



WELCOME TO PROFESSIONAL ENGLISH

LSP127

Study period 3, 2018

Carina Sjöberg Hawke

Kathryn Strong Hansen

TODAY'S AGENDA

- Course introduction
- Presentation of first assignment
- Discussion of CVs

COURSE INFORMATION

WHO ARE WE?

Division for Language and Communication

2 interventions in Computer Engineering and Electrical Engineering in English

- LSP580 English, 4.5 credits
- LSP127 Professional English, 1.5 credits

COURSE AIMS

- preparing students to use English as a working language
- focusing on professional situations
- emphasizing a high level of English proficiency and good communicative skills

LEARNING OBJECTIVES

The successful student is able to:

- prepare relevant documents for a project, e.g. a project brief
- adapt and present information for oral communication contexts
- make a good impression in job applications

STUDENT REPRESENTATIVES

Randomly selected students:

- Emil Eskång (TIELL)
- Albin Rydberg (TIDAL)
- Timmy Truong (TIDAL)
- Emir Zivcic (TIDAL)
- William Öqvist (TKAUT)

Duties

- First meeting
- Mid-course meeting
- Course evaluation
- Post course meeting ('kursnämnd')

STRUCTURE OF COURSE

Lectures and workshops. Workshops build on student activity.

Compulsory assignments

Oral presentations (compulsory): Either 1 March or 8 March (will set schedule sometime in the next few weeks).

HOW TO PASS THE COURSE

Compulsory assignment	Group or individual	Deadline
CV, incl. peer response	Individual	Peer response in class 29 Jan. Upload to Pingpong by 9 Feb., 23:59
Project brief, incl. peer response	Group	Peer response in class 29 Jan. Upload to Pingpong by 2 Feb., 23:59
Abstract analysis	Group	In-class workshop 14 Feb.
Presentation slide peer review	Group	In-class workshop 19 Feb.
Oral presentation	Group	1 Mar. or 8 Mar. (see timetable later on Pingpong)

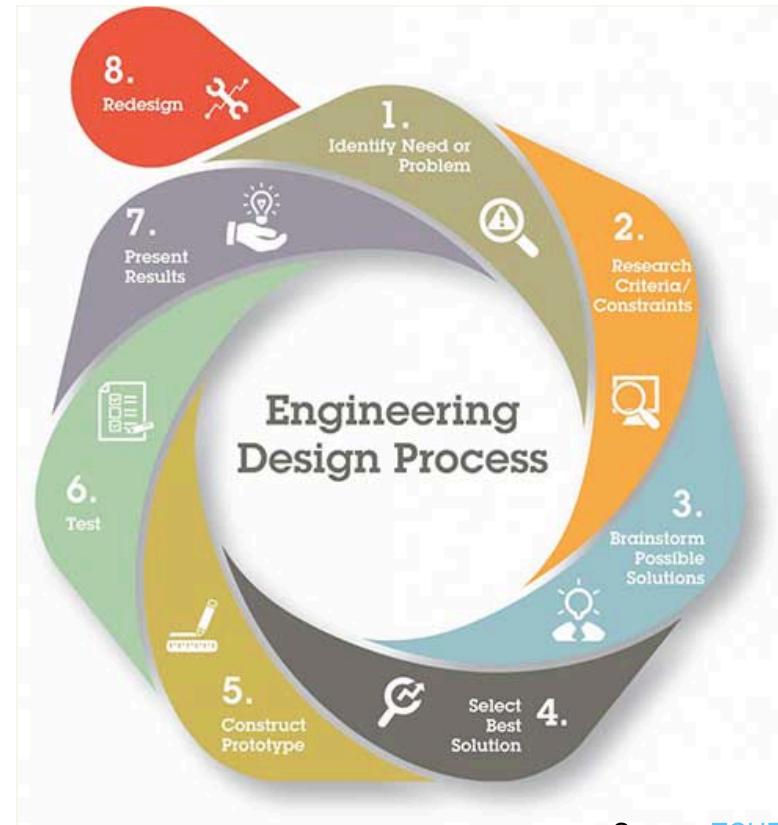
COURSE MATERIALS

PingPong

- Documents (e.g. course compendium, Ppt-slides, assessment criteria)
- Links
- Updated news

