effective that can be," he says. "This space requires talent with a particular technical skill set and they need to have additional marketing background.

- **Marketers conduct a variety of e-commerce activities.**

Placing digital and social ads is the most popular e-commerce activity according to 69 percent of marketers, the ANA survey found. Respondents also report having an online store within a proprietary website (65 percent), using mobile commerce/payments (48 percent), and using third-party online stores within another **retailer**, such as Amazon, Target, or Walmart (44 percent). *re-vendeur*

The growth and influence of Amazon have made the platform a strong focus of Bai Brands. Denny notes a 2016 study by BloomReach, which found that 55 percent of consumers turn to Amazon first when searching for products online, compared to 28 percent who start with search engines

save un role important
• **Agencies play an important role.** When it comes to the execution of e-commerce initiatives, from design and strategy to social commerce to sales via third-party retailers, 56 percent of ANA survey respondents said they partner with at least one agency

finer profit de
Dunkin' operates under a franchisee and an asset-light model so the company works with partners to provide services like e-commerce, Murray says. "Part of our *qui mobilise peu de capital* **DNA is being asset-light**, so we **do leverage agency** partners for e-commerce as well as for other services," he notes. "It helps us to keep a reasonably small staff, and we are able to maximize the sales benefit of that small staff

Give a definition of the words and expressions in bold italics above

Questions :

1) What is this article about? Sum up the headlines and key ideas.

This article is about the growth of e-commerce. It explains how companies adapt to e-commerce.

2) How can you explain the success of e-commerce over the last 10 years?

*Increase of internet bandwidth
Increase of online payment safety*

3) Which sectors have increased significantly, give some examples.

Online advertisement, delivery

Sectors (Food delivery)

4) What are the main advantages of e-commerce today?

*convenient
find cheaper offers*

Focus on Talent

Given the dramatic ^{growth} of e-commerce, brands born in the digital era have distinct

advantages over those that dominate the physical retail space, says John Denny, VP of e-commerce and digital at Bai Brands. Of particular note, ^{digital} brands are led by people

who

understand the importance of online platforms and the of the space, where a

product's performance determines its to appear on recommendation engines.

These newer brands, employing ^{disruptive} strategies, are difficult once

their leadership status is attained.

So, what's a more traditional brand to do to break through? Focus on finding the right partners, Denny advises. "There's an ecosystem of companies out there that are ready to consult with you and help you navigate this space," he says. This includes experts in content creation, search, data and analytics, and the operations side of the business.

"This is a new world that has completely different strategies," Denny says. "If you lean in with the right talent, you begin to build an advantage that becomes increasingly difficult [for other companies] to ^{overcome}, as the search engines see all these signals point to a particular product as a leader in a category."

"Brands that perform well in this space are the ones that will have a rich and positive data story, reviews, questions and answers left in digital platforms," Denny continues. "Those that don't perform well risk becoming less over time."

Fill the gaps with the words from the list below :

~~Relevant~~ / ~~growth~~ / flywheel nature / ability / ratings / digital brands / ~~overcome~~ / dislodge / ~~disruptive~~

QCM : E-Commerce

1-The risks of e-commerce are almost the same as for phone and....

a-mail-order ~~b-online order~~ c-mail-ordering *catalogue*

2-Websites can now track...and record...all...

a-invoices...purchasing ~~b-billings...transactions~~ c-billings...purchasing

3-E-trade is ...and part of the...economy

a-ground...global ~~b-room...global~~ c-space...globalised

4-The main problems of e-commerce are linked to...

a-spams, cracking and hackers ~~b-spamming, hacking and cracking~~ c-spams, cracks and hackers

5- E-commerce sites often add ...to their offer

a-personalisation ~~b- customised~~ c- customisation

6- Sometimes...registrations are a cause of ...

a-domain names...dispute ~~b-domains name...dispute~~ c-domain name...litigation

7-The preservation of...can still be a worrying issue today

a-intellectual ownership ~~b- intellectual rights~~ c-intellectual law

8-Today merchants can often block...transactions due to credit cards...

a-dishonest... felony ~~b- fraudulent...fraud~~ c-fraud...abuse

9-E-business need to ...their sites to...service...costs and sell more

a-upgrade...improve ...cut ~~b-update...better...break~~ c-update...improve...cut

10- online...enables to buy...fares

a-reservation... low- costs ~~b- booking...discount~~ c-bookings...low-cost

Professional situations :

Case study 1 :

You advise someone on the steps to follow for creating an e-commerce site. Reorder the following sentences in a logical way and justify it :

- 1-Set up a merchant account (with your bank)
- 2-Submit your website to search engine machines such as Google to drive traffic to your website.
- 3-Market your website (marketing and advertising tactics...)
- 4-Consider having processes in place for the actual distribution of the goods to the customers.
- 5-Register a domain name, something that will easily identify your business.
- 6-Find an account with an internet service provider (ISP)to connect your business to the internet
- 7-Decide on content&graphics for your site
- 8-Comply with fulfilment procedures : catalogue display, transaction processing..
- 9-Create a website
- 10-Maintain your website(it must be updated frequently and maintained)

Case study 2 :

Find an innovative product which could be successful and set up a business plan (strength and weakness of the project)

Videos available about e-commerce :

5 95
33

Your Travel Experience in Your Next Job Interview



You've just returned from a big trip abroad. Maybe it was the post-graduation backpacking trip you always dreamed of, or maybe it was the **career break** you desperately needed.

pause dans sa carrière

But now you're back in the real world. And you need a job. You've lined up some interviews, but are terrified of the moment when they ask about this "gap in your resume."

Have no fear. Your travel experiences can certainly help your career — you just need to know how **to spin** them.

à tourner

*ayer
m.
emin*

There's a big difference between saying, "Yeah, I had a great time **partying my way through** Europe," and "I learned to navigate foreign countries on my own, developing valuable communications and time-management skills that will serve me in this **position**."

résumé qui enlève

poste

To **nail your interview**, don't just talk about your experiences. You should outline what you learned and how that new knowledge will help you on the job.

To get you started, these are five smart travel skills you can highlight in your interview.

1. Your communications skills

From buying train tickets to ordering food at a restaurant, travel involves endless communicating. Now that you've managed to do it in an unfamiliar language and culture, communicating at your workplace will be a piece of cake.

Meeting so many people made you into an excellent *change en* conversationalist, and *meilleur* **bartering** in the markets *turned you into a* master negotiator. Difficult clients or *picky* vendors? Send 'em your way!
point: mieux

2. Your willingness to think outside the box

Traveling can be *fatigant* **exhausting** because you constantly need *changer* **to alter** your plans and find new ways of doing things: Like how to get from point A to point B when the roads are **flooded** or how to do laundry when there's no plug for the drain. *inonde*

Think of a story where things didn't go as planned, then use it to demonstrate your ability to adapt quickly and find creative solutions — skills you'd be happy to implement in your work life.

3. Your cross-cultural sensitivity and understanding

On your travels, you've interacted with people of different races, socioeconomic *mille* **backgrounds** and cultures. You know what it means to be *le même* **the odd man out**, and it's given you a greater sensitivity to diversity. *bizarre*

Whether it's working with an international client or a coworker from a completely different neighborhood, you won't have any problems. You'll be able to **find common ground** with anyone, and you'll appreciate how their differences make your team stronger.
trouver un terrain d'entente

4. Your time-management and money-management skills

While traveling, you managed to *planifier* **schedule out** several weeks or months in advance, taking into account must-see destinations and unreliable bus schedules. You created a budget to last you for a certain time, then readjusted when it **dwindled** more quickly than you thought it would.
réviser

Business travels S3

LM

With these skills, ^{decides} *figuring out* which ^{propose à prioriser} *projects to prioritize* at your new job should be a *breeze*, and managing *corporate budgets* ^{budget d'entreprise} won't be an issue. Not to mention that your mental math skills are so sharp from all those currency conversions!

5. Your ability to take initiative and work independently

^{à fait d'être sûr} Last but certainly not least, it took a lot of hard work (and *gumption!*) to plan and save for your big trip. No one was there to supervise or help you, which proves you'll be just fine taking on projects solo.

You knew what you wanted, and you went after it. You took initiative to make your dreams come true. If hired, you'd do the same thing to achieve success for your company.

Though the examples above apply to most international travels, take a moment to reflect on what *you* learned in particular. Did you learn a new language? Write a blog? Manage a classroom? Edit photographs or video? *Jot down* examples before your interview so they'll be fresh in your mind. *écrire*

You've completed your dream trip — now use these tips to land your dream job.

Susan Shain (@TravelJunkette) is a travel blogger who loves helping people discover adventure through international travel or alternative careers.

Questions:

*Savvy at something.
over un savoir faire?*

- 1) Translate the words or expressions in bold
- 2) How can you talk up your travel experience in your next job interview?
- 3) What should be outlined about your personality and professional skills?
- 4) Do you have any advice or examples on how you can adapt easily thanks to your travel experience?

JOB OFFER N°2
F/M, Software Developer for Scientific
Computing and High Performance
Computing in Medical Imaging

Inria

Your profile:

Engineer in computer science applied mathematics
You are motivated by working at the interface between **mathematics, computer science**, and by the **transfer** of the output of front-end research to the clinics and the industry.
You are problem solver and result-oriented. You have good relational and communication skills with scientists from various disciplines.
You have worked on the development of a software product designed in a research environment.
You master the C++ programming environment, and scientific computing.
You have a proven experience in high performance computing and software design.
Experience with medical imaging oriented library such as VTK, ITK, and/or TensorFlow would be a plus.

As part of its diversity policy, all positions at Inria are accessible to people with disabilities.

The topic:

The ARAMIS lab develops **computer-aided tools** for the diagnosis, prognosis and monitoring of neurological diseases. We use physical based models together with machine learning tools informed by **medical images and geometric features** extracted from these images like sets of curves or surface meshes.

The software **Deformetrica1** synthesizes the successive innovations that the lab has made on this topic over the years. As such, the software plays a pivotal role in the activity of our research lab in that it allows the routine use of our new methodologies in clinical studies, and supports the development of the innovations of the next generation.

Publicly available, the software is used by a community of developers and researchers worldwide. The software has been downloaded more than 250 times, it is freely accessible on the ICM GitLab repository2 with continuous integration.