METHOD SIMILARITY

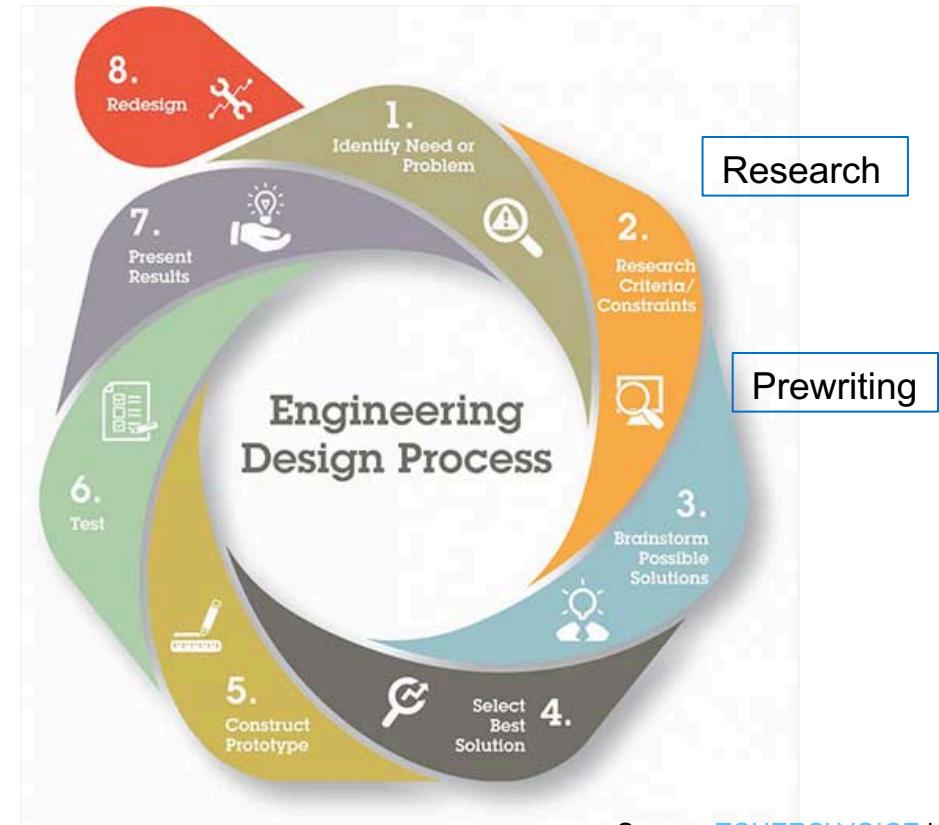
- A similar process governs both an engineering and a writing project