It is essentially developed by a core team of 5 active people. It is written in C++2011 with more than 23k lines of code with dependencies with ITK, VTK and BLAS/Lapack via Armadillo. Core modules are implemented in CUDA.

Your mission and activities :

Your mission is to extend the adoption and usage of the software by enabling more demanding applications.

Mainly in charge of:

- **increasing software performance** by re-designing software architecture, optimizing parts of the algorithms, linking to more efficient libraries (e.g. TensorFlow), implementing parallelization schemes for computer cluster and GPU computing based on regular profiling reports and benchmarks,
- **deploying the software** on various architectures from local multi-core workstations to computer cluster and GP-GPU servers,
- **coordinating software development** within the research lab, notably by teaching good practices in software development to PhD students,
- **communicating about the software** by attending international workshops, developing the website, creating more tutorials and documentation,
- **assisting the user and developer community** by administering the GitLab repository, addressing issues, answering questions in the Google group or in emails,

The environment & the conditions

You will work within the ARAMIS lab, downtown Paris

Contract duration : 24 months. Expected starting date : as soon as January 2019

Write a cover letter for one of the two job offers below (200 words +/- 10%):

**JOB OFFER N°1:
Data Scientist
Deezer, Paris, France
Full Time Position**



Deezer

OVERVIEW

Deezer is one of the leading companies in the musical streaming industry, colouring the life of millions of users everyday. Part of its success comes from its music recommendations, especially the Flow: As single button for a continuous stream of music for people to lean back and enjoy. A single button, but a full dedicated team behind the scene, to keep it (and other features) up and running.

Ever wanted to bring happiness to people and provide them with new experiences? We are seeking for a smart and creative data scientist to complete the panel of talents and skills of our team, with fresh ideas and new solutions to improve the happiness and experiences of our users. Your role will be to delve our mounds of data, design or improve scalable models and algorithms, and stay up to date with current state of the art techniques in music recommendation.

Responsibilities

- Build, scale and evolve our music recommendations services;
- Develop new features and improve existing ones;
- Analyse huge datasets and extract meaningful information to improve our services;
- Take an active interest in bringing the best to content to our users at the right moment;

Requirements

- BS, MSin Computer Science, and/or PhD in any quantitative field with at least 2 years of work experience in industry with recommendation services;
- Good software development skills and knowledge of algorithmics and complexity issues;
- Background in statistics and/or machine learning;
- Fluent in at least Python or Scala;
- Linux systems knowledge;
- Experience with analyzing large data sets using Hadoop/Pig is a great plus;
- Experience with distributed systems and scalability problems is also a great plus;
- Must be self-directed, organized and team player;
- Fluent in English and French

LIFE AT DEEZER

- Start-up environment and philosophy
- Highly motivated and product-focused people ready to drive innovation
- In-house Deezer Sessions with your favorite artists, gig tickets
- Hackathons & meetups
- Friday drinks, summer and winter parties
- A stocked kitchen with free drinks and snacks
- Areas to relax and collaborate with beanbags, guitars and table football
- An 'at home' vibe, with great outdoor spaces
- Gym access at Deezer HQ, with lunch-time yoga, pilates and boxing classes

Junior Software Developer Cover Letter

Junior Software Developers are IT professionals who develop and maintain key modules of software solutions. Specific responsibilities can vary depending on the industry, but typically include collaborating with other members of the IT team, writing HTML and CSS code, testing the functionality of web applications, mapping out project milestones, presenting feature concepts to project stakeholders, and interacting with clients.

Many Junior Software Developer cover letters highlight the following skills and competencies:

- Bachelor's degree in IT, web design or computer science
- Proficiency in HTML, CSS, and JavaScript
- Awareness of trends in user experience
- Strong presentation and communication skills
- Ability to work in a collaborative environment
- Strong attention to detail and design
- Ability to meet deadlines

For help with your resume, check out the following cover letter samples :

Cover letter 1 :

COMPUTER SCIENCE COVER LETTER (Internship)

Peyton Java
123 Computer Road
Wilmington, DE 12345
(222) 222-2222
peyton.java@uc.edu

[Application Date]

Ms. Elisa Thompson
Computer Engineering
XYZ Company
Hartford, CT 56789

Dear Ms Thompson,

When I discovered the software engineering internship with XYZ Company on internships.com, I was excited by the opportunity to develop test cases, open bug reports, and triage test case failures. As a sophomore majoring in Computer Science at University College, I enjoy developing and improving testing technologies. My coursework, employment, and campus involvement have prepared me well for this position.

- **Coursework.** After completing courses in software development methods, programming languages, network systems, and embedded system design, my Major GPA is 3.8.
- **IT Help Desk employment.** As a student employee with IT services, I troubleshoot a wide variety of computing issues and communicate technical information to non-technical customers.
- **Campus involvement.** As a member of the Association for Women in Computing, I attend Tech Talks and conferences to expand my industry knowledge and network with full-time professionals.

I have experience with Java, Python, JavaScript, and SQL. This knowledge will be an asset to this position. I would be thrilled to learn more alongside your cross-functional team of engineers and developers.

My enclosed resume expands on my coursework, employment, and campus involvement. As I prepare for a career in computer science, I am dedicated to gaining practical experience to complement my coursework. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Peyton Java

Cover Letter 2

Position : Junior Software Developer

Dear Mr. Barton,

I am writing you to set up an interview for the position of Junior Software Developer at Martian Digital Solutions. I have a Bachelor's degree in web design and experience working as an intern for Daisy Digital, which gave me proficiency in HTML and JavaScript. My education and experience are a great fit for what you need from a Junior Software Developer.

My professional experience includes designing and crafting code for various web functions and then testing the resulting code to meet client needs. I also have experience working in a collaborative environment and presenting status updates to project stakeholders.

Here are further highlights of my qualifications and professional achievements:

- Bachelor's degree in web design from Gordon University
- Proficient in database technologies, such as MySQL and PHP
- Experience using HTML5 and CSS3 to code a variety of web functions for different clients
- Used CRM software to document and analyze client communication

My passion for designing useful and appealing software is what drives me to pursue a career at your company, and my eye for design and user-driven approach to development makes me an ideal candidate. If you think I'd be a good fit for Martian Digital Solutions, then please reach out to set up an interview at your earliest convenience.

Sincerely,

Greg H. Parsons

Applying for a Job or an internship

Application forms and Cover Letters

The information given here mostly comes from this site: jobsearch.about.com

A cover letter is a letter in which you express your wish to fill a position in a firm, and give details about your skills and motivation. A cover letter is usually sent with a copy of the applicant's CV.

Some firms now accept email cover letters, with a CV attached. The layout is slightly less formal, but the language and salutations remain the same.

An application form is a document which large firms use to gather information about applicants. Application forms are also used by various government agencies, to gather information quickly and in a formatted way.

Cover Letter Template

Contact Information

The first section of your cover letter should include information on how the employer can contact you. If you have contact information for the employer, include that. Otherwise, just list your information.

Your Name

Your Address

Your City, State, Zip Code (Post Code or Area Code)

Your Phone Number

Your Email Address

The Date

Employer /Contact Information

Title with name if known

Company

Address

City, State, Zip Code

Greeting

Dear Mr. / Ms. / Miss / Mrs. + Last Name (Family Name / Surname)

Dear Sir or Madam if you don't know the person's name

Prepare your contact information here :

Body of Cover Letter

The body of your cover letter lets the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow-up.

First Paragraph:

The first paragraph of your letter should include information on why you are writing. Mention the position you are applying for. Be clear and concise regarding your request.

Middle Paragraphs:

The next section of your cover letter should describe what you have to offer the employer.

Final Paragraph:

Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up.

Complimentary Close:

Respectfully yours, / Yours faithfully, /

Signature:

Handwritten Signature (for a mailed letter)

Typed Signature (for an electronic version)

Prepare a final paragraph and a complimentary close with signature here

*On the next page, there is an example of a letter.
Adapt it to your personal situation and write a letter of application for one of the jobs and internships advertised on the following pages.*

Your Contact Information

Employer Contact Information

Address
City, State, Zip Code
Phone Number
Cell Phone Number
Email

Name
Title
Company
Address
City, State, Zip Code

Date

Ref: (if there is a job reference number)

Dear Mr./Ms. LastName,

I am very interested in the entry-level position that is available at ABC Computing Partners. I recently graduated from XYZ University College and am actively seeking employment with firms in the San Francisco area. My courses in computing, web design and business have given me a solid base upon which I plan to build to build my career.

During my college internships, I dealt with a variety of budgets and conducted research projects while handling numerous administrative duties.

The experience allowed me to learn important skills and to develop the confidence needed to succeed in a competitive environment.

I have enclosed my resume for your review. Thank you for your time and consideration.

It would be a pleasure to interview with you and I look forward to hearing from you soon

Sincerely,

Your Handwritten Signature

Your Typed Name

Enc. 1 CV

Software Engineer - Ad Server (Pasadena, CA)

Location: Pasadena, CA, USA

Description:

OpenX is looking for talented and highly motivated software engineers to help us design and build a robust, scalable ad server platform to handle billions of transactions per day. Developing this infrastructure will present many interesting technical challenges to solve in the areas of enterprise integration, internationalization, and batch transaction processing.

Job Responsibilities:

- Design and implement high-performance, highly-available web services
- Implement user interface functionality with highly interactive controls

Required Job Qualifications

- Passion for open source communities and philosophies
- Experience with transaction processing systems and database programming
- Development experience on Linux platforms

Desirable Job Qualifications

- Experience with JavaScript and jQuery
- Experience with PHP and Zend Framework

Vacancy Summary

Job Type: Permanent/Full time

Location: Pasadena, CA

About OpenX:

OpenX's purpose is to help businesses worldwide grow by providing compelling, open online advertising products and services that drive revenue. OpenX operates at the intersection of advertising technology, advertising business model innovation and open-source communities.

Send your letter of application in PFD format to jobs@openx.org.