Source: [TCHERS' VOICE](#) blog

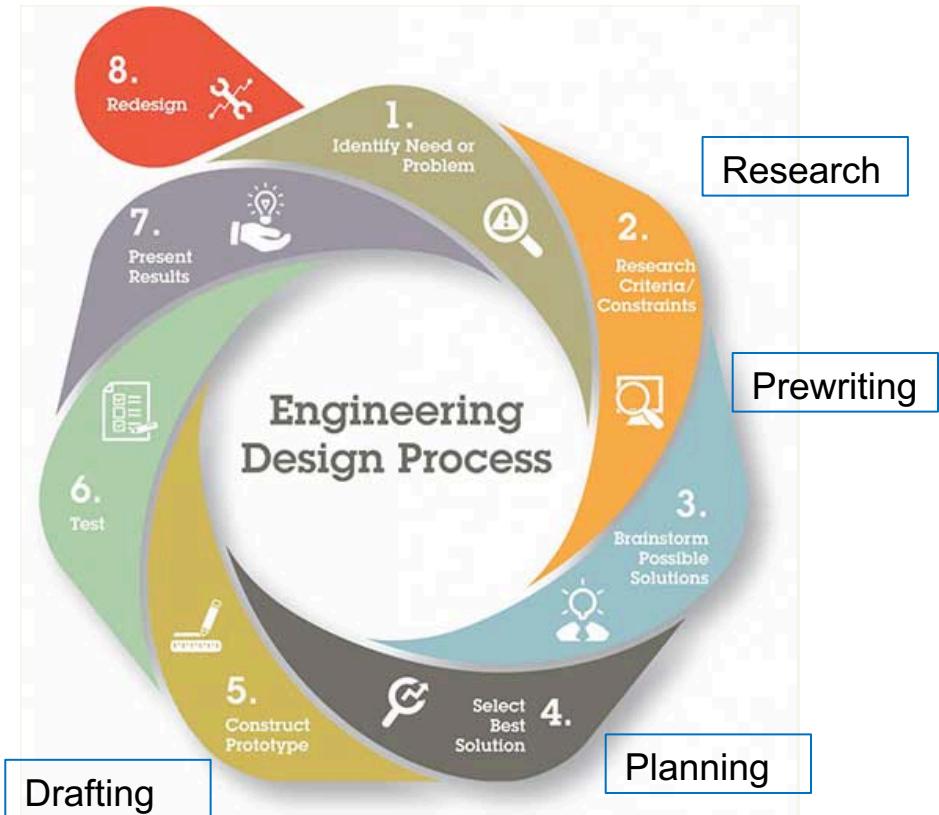
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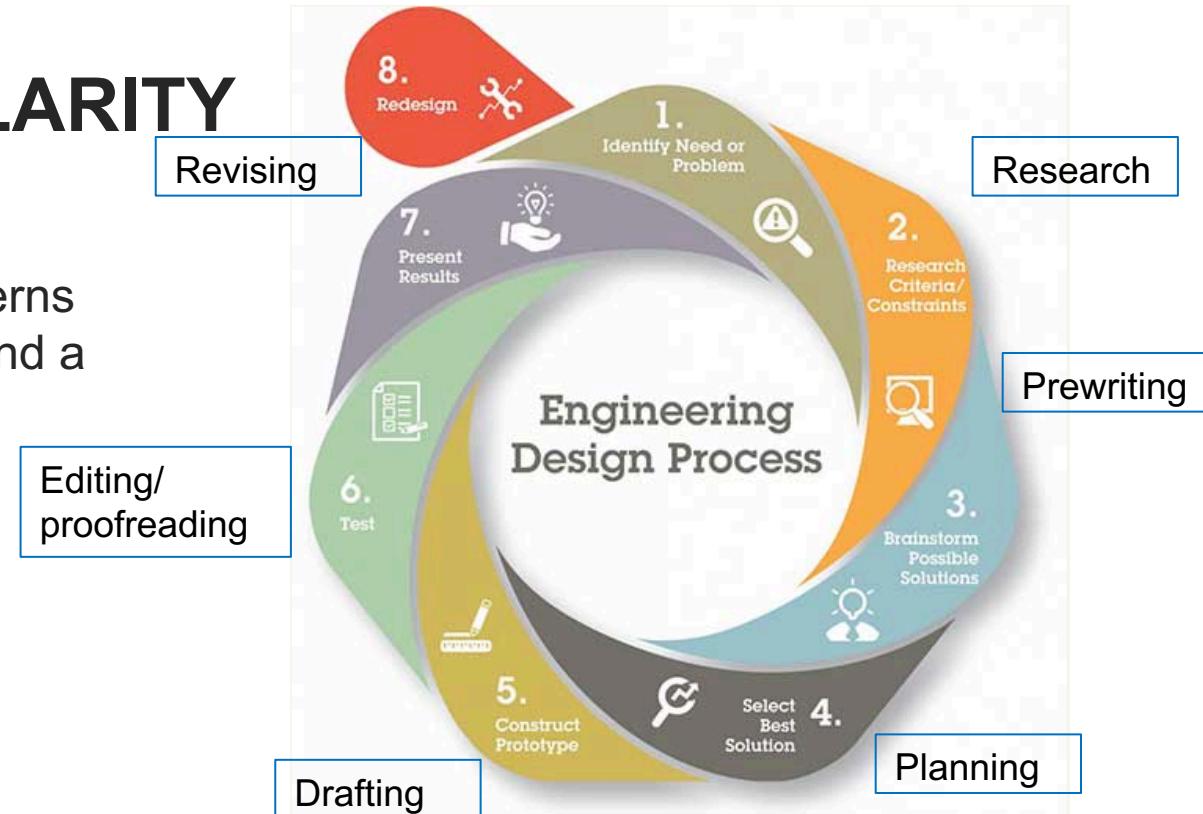
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CV ASSIGNMENT

LEARNING OBJECTIVES OF TODAY'S SESSION

- Understand how to write and revise your CV to highlight your skills and qualifications.
- Understand how to tailor your CV to a particular job ad.
- Analyze a job advertisement and pick out key words/qualifications.

NB! The course assignment is to write a CV. A cover letter is not an assignment in the course. However, information on letters is provided in the compendium for your benefit and to be used when needed.

CV ASSIGNMENT

Write a CV targeted to either a job advertisement of your own choice (in which case you should enclose a copy of the ad with your text) or to the job ad in the compendium (p. 8, Design Engineer Consultants).

As part of your pre-writing activities, read the guidelines and view the example CVs in the compendium (pp. 9-14) and in the PowerPoint slides. Write a CV (draft) and bring three (3) paper copies to class on 29 Jan. for the peer response activity.

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Write a CV targeted to either a job advertisement of your own choice (in which case you should **enclose a copy of the ad with your text**) or to the job ad in the compendium (p. 8, Design Engineer Consultants).

Copy and paste, please do NOT merely provide a web link.

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CV ASSIGNMENT OBJECTIVES

Your CV should be:

- no more than 2 pages of text
- tailored to the job for which you are applying
- carefully, consistently, and clearly laid out
- informative but relevant and concise
 - personal pronouns and full sentences should be avoided
 - action verbs should begin each description of job duties
- accurate in content, spelling and grammar

NB: the information should be correct more or less but don't worry if you can't remember the exact year or company.

ASSESSMENT CRITERIA FOR PASSING MARK

Criteria for CV

Criteria for Pass (Godkänd)

Content	<p><i>Task requirements</i> must be followed. There should be a connection to the job being applied, i.e. <i>information on topic</i>. Relevant examples should be used to <i>highlight skills and duties</i>.</p>
Structure	<p><i>Organisation</i>: the CV should be logically organised, i.e. the order and connectedness of content; the use of organizational cues, i.e. headings and subheadings, as needed; bulleting used appropriately; and reversed chronological order used. <i>Cohesion / coherence</i>: there should be unity and connectedness of the text, as appropriate to the task.</p>
Language	<p><i>Grammar</i> should be adapted for the purpose of the assignment. <i>Vocabulary</i>: the use and range of chosen words, and the use of terms appropriate for the discipline <i>Register</i>: the tone or manner of expression and consistency of use throughout a text, i.e. formal vs. informal language. <i>Mechanics</i>: the use of capitalization, spelling, abbreviations, the hyphen, numbers, italics, etc.</p>

READING JOB ADS

- Study the advertisement carefully.
- Identify qualifications the employer wants and make a list.
- Do you meet the minimum requirements?
- Identify key words in the job ad.
 - Do you understand them?
 - How can you convince your future employer that you have these skills?
 - Identify “soft” vs. “hard” skills.

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interpersonal technical

READING JOB ADS: SAMPLE AD

Vacancy – Support Engineer – Electronics & Electrical Engineering: London

Global Engineering company with prestigious reputation worldwide urgently seeks a Customer Support Engineer to join their winning team. In this interesting and highly challenging role you will work within the Systems, Simulation & Component Test environment, taking responsibility for calibrating, testing, fault-finding highly technical & complex servo-hydraulic motion systems following installation. You will liaise with customers based worldwide in the automotive, aerospace, text & manufacturing industries. As such some travel is required.

To apply, you need a good sound & practical electronics & electrical background (degree/HNC beneficial), an appreciation of control technologies and techniques applied to real systems – such as industrial motion, process or manufacturing control. In addition, you will have general engineering knowledge including hydraulics, pneumatics, electronics, electrical systems & mechanics. Client has a refreshing attitude to staff training & development.