Information Technology Intern

Company: Alice Cornish **ACTIVE EMPLOYER**

Address:

Location: Hartford, CT

May Work Remotely

Application Deadline: No Deadline

Position: Part-Time, Unpaid

Timeframe: 04/01/18 - 07/14/18 (*Dates Flexible*)

Description:

We are real estate investors migrating from small residential properties in our back yard, to large apartment complexes located in various US states.

Benefits: Our clients are amazing visionaries who place a strong value on team-building and mentorship. You will work directly with one of our clients

Responsibilities:

The Information Technology (IT) Intern will potentially work on these projects, either a few or many: streamline the system(s) to fit the needs of you and your company/organization, automate the system(s) as much as possible and create a company-wide process for using and managing the database

Requirements:

Excellent knowledge of computer, systems, and processes. Able to help and train others. Please be proficient with technology – email, internet, MS Office, and willing to learn user-friendly software. Please be organized, dependable, punctual, and able to work independently from home with phone and email

How To Apply:

Please Login or Join to Apply for this Internship.

Information Technology Intern

Company: Maison Saint Kenneth® **ACTIVE EMPLOYER**

Address: 63rd drive

Location: Queens, NY

Application Deadline: November 2, 2018

Position: Full-Time, Unpaid

Timeframe: 10/09/18 - 04/30/19

Description:

Maison Saint Kenneth® is a high fashion house that specializes in haute couture and ready-to-wear apparel, including a unique line of couture men and women's active wear, luxury goods and fashion accessories.

Founded in France, Saint Kenneth is produced exclusively in the New York Fashion district. Symmetrically embracing two of the leading fashion capitals of the world.

Sincerely,
Team Saint Kenneth Couture. ®

Responsibilities:

- build a server
- Knowledge of PHP, MYSQL
- free up resources on developers' local machines/quality checks
- Create websites/forums
- Collaborate with design/marketing team

Requirements:

Maison Saint Kenneth is seeking a passionate, creative, and thoughtful Intern to join our Creative In-house Studio Team.

This candidate will have a great opportunity to get hands on training with server building, forum creation, PHP, email servers and other technical projects.

The candidate must be a flexible person who is comfortable juggling different duties in a fast-paced, production environment, have solid communication skills and the ability to work closely on cross-function teams with designers, copywriters, user experience designers, directors, agencies and staff as needed.
To have a current, portfolio is a plus,

At Maison Saint Kenneth we are looking for talent, true talent that shines through creativity, ability, diligence.

Here at Saint Kenneth, expect to join a tight knit team in a privately own commercial environment. We chose a Clean, Safe, Convenient, Friendly, approach for our staff members.

Semester 3

Applying for a job

Expect a Tradition French Style Design House, that is in a residential-commerce area.

We emphasized the comfort and tailored our Design house to the needs of our staff members, expect to have large windows, blue skies, convenient walking and breathing areas, with the convenience of fresh fruit stores, fresh markets, malls, along with ever daily need you may need personally, everything within 4 block, and yes including MTA.

MTA : 4 Blocks
Bus : Half Block

How To Apply:
Please Login or Join to Apply for this Internship.

Research Analyst Trainee- Internship

Company: Pozent Corporation

Location: Piscataway, NJ

May Work Remotely

Application Deadline: November 4, 2018

Position: 3 Full-Time, Unpaid

Description:

We are looking for volunteers to join our Artificial Intelligence Training Program. Candidates will be trained on the following:

- Gather market data and prepare reports for organizational understanding of current market share, size of potential new markets, product performance and brand reputation.
- Develop and implement data quality assurance procedures to ensure validity and reliability of study results
- Maintain the integrity and security of data during data processing
- Provide Competitive Analysis Reports (direct, indirect, potential partners and acquisition opportunities).
- Review Customer data for assistance in prioritizing target customers and provide regular updates of customer status.
- Interface with R&D to provide Product Development direction based on market information, economic trends, and strategic goals

Requirements:

We prefer candidates with data analysis background

At least Bachelor Degree in Science

Strong willingness to learn

Good team player

Web Developer Internship (On-site)



Company: Plexuss.com

Address: 1475, N. Broadway

Location: Walnut Creek, CA

May Work Remotely

Application Deadline: November 2, 2018

Position: Full-Time, Paid

Timeframe: 10/09/18 - ???

Description:

We are seeking interns who are creative, agile, hardworking and passionate. Think speed and flexibility without compromising on integrity. We are BART-accessible and located in downtown Walnut Creek, CA. Become a key player in app development and troubleshooting. Work with design, and other developers to make an awesome site, and app!

The position is on-site and will require you to be at our Walnut Creek office several times per week. There is an initial two-week (or 80-hour) training period. After the training period, compensation is \$10 per hour.

To apply, please submit your resume through [internships.com](https://www.internships.com) and complete our brief intern survey:

<https://www.surveymonkey.com/r/5CWQT7W>

Responsibilities:

- Work closely with design, account management, and other developers to build pages that are compatible across multiple devices and browsers while working around limitations.
- Implement data-driven interfaces using HTML5, CSS3, and JavaScript / jQuery
- Resolve cross-browser layout issues and bugs.
- API creation and maintenance
- Provide scoping and estimating for web development tasks.

Requirements:

- Bachelor's degree in Computer Science
- Equally versed in both Front-End and Back-End Development
- Strong capability of troubleshooting
- Experience with data structures and algorithms
- Familiar with Bootstrap or Zurb (Foundation) Framework(Preferred)
- Strong understanding of HTML, CSS, JavaScript, and node.js
- Understanding of MVC frameworks
- Knowledge of working with GitHub.
- Experience with XML, JSON, Restful services, and SOAP
- At least two years' experience with PHP5 and up (Java, C++ acceptable), MYSQL Client and server

LM

Sample Cover Letter: Computer Science

Dear Ms. Quraishi,

I am very excited about the possibility of joining the Software Engineering Unit of General Motors in the position of Junior Engineer as advertised on the GM website. Your tradition of innovative automotive engineering design and progressive product development is inspirational to developing professionals like myself.

In my position as Software Engineer Intern with IBM, I was involved with project research, planning, design and testing within the Software Product Development team. Through innovative thinking I used computer aided devices to perform routine calculations creating an efficient project development time line. During the design stage I met with customers to better understand customer needs and perspectives. As I became more familiar with the needs of IBM's clientele I suggested, implemented and maintained test procedures and test scripts for new products.

In addition to my experience gained with IBM, I am graduating with an Honours Bachelor of Applied Science degree from York University. My solid knowledge of computer software design and project development has given me the foundation to succeed in the software engineering industry. Skills in creating Use Cases and project planning have benefited both clients and past employers and enhanced my ability to provide creative thinking and problem solving.

Through my interest in the automotive industry I have kept abreast of current product developments and trends and am extremely excited about the ongoing development of OnStar. I look forward to meeting with you and other members of the Software Engineering Unit to further discuss my suitability for this position. I can be contacted at (416) 765-4321.

Sincerely,

David Strong

Job interviews : Are you fit for the job ?

It is difficult to identify the type of job you would like to have and the kind of company you would best fit in. Here are the a few relevant steps to follow, that may help you find the kind of job that would best suit you.

-Analyse your profile :gather practical information about yourself :

The studies you have chosen and completed

Your area of interest

Your way of life

Your hobbies and activities

-At a job interview,give yourself all the opportunities to get what you want :

Prepare your interview by seeking details about the company :activities,range of products,markets, corporate culture.

-Read the position for which you are applying carefully :

List the qualities required and compare them with yours.

List your motivations and what you CAN bring to the company.

-Express your career prospects :

Train to present them as clearly as possible

-Listen to the recruiter :

JOB INTERVIEWS

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Listening is very important in every phase of the process (if you want to ask relevant questions)

-Watch your attitude.

Look confident and relaxed. Be genuine and enthusiastic !

Here are things recruiters will want to know

.If you are qualified for the position

Do you have experience in this field ?

Why should we hire you ?

What are your greatest strengths ?

-What motivates you

Why are you interested in this position ?

Where do you see yourself five years from now ?

What is more important to you , the money or the job

? -The negatives

Why did you leave your previous job ?

What is your greatest weakness ?

-If you are a good fit

Do you prefer to work alone or in team ?

In what kind of environment are you most comfortable

? -Justify your choice

What do you know about our company ?

What are you looking for in a position ?

I) Translate the sentences into English :

1) J'aime travailler en équipe.

2) J'adore relever les défis et ce poste me convient parfaitement !

3) Cette expérience en apprentissage m'a aidé à développer mon sens de la communication et ma capacité à m'adapter

4) Pourriez-vous me dire quelles sont les qualifications requises pour ce poste ?

5) J'ai appris beaucoup de choses sur l'importance du travail en équipe pendant mon stage.

6) Mes voyages à l'étranger m'ont ouvert l'esprit et m'ont permis de découvrir différentes cultures et méthodes de travail.

II) Use a prefix to make adjectives expressing the opposite :

a. pleasant

b. complete

c. tidy

d. possible

e. understood

f. honest

g. respectful

h. responsible

i. literate

j. skilled

III) Give the adjective that corresponds to each of these nouns

a. ambition

f. dedication

k self-control

b. adaptation

g. discipline

l. eagerness

c. calm

h. good-temper

m. imagination

d. commitment

i. method

n. motivation

e. communication

j. punctuality

o- self-control

Job interviews

LM

Case study:

Most common job interview questions

Try to answer to the following questions and do your best to be relevant, persuasive and perfectly fit for the position you are applying for!



Wouldn't it be great if you knew exactly what a hiring manager would be asking you in your next job interview?

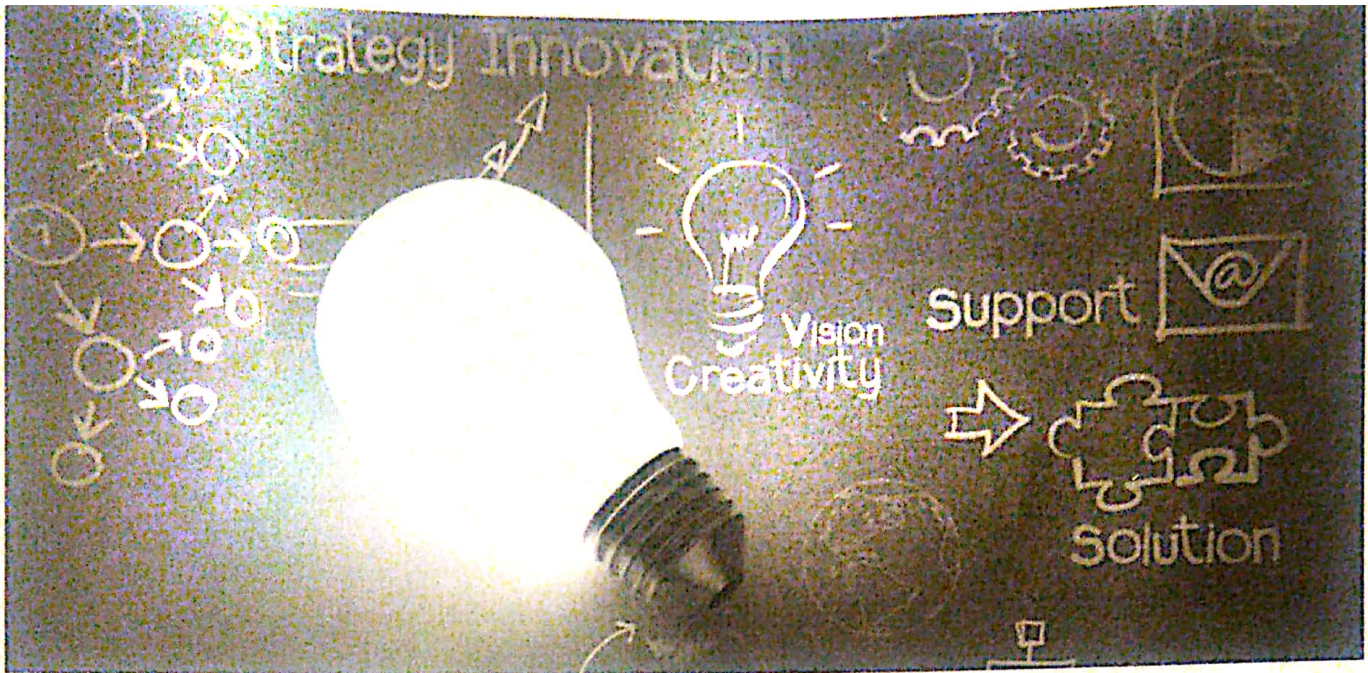
- 1. Can you tell me a little about yourself?**
- 2. Why have you been interested in our job offer?**
- 3. What do you know about the company?**

Job interviews

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- 4. Why do you want this job?**
- 5. Why should we hire you?**
- 6. What are your greatest professional strengths?**
- 7. What do you consider to be your weaknesses?**
- 8. What is your greatest professional achievement?**
- 9. Tell me about a challenge or conflict you've faced at work, and how you dealt with it.**
- 10. Where do you see yourself in five years?**
- 11. What other companies are you interviewing with?**
- 12. Why are you leaving your current job?**
- 13. What are you looking for in a new position?**
- 14. What are your salary requirements?**
- 15. Do you have any questions ?**

You probably already know that an interview isn't just a chance for a hiring manager to grill you—it's your opportunity to sniff out whether a job is the right fit for you. What do you want to know about the position? The company? The department? The team?



THE RECIPE OF SUCCESS BEHIND THE MOST POWERFUL SILICON VALLEY COMPANIES

<https://siliconvalley.center/> Dec 2017

The San Francisco Bay-area isn't known for its weather and amazing Chinese food. Known as Silicon Valley, the region of southern San Francisco and further south has historically been a hotbed of technological innovation, if not the global hub of all things tech.

This is the part of the world that birthed Google, Microsoft and Apple among literally *thousands* of other profitable tech companies. Name any company known for their successful technological advancements, and 90% of the time they will either be headquartered in Silicon Valley, or at the very least have a presence there.

So, why is it that this part of the country is considered the place to be for any company looking to take an innovative stab at business? Microsoft may argue "It's because this is where we started!" and Apple may say the same of their own company. In any case, that does not really matter, but the fact remains that more venture capital is invested in Silicon Valley than any other region of the United States.

This is the land where the iPhone was first developed. This is where Uber internationally revolutionized the way that people think about private transportation. This is where Tesla developed the first truly desirable electric car.

You are probably wondering what the secret is to the overwhelming success of so many businesses in Silicon Valley. Is it the focus on technology, or something in the water? Actually, it has little to do with technology directly per se, but more so the business climate with laser-focus on the future and a culture of encouraging innovation inherent to so many companies in the region.

Today we are going to dig deep and retrieve the key takeaways for how you learn from the success of the Silicon Valley club.

Ask employees at the major players in the Valley how to describe their CEO in five words, and "leadership" is guaranteed to be one of the words.

The opportunities for success in Silicon Valley are robust, but they come at a price: startups pop up and seemingly disappear overnight. However, strong leadership does not crumble in the face of failure. Rather, following failure, a powerful leader is even more determined to get it right, and charge ahead.

According to Google executive Vint Cerf, failure in Silicon Valley is not synonymous with the destruction of a company :

"Importantly, business or technical failure is considered experience and not an indelible mark of incompetence."

Paul Saffo, managing director of Discer, picks up where Cerf left off: *"The secret to Silicon Valley's success? We know how to fail and we have been doing it for decades. Failure is what fuels and renews this place. Failure is the foundation for innovation. Failure is essential because even the cleverest of innovations – and businesses – fail a few times before they ultimately succeed."*

Only the most persistent of leaders are able to forge ahead in the face of failure, and realize that each failure means that they are one step closer to success. By combining wild, unbridled innovation with focus and elbow grease, Silicon Valley has become home to some of the world's most tenacious leaders.

Piggy-backing on the importance of leadership as it applies to executive entrepreneurs in Silicon Valley, most of the enterprises in the region don't just encourage collaborative working relationships and seamless communication, but *they live and breathe it*.

From five team-member incubators to the offices at Google, Silicon Valley thrives on limitless and free communication and collaboration to effectively foster the innovative ideas the region is famed for.

Silicon Valley has attracts some of the sharpest minds from across the world, with 44% of startups founded by an immigrant. These companies leverage this diversity by incorporating it into the fabric of their teams, and take advantage of the myriad vantage points their workers are coming from.

Part of what makes Silicon Valley companies so successful and innovative is that many of them choose the "think like the customer" approach, rather than "how to sell to the customer." There is a tremendous difference between the two methods. While the latter example is trying to figure out how to sell first, the former is figuring out what the market needs next – what other problems do people need solved, and how can they solve them for the customer.

Even though Silicon Valley is chock full of nerds and techies (not a disparagement; we're nerds and techies ourselves!) the *end user experience* is the primary concern during development of software, hardware, and marketing content.

Now you have an insight into what makes Silicon Valley some of the most desirable real estate on the planet. It is not just a hive of great minds, but a combination of corporate culture and practices that enable the innovative ideas to quickly become tangible products.

I – Questions

1) What do you know about Silicon Valley ?

2) How can you explain the success of this area according to this recent article ? Sum up the headlines of this document

3) Explain briefly the following quotations :

- « Failure is the foundation for innovation »
- « The opportunities for success in Silicon Valley are robust, but they come at a price: startups pop up and seemingly disappear overnight »

II - Reading comprehension test

Fill in the gaps with the missing words in the following text :

Encouraged, coupled, high risk taker, pragmatic, opportunities,
guaranteed, solved, failures, strategy, typically, risk, CEO,
on, up, off, with

Pragmatic yet Optimistic in Silicon Valley

Professionals in Silicon Valley are pragmatic in that they understand that successes are typically built on many failures. They view such failures as part of the process, and as opportunities to learn, grow and improve. Coupled with that pragmatism, however, is an inherent optimism: Most problems can eventually be solved with enough effort and the right approaches and people.

That pragmatic-yet-optimistic characteristic has benefited the region in two important ways. First, it has instilled a strong sense

cumbersome = difficult

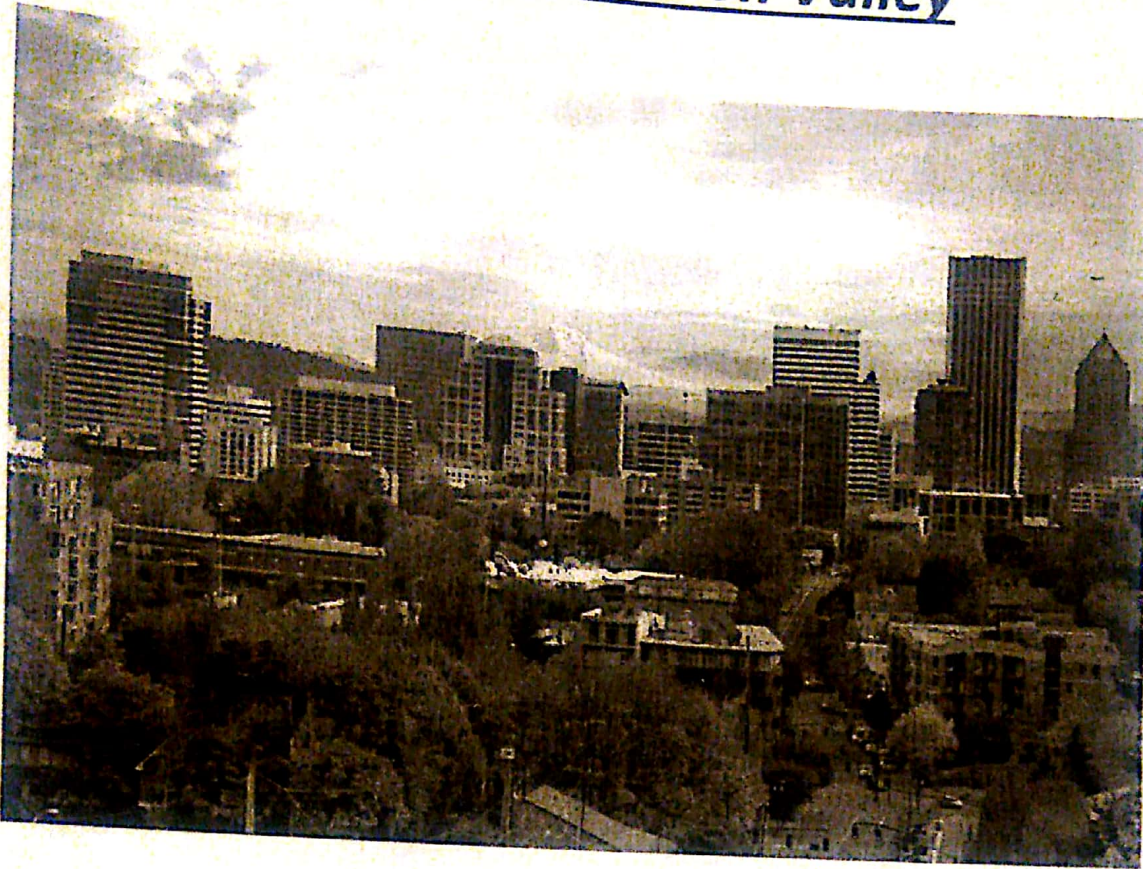
of resilience and reinvention. In Silicon Valley, people fail but pick themselves ~~up~~ ^{up}, dust themselves ~~off~~ ^{off} and continue. Second, it has ~~encouraged~~ ^{encouraged} prudent risk taking. More than half of Silicon Valley high-tech professionals who took the *Silicon Valley Accenture survey* consider their company to be a high ~~risk taker~~ ^{risk taker}, compared ~~with~~ ^{with} just a quarter of non-Silicon Valley respondents.