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READING JOB ADS

- Work with a partner to analyze the ad on the next slide.
- Study the advertisement carefully.
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- Identify key words in the job ad.
 - Do you understand them?
 - Identify “soft” vs. “hard” skills.

QUICK TASK -- NyTeknik Jobb, Software Engineer

About the position:

We are looking for a skilled Software Engineer to be part of our team and further develop the UIQ Platform with the latest technology and UI design for the upcoming releases. Typical work tasks include software design, implementation and unit test of application and platform components. We work in small teams that deliver into projects that build the complete UIQ platform. We use CodeWarrior/C++ for Symbian OS in a Windows based environment.

Qualifications and Skills:

- At least three years industrial experience of software development and C++.
- At least one year experience in Symbian OS programming.
- University degree in Software Engineering or Computer Science.
- Fluency in spoken and written English.
- International experience from a multinational environment is an advantage.

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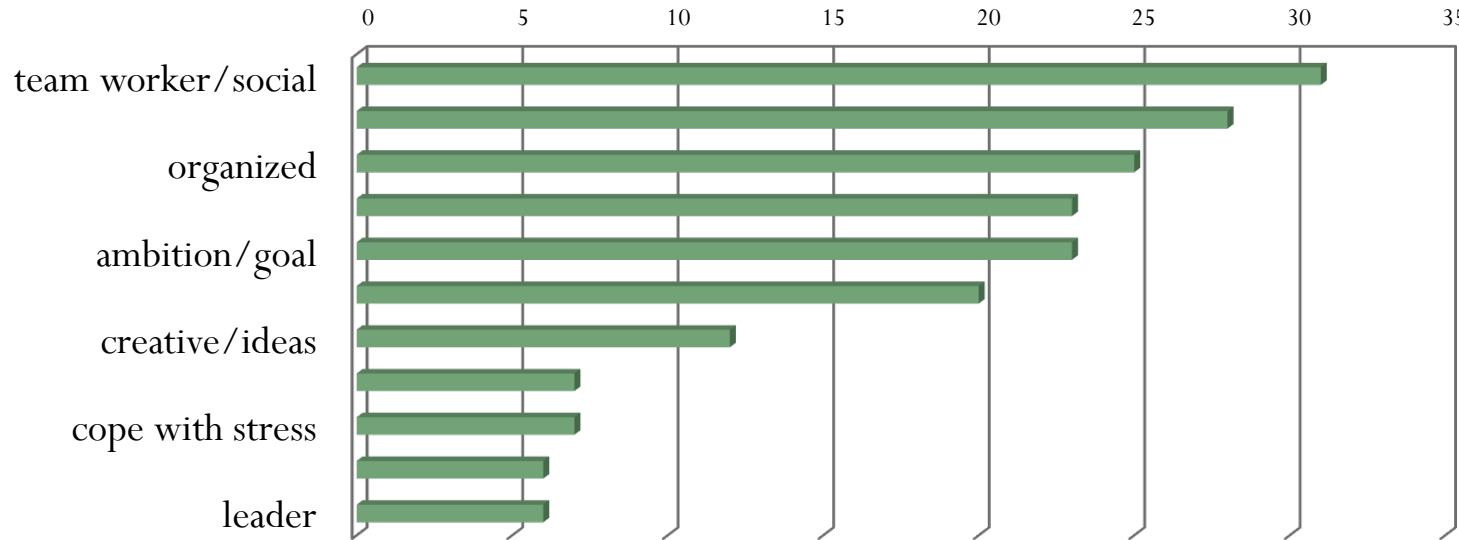
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WHAT EMPLOYERS WANT

Qualities mentioned in job-ads (Sweden)



BEYOND THE JOB AD

- Find out as much as you can about what people actually do in a position such as the one described in the job ad.
 - Look for descriptions of the company on webpages, etc.
 - Email/call the contact person
 - *Be polite! Make a good first impression! They might remember you.*
 - If you know anyone in the same line of business: ask him or her!
- Use the job ad as a resource when writing your CV and cover letter – include key words! Tailor these documents to the job.