Given the volatility and uncertainty of Silicon Valley's tech industry, risk taking is a matter of hard-nosed pragmatism. As Mark Zuckerberg, ~~CEO~~ ^{CEO} of Facebook, has observed: "The biggest ~~risk~~ ^{risk} is not taking any risk. In a world that's changing really quickly, the only ~~strategy~~ ^{strategy} that is ~~guaranteed~~ ^{guaranteed} to fail is not taking risks."

Silicon Valley Entrepreneurs Video ^{Tania} Zapata

- needed radio → started ^{un-usual success stories} business voice address
- sell voice = very difficult to find job offline, process broken 13 yrs ago
- connect clients and voices, in a lot of language. (Tolok) ^{also} profitable
- ^{money language} can't run a company on your own
- sharing networking ^{very difficult} → do it as a group
- We don't ask for help → mathematic
- incubator for ~~App~~ startups → funding
- make a positive impact. (connecting them with people + advice)

Welcome to Silicon Valley



Entrepreneurs :

Silicon Valley's Success in Startups and Technology

When you think about tech startups and entrepreneurship, what comes to mind? For the vast majority of people, the answer is Silicon Valley and the surrounding bay area that's become known worldwide as **a hotbed** for innovation and high-value companies.

terrace fertile

There are a number of reasons and some are not quite as intuitive as you may think. Let's take a look at a few of the most impactful ones.

The Secrets to Silicon Valley's Success

Silicon Valley is a fertile ground for startups. There are so many opportunities and **cash flowing** through the area that entrepreneurs with the right skills, talents, and connections figure it's only a matter of time before **they strike it rich** with the right business idea. In

find fortune

1 billion worth a fleet

essence, Silicon Valley is the modern day equivalent of the 19th century California Gold Rush
- only this one doesn't **appear to be drying up** anytime soon.

Thanks to these factors, Silicon Valley is an incredibly stable place to launch a tech startup or any type of business for that matter.

The **Trifecta** has to be taken into account in this area :
Silicon Valley is unique because it's a junction point for academia, the private sector, and the U.S. government. These three all-important sectors converge together to create an environment that's unlike any other in the world.

With Stanford University and Berkeley at the epicenter of the valley, there's a constant flow of new entrepreneurs and **talented tech minds being minted** each year.

"What results is a **steady stream** of well-trained engineers, business people, marketers, researchers; a vibrant **venture capital community**; a highly available **stock market appetite** for **stock flotations**; and people with experience in business, including how and why business failures happen," says Vint Cerf, chief internet evangelist at Google.

When you consider all of these factors - and then combine them with the fact that launching a business is fairly effortless under California law, including the fact that non-compete agreements are void in the state - it's easy to see why businesses get started and **thrive** in Silicon Valley.

The amount of both personal and institutional wealth in Silicon Valley makes it the perfect location for business growth. There are thousands of wealthy investors in the area who organize as **angel investors** and **venture capitalists**, looking to put their money to work instead of **paying hefty taxes** on earnings to the U.S. government each year. As a result, they're willing to **pour funds** into a variety of different businesses, with the hope that a handful will return high dividends in the years to come.

While there are countless startup failures in Silicon Valley, the sheer volume of new businesses means there will always be success stories. It's these success stories that investors will **chase** - even if it means **striking out** nine times out of ten, which is commonly accepted as **the rule of thumb** in startup investing.

From a startup's perspective, this access to investors means there's an increased chance that they'll be able to find financial support.

Even if a startup gets turned down by dozens of potential investors, there are hundreds more waiting to listen. This means entrepreneurs can **pitch their ideas** without feeling like every meeting is a "do or die" situation. What's more, is that the majority of startup investors and venture capital firms provide an immense amount of support, **mentorship**, **ad** guidance, and connections above any beyond just a financial investment to their portfolio companies. So, aligning yourself with the right investor becomes a key decision as you seek funding options.

entrée
en phase

payables
des
impôts

pour vivre

so fair

trifecta

flux constant / Talenteux esprit techniques

af
de
de

reçu

is
pre
the
par

If you don't fear risk, invest

investisseurs / capital risque

verser de fonds

manquer

La règle du pouce

expliquer leurs idées

tout au rien

The third reason behind Silicon Valley's success in startups is the amazing access to **attractive business amenities** in the area.

infrastructure
Silicon Valley and nearby San Francisco (where lots of *jeune de technologie* young **techies** make their homes) have tons of amenities that make the Bay Area an attractive destination for investors, conventions, and more. These amenities include world-class hotels at surprisingly fair prices, large conference centers, some of the world's most highly-rated restaurants, popular sports teams and unique entertainment options.

For entrepreneurs, these amenities mean it's easy to bring investors, clients, and potential new business into the city to wine and dine. The complex ecosystem also means it's the perfect test market for many types of new products and services at the forefront of technology. If a **target market** exists, you can most likely find it in Silicon Valley, especially since the majority of locals classify themselves as early adopters when it comes to trying out exciting new trends like self-driving cars, artificial intelligence and space travel.

marché cible
Inspiration from Past Success Stories

Much of Silicon Valley's present success is **rooted** in the incredible successes from decades past. As both an entrepreneur or investor, there's something about being surrounded by success stories that make it easier to imagine future victories for yourself. It's as if the accomplishments of past entrepreneurs makes the thought of achieving something great further down the road, that much more palpable.

stufé jant
ay
Spend enough time in Silicon Valley and you'll hear incredible war stories, case studies, and unique experiences. There's a brotherhood of sorts in the region that encourages the next generation to achieve something new. Somehow, this makes it easier to innovate, dream, and succeed. On top of that, the sheer number of experienced, successful entrepreneurs and investors in the area who generously offer up their time to advise **budding startups**, is **staggering**. Dozens of successful entrepreneurs in Silicon Valley, including Hiten Shah and Tim Ferriss have made names for themselves because of their willingness to offer free advisement and connections to new startups in their spaces. *jeune saluf*

Questions :

- 1) Summarize briefly the key ideas of this article
- 2) What do you know about Silicon Valley ?
- 3) Have you heard about Stanford and Berkeley Universities ?

- 4) How can you explain that this region has become so successful as a place to start and grow a business ?
- 5) What is « the amazing access to attractive business amenities » ? give examples
- 6) Find synonyms for these expressions in bold in the text above

CASE STUDIES :

- 1) Team work (3,4 students) . Find a technological innovation which could be successful in Silicon Valley
- 2) Each team will make a presentation of the project and justify the interest of such an idea (introduction, methodology, strategy, conclusion)
- 3) You will point out the difficulties you may have to cope with this project to set up a business .

Videos about Silicon Valley (historical background and success stories)

Level-headed Approach to Failure in Silicon Valley, Elisabeth Charnock, Feb. 2017

Just as past success stories encourage Silicon Valley entrepreneurs, so do past failures. And despite what the media tends to sensationalize in the headlines, there are many examples of failure in this otherwise **lush** entrepreneurial area.

When three highly esteemed business experts met with some 50 Silicon Valley entrepreneurs to study what makes this area so incredibly successful, they discovered that the day-to-day determination to succeed – despite near-constant failure – is absolutely pervasive amongst entrepreneurs in the valley.

"We found people at all levels to be especially levelheaded about failure and comfortable with the inherent **messiness of experimentation**," they told the Harvard Business Review.

"The magic for them is not something's initial *lightbulb* moment but the **commitment** to **assessing**, refining, and reintroducing the systems that will make the thing work." This emphasis on execution over simply valuing the business idea itself is what places entrepreneurs in the valley **so far ahead** of those in many other areas. They understand that ideas alone, are worth very little and that real success in business requires strategic **execution and refinement**.

~~direction stratégique et subtil perfectionnement~~

Elisabeth Charnock of Bloomberg agrees that Silicon Valley's unique approach to failure makes it a very successful region. "The Silicon Valley mantra is 'fail fast' and that of the rest of the world is 'don't fail,'" she says. For better or worse, this means more successful ideas ultimately come out of the valley, and the entrepreneurs who become successful with this approach will, in turn, teach the younger generation of aspiring entrepreneurs the exact same system of thoughtful failure and iteration.

Emphasis on Platform Over Product :

Traditionally, the business world has operated under the premise that the more products or **widgjets** you sell, the more money you make. And while this is technically true, more product output doesn't always equal better long-term profitability. This is especially true in Silicon Valley where a growing number of technology startups don't even build physical products for their customers.

Part of the reason Silicon Valley is so successful as a region is that there's a **cultural mindset** that prioritizes platform development over product innovation. Whereas a product is very limited in what it can do, a platform's value is determined by the users that populate it and can easily **be morphed** into something else down the road. In a world populated with companies like Facebook and Uber that are constantly building out their platforms to better suit the demands of their users, it's clear that this platform focus is the way forward.

transféré

The Future of Silicon Valley

It's impossible to tell exactly what the future holds in any industry or region, but you can *bet* that Silicon Valley will continue to play a vital role in the entrepreneurial growth of the U.S. moving forward. *paris*

Other cities and geographic areas may very well *pop-up* and establish themselves as growing forces in the world of entrepreneurship and startups, but it's impossible to replicate the success of Silicon Valley in its entirety. The valley represents a unique combination of history, resources, and people that enable it to perpetuate startup success. As a result, it will forever be recognized as the premier destination for the world's greatest and brightest entrepreneurs. *answer au 1er plan*

Definitions :

Give a definition of the expressions in bold italics above

Questions :

1) Translate the words or expressions in bold italics above

2) How can you justify some past failures in Silicon Valley?

We can justify some past failures in the Silicon Valley because the mindset is "fail fast" rather than "do not fail". That's why people take the risk to try things with gain.

2) What is Elisabeth Charnock's opinion about it? *things with gain in Silicon Valley don't fear to try bold business because the more you fail the more you can gain.*

3) Can you define « the Platform Over Product »? *People who are running business in Silicon Valley tend not to sell physical products but rather services on their online platforms.*

4) What do you think about the future of Silicon Valley?

Are you optimistic or pessimistic? I'm optimistic about the future of Silicon Valley because I think there will always be people with innovative ideas and venture capitalist eager to invest in such ideas and as we see since 50 years, Silicon Valley is a hotbed for innovation.

CVS & Resume

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Writing a resume and a cover letter

Managers are short of time .Make them win time :

A resume or CV (Curriculum Vitae) is a way to provide enough information about yourself to convince a recruiting agent to meet you.

What is a resume ?

A summary of relevant job experience and education for your job search

-Mention your qualifications. Start with the most recent one. Include course title ,subject studied and dissertation topic if relevant.

-all useful skills should be included :Computer literacy,computing programmes and softwares,ability to drive,language fluency...

-Employment and work history. Start with the most recent one ,give indications of your professional skills (apprenticeship)

" Able to demonstrate a methodical approach to programming and software testing.

" Have a proven track record of analytical problem solving skills.

-Mention the activities where you have leadership or responsibility,or which involve you in relating to others in a team

" Ability to produce technical reports to a high standard both in terms of technical content, presentation and written English.

" Have enthusiasm, good communication skills and the ability to work effectively in a multi-disciplinary team.

-If you have published any articles, jointly or by yourself,give details.

LM

-If you have been involved in any type of of volunteer work,give details.

-Give two names of referees :one from your place of study and one from any work situation you have had.Make sure that the referees are willing to give you a reference !

Ten tips for a successful resume

1.Keep it concise : a resume should be no more than 2 sides of A4 paper.Recruiters spend an average of 8 seconds reviewing a resume, so keep it punchy ,to the point and save the details for the interview.

2.Adapt your resume to each job you are applying for :research the company and use the job ad to assess exactly which skills you should signpost and which aren't so relevant.

3.Include a personal statement :use a brief personal statement to the work history,to the specific company and role.

4.Don't leave gaps.If the recruiter spots something is missing,he is unlikely to give you the benefit of the doubt.

5-Update your resume regularly,even if you are actively seeking a job,every time something significant occurs in your career,record it so nothing slips through the memory sieve.

6-Ensure it is mistake-free :use a spell-checker and ask someone else to proof your work.

7-Tell the truth, never tell blatant lies.Many companies check the facts and any inconsistency in your story will be ruthlessly probed at the interview stage.

CVS & Resume

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8-Back up your achievements with figures or concrete examples :« championed implementation of a new software which increased productivity by 10% »

9-Spend time formatting your resume :use bullet points and keep sentences short, make sure the lay out is easy on the eye.

10-Keywords are vital in ensuring recruiters can find out if you've uploaded your resume to a recruitment website. Universally understood job titles and sector buzzwords will help a search engine pick out your resume from the pile.

Differences between the US and the UK

<https://www.cvcorrect.com/guide/cv-differences-us-uk>

Paying attention to the minute differences between British and American curricula can ensure a successful application.

A resume is preferred in the US and also Canada. Americans and Canadians would only use a CV when they were applying for a job abroad, or if they were looking for an academic or research-oriented position.

A CV is preferred in the UK but also in countries that have more in common with the UK such as Ireland, Australia and New Zealand.

Spelling

When you compose the CV, ensure the correct use of language as a distinction is made between American and British English. Use English according to the country where you are applying for a job. Differences lie in the vocabulary, the grammar and the spelling. For example, a lawyer in British English is the 'solicitor', but in American English, he is the 'attorney'.

Small differences in spelling should not become pitfalls for you. In British English, one writes 'programme', but in American English, it is 'program'. In American English,

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one says 'analyze', whereas in British English, one writes 'analyse'.

With hindsight, one may add that the above distinction is getting blurred in many cases, as dictionaries like the Oxford English Dictionary now classify 'realize' as a primary British English spelling, while 'realise' appears as the word's medieval, secondary spelling. The rule also applies to words like 'dramatize', 'anatomize' and all verbs ending in '-ize'. However, 'analyse' is an exception and so is 'catalyse'. In American spelling convention, they are spelt 'analyze' and 'catalyze'. We recommend consulting a good British English dictionary to clear confusion regarding this.

Title/layout

In terms of the title and the layout, there are fundamental differences between CVs in British English and those in American English. In the UK, the document is called a CV (Curriculum Vitae) and the title is placed as a heading on the résumé. In the US, it is called 'Personal Résumé' or 'Curriculum Vitae'. The résumé for a position in the private sector, summarizes briefly the most important work-related activities for the job within one page. The detailed CV is used in the US when applying for academic professions and jobs in the field of research.

Personal details

In the American CV, the prospective employer does not care about your date of birth. However, in the British résumé, it is compulsory to state your date of birth and, sometimes, even your nationality. But you should mention the latter, only if the information is important for the

CVS & Resume

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employer because of work visa issues or other such formalities.

Career objective or personal statement

In the American CV, the career objective or personal statement is part of the curriculum vitae as well as in the British CV.

Final grades

For an application in the UK, it is important to translate your grades into the British grading system. You can find online tables to help you with the translation.

Interning

There are several words that typically crop up on a CV or resume that differ between the US and the UK. In America the word 'internship' is used, whereas in the UK this is typically called a 'work placement' or 'training period'. If you have been an 'intern' in the US, that means you have been a 'trainee' in the UK.

We hope this has helped to clear up some confusion and that you have good luck in your job search!

References

In the American CV, it is important to include references. In the British CV, however, references are listed only if explicitly requested in the job description. Otherwise, it is

CVS & Resume

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sufficient to mention that references can be provided on request.

Picture

British and American CVs do not require a passport photo. But there is a crucial difference between the two countries in this respect: Your application is immediately rejected in the US if you choose to pass along a photo nevertheless. Anti-discrimination laws in the US are very sharp and your future employer may be unwilling to put himself in a position where he could be exposed to the accusation that he preferred you on the grounds of nationality, colour or religion.

In the UK, a photo lacks such far-reaching consequences. Nevertheless, you should not send any image without a corresponding request.

We hope this has helped to clear up some confusion and that you have good luck in your job search!

Andrew Thomas BSc (Hons)

Experienced Software Developer
First Class Computer Science Graduate

Profile

A highly motivated first-class Computer Science graduate with a keen interest in technology and business as well as a high level of experience in software development. Consistently working to the highest professional standards drawing on experience and a wide range of technical expertise. Additionally an effective team player with excellent communication and organisational skills combined with a desire to succeed.

Achievements

- *Gaining a first class honours degree.*
- *Winning the Accenture Strategy Award for Scientists and Engineers.*
- *Passing the Institute of Advanced Motorists (IAM) Advanced Driving Test.*
- *Being top student on the Computer Science with Business Management course at the University of Birmingham for three years running.*

Education

- *BSc (Hons) Class 1 in Computer Science with Business Management, University of Birmingham, Birmingham, UK.*
- *A & AS Level, Newport Free Grammar School, Essex*
- *GCSE, Newport Free Grammar School, Essex*

Employment History

- *Software Developer at Autonomy Systems Ltd, now part of HP*
- *Operations Development at Autonomy Systems Ltd, now part of HP*
- *Web and Systems Developer at Toucan Internet LLP*
- *Part time Developer at Bell Press Printers Ltd*

IT Skills

- *Web programming in HTML, CSS, JavaScript/jQuery, PHP and MySQL*
- *Programming and development in Java.*
- *Some experience of Node.js.*

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LM

- *Unit testing with tools such as JUnit, Mockito and PowerMock.*
- *IntelliJ IDEA, NetBeans and Eclipse IDEs for Java development.*
- *Experience of C/C++, XML and Linux Shell Scripting.*
- *Agile software development methodologies, including being Scrum Master.*
- *Microsoft Office.*
- *Adobe Dreamweaver, Photoshop and Flash.*
- *Various operating systems including Windows XP/Vista/7, Mac OS X and Ubuntu/CentOS Linux.*

Skills, Hobbies & Interests

- *Driving - holder of a full driving licence and an IAM Advanced Driver.*
- *Skiing.*
- *Playing badminton and squash.*
- *Gadgets and technology.*

References available upon request

US Resumé (sample)

May Trix 888-888-8881 | mtrix@andrew.cmu.edu

OBJECTIVE:

An internship or research opportunity that will allow me to utilize my problem solving skills and attention to detail to further develop my abilities in the field of computer science.

EDUCATION

CARNEGIE MELLON UNIVERSITY B.S. IN COMPUTER SCIENCE Pittsburgh, PA | Expected May 2018

SKILLS Java • Python • C • SML • HTML5 • CSS • Django • Android • LATEX • Git Data structures • Software design patterns

COURSEWORK

Parallel and Sequential Data Structures and Algorithms Introduction to Computer Systems
Software System Construction Great Theoretical Ideas in Computer Science Web Application
Development Principles of Imperative Computation Principles of Functional Programming

LINKS Github:// sumkit LinkedIn:// summerkitahara

EXPERIENCE

CARNEGIE MELLON UNIVERSITY, HUMAN-COMPUTER INTERACTION INSTITUTE |

RESEARCH ASSISTANT February 2016 - Present | Pittsburgh, PA

- Make Android and web apps for NavCog, a tool that uses sensors, computer vision, and crowdsourcing to help blind people move in spaces. Target crowdsourcing effort to create 3-D models of buildings and maintain sensors. June 2015 - August 2015 | Pittsburgh, PA

- Led 3 person team developing mobile and wear apps for Chorus, a webbased crowdsourcing conversational assistant. Has text to speech and speech to text capabilities. Uses Yelp Search and Yahoo APIs.