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Note that this is informal. Avoid informalities on CVs.

WRITING A CV

WHAT IS A CV?

- A concise history of your working life
- Highlights your
 - Experience
 - Skills
 - Achievements
 - Strengths
- A document to sell yourself, and to set yourself apart

<p>carol SMYTH USABILITY ANALYST & DESIGN ENGINEER</p> <p>1944 A WEST MAIN STREET RICHMOND, VA 23220 (804) 555-1426 CAROL.SMYTH@EMAIL.COM</p>	
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<p>SKILLS, SCRIPTS, & SOFTWARE</p> <ul style="list-style-type: none"> • UNIX, Linux, MacOS, Windows • C++, Java, ASP, SQL, JavaScript, VBScript, Scheme • Microsoft Office, Eclipse, DOORS, ClearCase, ClearQuest, SharePoint, Adobe Photoshop, Fireworks, Illustrator 	<p>EDUCATION & TRAINING</p> <p>Johns Hopkins University</p> <ul style="list-style-type: none"> • Bachelor of Science, Physics • Master of Science, Information Technology <p>Interaction Design Association</p> <ul style="list-style-type: none"> • Technical Project Management • Interaction Design Practicum • Infrastructure Technology <p>Human Factors International</p> <ul style="list-style-type: none"> • Usability Analyst Certification and Training
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CVs MUST HAVE

- Name (should be the most visible element)
- Mailing address
- Email address
- Phone number
- Education
- Experience
- “References available upon request”

CVs MAY HAVE

- Relevant course names listed under university information
- Study abroad (with location, dates, and possibly courses taken)
- Thesis or dissertation title and adviser
- Graduate fieldwork
- Awards, honors, patents
- Languages spoken / licenses held
- Skills overview
- Volunteer work
- Interests and activities

For more information, see the compendium

CVs MAY HAVE

- Photo
- Age / date of birth / social security
- Marital status
- Sex
- Nationality

But these are culturally dependent!

CHANGING TIMES

- “Objective” used to be almost obligatory, now is less common
 - Can still be used
 - But make sure it is not “I-centered”
- “Skills summary” or “Overview” to describe you is more usual now

CV FORMATTING

- Make it readable
 - No font smaller than 12 point
 - Use empty space/blank lines to delineate sections & entries
 - Use bullet points to make duties & other information easier to find
- Make it consistent
 - Use the same arrangement for each entry of a section
 - Format headings, subheadings, and other elements similarly (i.e. use italics, color, emboldening, & other formatting consistently)
- Make it showcase the newest elements
 - Reverse chronological order

ACTIVE!

- For bullet points describing your job duties, begin each one with an active verb (a longer list is in the compendium)
- Use your verbs to show how your past experience aligns with the employer's current needs

<u>Communication</u>	<u>Detail</u>	<u>Technical</u>
Aided	Analyzed	Analyzed
Addressed	Approved	Assembled
Advised	Arranged	Built
Arbitrated	Classified	Calculated
Arranged	Collated	Computed
Clarified	Compared	Designed
Co-authored	Compiled	Developed
Collaborated	Documented	Devised
Consulted	Enforced	Drafted
Convinced	Followed through	Engineered
Coordinated	Met deadlines	Fabricated
Counseled	Prepared	Maintained
Defined	Processed	Modeled
Enlisted	Recorded	Operated
Formulated	Retrieved	Programmed
Influenced	Set priorities	Remodeled
Informed	Systemized	Repaired
Inspired	Tabulated	Solved
Interpreted		Upgraded

WHAT DO YOU THINK?