- Made a natural language processor tool to be added to Chorus web application.

CVS & Resume

LM

BUSINESS GOLF ACADEMY | SOCIAL MEDIA MANAGER May 2015 – Present | Pittsburgh, PA

- Manage the social media presence for BGA, which encourages women to use golf to advance their careers. Tripled Twitter followers

PROJECTS

UMBRELLA | LEAD ANDROID DEVELOPER, GIT REPO MANAGER February 2016

- App uses crowdsourcing to fight gender-based violence and the bystander effect. Bluetooth-based messaging where users anonymously post situation. **BUDGIE | LEAD ANDROID DEVELOPER, GIT REPO MANAGER** September 2015
- App to manage and categorize expenses. Implements Microsoft's Oxford Optical Character Recognition API. Pie charts show spending distribution.

ACTIVITIES WOMEN'S VARSITY GOLF TEAM | CAPTAIN (2014-PRESENT) August 2014 – Present | Pittsburgh, PA

- Won Thomas B. Craig & LaVerne Craig Tartan Award 2015-2016 (Most Valuable Player), University Athletic Association All Association First Team, Eastern College Athletic Conference Rookie of the Month Division III, University Athletic Association Women's Golf Athlete of the Week (3 times) • Student Athlete Advisory Council | September 2014 - May 2015 **WOMEN@SCS | MENTOR** September 2014 – Present | Pittsburgh, PA
- "Big sister" in the Big Sister/Little Sister mentoring program. **THE FIRST TEE OF PITTSBURGH | VOLUNTEER GOLF INSTRUCTOR** September 2014 – Present | Pittsburgh, PA

ACTIVITIES:

CMU KGB, Fall 2014-Present. Varsity High School Cross Country, Fall 2012-Fall 2013 (Team Captain, 2013). Varsity High School Track, Spring 2012-Spring 2014 Junior Engineering Technical Society, 2012-2014.

Reference available upon request

CVS & Resume

LM

- 1) I wish they ...apply for the job. a- can b-will c-didn't
- 2) What...you do if you...me ?
a-did ..were b-do..are c-would...were
would *were*
- 3) What ...done if you...in advance ?
a-would you..had know b-would you have..had known
c-would you...you knew
- 4) I...a training period in computing development. a-held b-carried out c-carried on
- 5) I'm so eager ^{to} work for them. a-at b-to c-for
- 6) I was granted a ...during my studies which helped me considerably.
a-scholarship b-fee c-benefit
- 7) I think I could be fully...in this project.
a-comitted b-commited c-committed
- 8) This is the kind of ...I would like to get. a-
internship b-entertainment c-working placement
- 9) If only I could get an interview
! A-can b-will c-could
- 10) Don't forget to add your ...at the end of your résumé !

CVS & Resume

LM

a-references b-credentials c-relatives

11) I wish you...him. Now it's too late.

a-hadn't trust b-didn't trust c-hadn't trusted

12) What are your career... ?

a-plans b-prospects c-projects

13) He has a good...of foreign languages.

a-handling b-command c-mastering

14) I'd rather ...than do something i don't like.

a-not work b-not to work c-to not work

15) She applied because she knew they wanted to fill a... .

a-vacancy b-gap c-hole

CVs and RESUMES

CVs are called "résumés" in the USA

Tips on how to write a curriculum vitae in English

from www.speakspeak.com

These steps explain how to write a Standard English CV.

Step 1 make notes

Make notes on your work experience, paid, unpaid, full-time and part-time. Write down your responsibilities, job title and company information. Include everything!

Make notes on your education. Include your degree or any certificates, names of major courses, school names and courses relevant to the job you are applying for.

Make notes on other achievements. Include membership of organizations, military service and any other special accomplishments.

Step 2 choose relevant skills

From your notes, choose which skills are relevant to the job which you are applying for.

These are the most important points for your CV.

Step 3 Personal details

Begin your CV. Write your full name, address, telephone number, email, date of birth, marital status and nationality at the top of the CV.

Step 4 Qualifications

Summarize your education, including important facts (type of degree, specific courses you have studied) that are relevant to the job you are applying for.

**Step 5
Experience**

List all of your work experience, job by job. Start with the your most recent job and progress backwards in time. Again, focus on skills that are relevant.

Include the company details and your job title and responsibilities there.

**Step 6
Skills**

Include other relevant information such as languages spoken, computer skills, etc.

**Step 7
Interests**

Very briefly include your hobbies and main interests.

**Step 10
References**

Finish with the line: *References available upon request*. In fact, some firms will ask for references, other will not – so read the advertisement carefully before writing your final CV.

More tips

Ideally your CV in English should not be longer than one page. Two pages are only acceptable if you have had many different jobs and a variety of experience.

Spacing, aligning and layout are very important when you write your CV, in order to create a positive and professional impression.

Use 'dynamic' and 'action' verbs such as: *attained, accomplished, conducted, established, facilitated, founded, managed, etc.*

Do not use the personal pronoun ' I ' in your CV, use verbs directly, and in the past tense (preterit)
e.g. *Established and managed a new sales force for the region.*

Your diplomas have French titles that cannot always be successfully translated, so be prepared to give BOTH the French name, and its British or American equivalent – see following page for examples.

USEFUL PHRASES FOR YOU

DUT =	Technological University Diploma
Informatique =	Computing / Computer Science / Informatics (Australia)
BAC=	Baccalaureate
Licence =	BSc (pronounce Bee-Ess-See) – BA is for Humanities degrees
Mastère =	Master's degree
Option=	Major
Spécialité=	Specialty
BAFA=	Children Camp supervisor certificate
APS=	First Aid Certificate
Permis B =	Car Driving Licence
IUT =	Technological University
Université =	University (Great Britain) - College (USA)
Lycée =	Sixth Form College (Great Britain) – High School (USA)

More CV/Resume vocabulary

1 background	<i>n.</i> the whole of one's education, training and experience
2 bi-lingual	<i>adj.</i> able to use two languages with equal ease - <i>see</i> FLUENT
3 career	<i>n.</i> the course of one's (professional) life
4 challenge	<i>n.</i> a difficult or demanding task that needs special effort - challenging <i>adj.</i>
5 cover letter	<i>n.</i> a letter that is sent with one's CV; letter of application
6 date of birth	<i>n.</i> the day on which one was born, usually as day/month/year [eg: 05/11/76]
7 education	<i>n.</i> training and instruction at school, university etc - to educate v.
8 experience	<i>n.</i> jobs held, including dates, posts etc; work history - professional experience n.
9 fluent	<i>adj.</i> able to speak and write a foreign language easily - <i>see</i> BI-LINGUAL
10 graphology	<i>n.</i> study of handwriting as a guide to the character of the writer - graphologist <i>n.</i>
11 interest	<i>n.</i> an activity outside work in which one is interested or concerned; hobby
12 job objective	<i>n.</i> the kind of work or challenge that one is looking for
13 miscellaneous	<i>adj.</i> various; mixed [eg: nationality, languages spoken, marital status]

14 nationality	<i>n.</i> the status of belonging to a particular country [eg: Japanese nationality]
15 native language	<i>n.</i> the language one first learned to speak; mother tongue
16 qualifications	<i>n.</i> the education and experience that make one suitable for a particular job
17 reference	<i>n.</i> a written statement by another person about one's character and ability
18 skill	<i>n.</i> an ability, expertness or aptitude in a particular activity [eg: language skill]
19 training	<i>n.</i> the process of learning a particular SKILL [eg: sales training]
20 work history	<i>n.</i> jobs held, inc. dates, posts etc; EXPERIENCE

How to Include Hard and Soft Skills in Your Resume

Through your education and work experiences, you've collected quite a bit of know how. Whether it be learning specific programs or tools for your industry or learning how to be more adaptable in the workplace, you want to make sure your resume reflects your skill set. When it comes to applying for jobs, skills are categorized as hard and soft skills. Hiring managers across the board claim that both hard and soft skills are equally important when searching for candidates. But what is the best way to showcase both in your resume?

Hard skills vs. soft skills:

Hard skills are specific job knowledge, acquired through experience or education, usually tailored to an industry. Hard skills examples include knowledge of another language, photoshop expertise, or certifications. These are advantageous to show if you are applying for a new job within the same industry and using the same systems. Some skills may be required for a certain job. If you are looking for a first job, a job in a different industry, or to advance within your industry, it might be helpful to determine commonalities in hard skill requirements and then gain those skills.

Soft skills are harder to pin down but just as important to hiring managers looking to see how you will fit the company. Soft skills show how you handle yourself in the workplace, whether by communication, teamwork, or problem solving. The 5 soft skills the best employees possess are:

1. Communication
2. Collaboration
3. Self- Motivation
4. Problem Solving
5. Time Management

Traditional wisdom says to leave these for your cover letter. However, if hiring managers are only reading the cover letters for the top tier of applicants, you don't want to miss your opportunity by not showcasing soft skills in your resume.

How to show your hard and soft skills:

When working soft skills into your resume, The Muse advises:

Make sure each bullet point describes a skill the hiring manager is looking for, then use facts and figures to show—not tell—just what a “skilled manager” or “effective communicator” you are.

Make your resume stand out by quantifying your skills. This proves to hiring managers that you are the candidate your resume suggests. By showing quantifiable skills, such as

increasing sales of X product by 40% in 6 months by initiating a marketing campaign in Spanish, employers will not only be able to see your hard skills, proficiency in Spanish, but also see you are motivated and entrepreneurial- two soft skills recruiters find highly desirable. While there may be wiggle room in judging teamwork, whether or not you are trained in Engineering CAD Software is non-negotiable. This is why it is important to showcase these skills within the resume. Listing accomplishments is appropriate when it comes to your hard skills, as these are less subjective. A hybrid resume allows you to best display both your hard and soft skills.