About including
a job title as a
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HUMAN FACTORS DESIGN ENGINEER
July 2009–Present

- Established Human Factors best practices for class III medical product development, including ethnographic research, contextual design, rapid prototyping, lo- and hi-fidelity wireframing, user testing, and heuristic evaluations.
- Led Human Factors efforts for diverse technical projects, including an interactive voice response system, a cardiac patient home monitor, and a physician web portal.
- Worked closely with Marketing, Sales, Research, and Development to define system-level usability requirements.
- Translated usability requirements into coherent user interface design solutions that met internal and external customer expectations.
- Conducted up-front customer research, which informed product design, and iterative usability research to validate the design against customer requirements.
- Worked with project stakeholders to ensure that customer needs were captured, understood, and supported throughout the product development lifecycle.
- Pioneered Agile Human Factors design process for quickly iterating design solutions with minimal rework.
- Established cross-training opportunities to educate internal customers in Human Factors.
- Conducted usability risk analyses to ensure compliance with international regulatory standards (IEC 60601-1-6).
- Attained certification as a Certified Usability Analyst.

SOFTWARE TEST LEAD
November 2000–July 2003

- Led a team of three test engineers through the verification of 1,122 requirements.
- Optimized test throughput by integration of legacy work and application of Lean Sigma and TRIZ techniques.
- Ensured that all team deliverables met FDA Guidelines.

SOFTWARE TEST ENGINEER
December 1999–November 2000

- Authored a new template for writing verification test procedures.
- Developed test procedures based on Use Cases and functional requirements.
- Co-wrote and executed the acceptance test plan for an internal software tool.

EMPLOYER
December 1999–Present

- Virginia Cancer Center, Information Management Division
- National Cancer Institute-designated cancer research facility offering more clinical trials than any other cancer center in Virginia.

SKILLS, SCRIPTS, & SOFTWARE

- UNIX, Linux, MacOS, Windows
- C++, Java, ASP, SQL, JavaScript, VBScript, Scheme
- Microsoft Office, Eclipse, DOORS, ClearCase, ClearQuest, SharePoint, Adobe Photoshop, Fireworks, Illustrator

EDUCATION & TRAINING

- Johns Hopkins University
 - Bachelor of Science, Physics
 - Master of Science, Information Technology
- Interaction Design Association
 - Technical Project Management
 - Interaction Design Practicum
 - Infrastructure Technology
- Human Factors International
 - Usability Analyst Certification and Training

ASSOCIATIONS

- Interaction Design Association
- Usability Professionals Association
- Human Factors and Ergonomics Society
- Information Architecture Institute
- Virginia Java Users Group
- Richmond UX Book Club
- Central Virginia Photoshop User Group
- Virginia User Experience Meetup
- Richmond Adobe Fireworks User Group
- Richmond Semantic Web Meetup

About the
formatting,
style, & color?

About the listing
of specific
courses?

You will need to
make careful choices
to showcase yourself
to your best
advantage.

TYPES OF BUSINESS WRITING

Top three:

- E-mails
- Reports
- Note writing

Additionally:

- Manuals
- Letters
- Proposals
- Evaluations
- Minutes
- and much much more ...

TYPES OF BUSINESS WRITING

Top three:

- E-mails
- Reports
- Note writing

All 3 rely on
a concise, formal style
to convey information
fully but quickly.

Additionally:

- Manuals
- Letters
- Proposals
- Evaluations
- Minutes
- and much much more ...

THE FIRST ASSIGNMENT – THE CV

Items to consider

- Layout is important – can you stand out from the crowd? Make your document easy to read?
- "Objective" becoming passé? Try "summary" instead? Or neither?
- "I-centered" language is to be avoided (show hiring managers *what you can bring to the job* instead of focusing on what the job could do *for you*)
- Help hiring manager transfer your existing experience to the needs of the job to which you apply
 - Active verbs & measurable amounts
 - Think about category of task (customer service, time management, meeting deadlines)

THE FIRST ASSIGNMENT – THE CV

Items to consider

- Highlight your skills & accomplishments
 - Use **action verbs** and include internships, positions of authority in clubs/organizations
- Make it pleasing to the eye
 - Professional, formal
 - Easy to read
- Look into cultural practices
 - CV (British English) vs. résumé (American English)

THE FIRST ASSIGNMENT – THE CV

- See assignment description in the Compendium, p. 2 and the more specific guidelines on p. 12-13.
- Need help? Use the examples in the Compendium, and Google "CV" and the job title that you desire.
- Bring a draft version to the workshop, 29 Jan.



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