Using the hybrid resume:

A hybrid resume combines the best attributes of chronological and functional resumes, by having a designated area for your work history and an area for listing your skills. Incorporate your soft skills into your work history. Hard skills are best presented in a list, as they do not require the same contextual proof.

Hybrid resumes split sections better feature content. In addition to these benefits, the hybrid resume is especially effective for candidates submitting applications at companies using Applicant Tracking Systems(ATS). Applicant Tracking Systems filter through resumes for keywords. ATS's then rank applicants according to a hiring manager's priorities in a candidate. The more skills in your resume which match the company's profile, the better you rank.

Job Interviews: How to make a good impression

Watch Andy's job interview in *The Devil Wears Prada* and answer the questions below

http://www.dailymotion.com/video/xqrr48_the-devil-wears-prada_shortfilms

1) What is the first thing you need to do during a job interview?

- a. Talk about your experience
- b. Introduce yourself
- c. Say why you're interested in the job.
- d. Talk about your personality

2) What second thing should you talk about?

- a. Your experience
- b. The reason why you apply for this job.
- c. The salary
- d. Your qualities.

3) What is Andy trying to highlight?

- a. Her experience.
- b. Her qualities.
- c. Her diplomas.

4) What does she want the woman to know?

- a. She has references.
- b. She has lots of qualities.
- c. She has lots of clothes.
- d. She graduated from a famous university.

5) Was it a good job interview? Why?

Now get ready for mock job interviews! Read the advice below to prepare:



will now brief you on successful interviews.

When you are invited to an interview you can feel confident that the prospective employer has viewed your CV, and therefore you, in a positive light... Now is your chance to capitalise on your success so far. Preparation should include research on the organisation, the job in question and also you - ensuring you are able to support your application statements.

Some interview 'do's' and 'don'ts'

- Research the organisation before you go, and think about why you would like to work for them. In particular, think about what their information needs might be, who their competitors are, and what their growth plans could be
- Prepare answers to common interview questions (see below)
- Think about the questions you are going to ask. Relevant ones will demonstrate that you are serious about the role and the company
- Pay careful attention to your dress, presentation and personal grooming
- Know where you are going and arrive on time or a few minutes early
- Don't ever make derogatory remarks about your present or former employers or companies.
- Avoid enquiries about salary, holidays, bonuses, retirement, etc during the first interview
- Remember not to stare down at your hands or at the wall while answering questions, but to look the interviewer in the eye and don't forget to smile! Be enthusiastic: allow your personality to shine through!
- Always conduct yourself as though you were determined to get the job you are discussing. Never close the door on an opportunity.

Common Interview Questions

You need to be prepared to answer questions similar to those listed below, and to use these as openings to present your skills and experience in the best light.

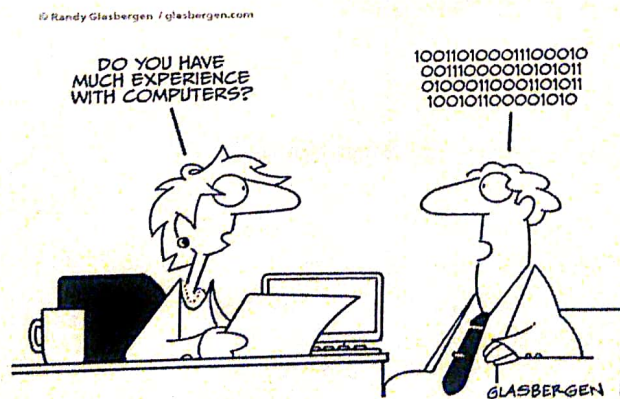
- Why did you choose this particular vocation?
- Why do you want to leave your present job?

- Why would you like to work for our company?
- What do you want to be doing in your career five years from now?
- What style of management gets the best from you?
- What interests you about our company, product or service?
- What have you learned from your previous jobs? Which did you enjoy most?
- What are your major strengths / weaknesses?
- What can you bring to our company? Why do you think we should employ you?
- How do you spend your spare time? What are your hobbies?
- What does teamwork mean to you?

Questions to Ask

Most interviewers will offer you the opportunity to ask questions, normally near the end of the interview. You should take full advantage of this to find out everything you need to know so you can decide whether this is a job for you. Some questions you might like to ask could include:

- Where does the unit fit into the overall business? How many users are there?
- Why is the position available? Is it a new role or a replacement?
- What induction or training programme would be on offer?
- How many are in the team? What is the reporting structure?
- What volume / type of enquiries does the unit deal with?
- How does the interviewer feel the interview has gone? What would the next stage be?



Here are other questions you may like to use to prepare for your mock interviews:

- Why do you want this job?**
- What qualities do you think will be required for this job?**
- What can you contribute?**
- Why do you want to work for this company?**
- What interests you about our product (or service)?**
- Why should we employ you?**
- What do you like and dislike about the job we are discussing?**
- Why did you choose a career in ...?**

Why did you join your previous company? Did they live up to your expectations? Why are you leaving now?

And now.... a true story about a fake résumé...

Yahoo CEO Fired For Lying On Resume

Author: Mack Rawden

published: 2012-05-13 17:00:09

Just weeks after discovering its new CEO Scott Thompson falsely claimed a computer science degree on his resume, the Internet giant's board of directors has decided to fire its headman. The decision, while not altogether a shock, has sent ripples through Wall Street as investors wonder how the shakeup might affect future earnings.

Thompson was hired earlier this year to great optimism, but layoffs and a focus on commerce rather than ads reportedly caused some dissension among top-level executives. When the resume flap was discovered, many thought Thompson could talk his way out of it. Unfortunately, he blamed the mix-up on Heidrick and Struggles, a headhunting firm who helped him land a previous job, and they in turn produced the resume he submitted to them which included the lie. After that, there was almost nothing Thompson could do to keep his job.

Lying on a resume is a terrible idea. It's too bad Thompson had to be fired to learn that lesson.

1. Give your opinion on the item above.

2. Give synonyms for these words from the text:

Headman =

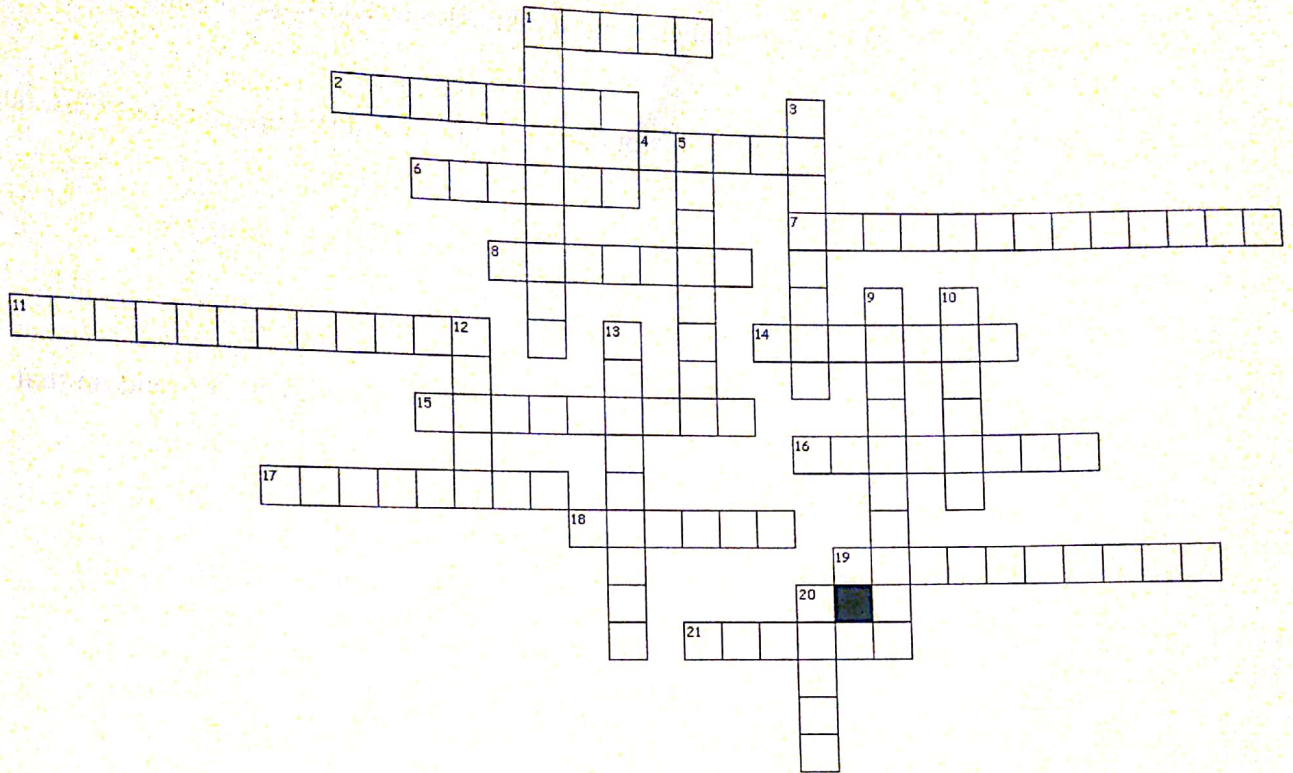
Flap =

Ripples =

Land =

Layoffs =

CVs and interviews crossword puzzle



Across

1. éviter
2. pertinent
4. premier, meilleur
6. compétences
7. variés, de toutes sortes
8. évident
11. réussites
14. brièvement
15. en arrière
16. la force
17. la faiblesse
18. diplôme universitaire
19. peu flatteur
21. présentation

Down

1. disponible
3. le travail d'équipe
5. requis
9. la retraite
10. courant (pour une langue)
12. regarder fixement
13. défi
20. se concentrer

Semester 3
NF/CS

CVs

Assignments:

1. Write a text describing your strengths and weaknesses concerning the professional world.
2. Write a job advertisement that you would like to answer – be creative, be hopeful, be crazy, but write it in correct English!
3. Write your CV in English.
4. Write ten questions you would like to ask an interviewer.
5. Imagine a dialogue between an interviewer and yourself – work with a friend on that one!

To finish, if you want a laugh about interviews, watch the first episode of *The IT Crowd*!