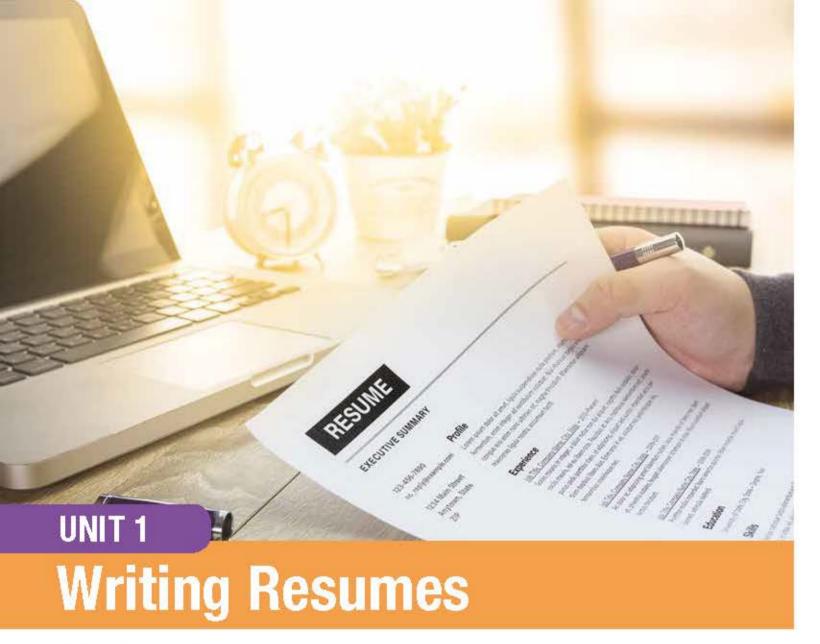
4 | Working English 3 Scope and Sequence | 5

Scope and Sequence

Topic	Vocabulary	Listening		Reading	Writing	Grammar	Speaking
1 Writing Resumes	Resume	- Tips for writing resumes - A basic rule for writing resumes - A talk from a consultant		What Employers Look For in a Resume	Introduction for a resume	Future Continuous	- What to include in a resume - Talking about job skills - Ways to improve your resume
2 Interview Skills	Interview	- Reasons for resignation - Interview with a candidate - Preparing for an interview		What Employers Look For in a Job Interview	A thank-you email	Past Continuous	- Interviewing for a marketing position - Favorite jobs - Your job skills
Description Leisure Activities	Socializing	- Messing up a meeting - Suggestions for activities - A casual, brief introduction		Cultural Differences Around the World	Personal profile	Present Perfect	- Spare time activities - Talking about work and life - Making a good first im pression
Review 1 pages 38-41							
A Marketing Strategies	Marketing	- Ads for a flight operator - Ways to attract young people - Tips to secure deals		How to Make an Effective Ad	Designing a print ad	Modals of advice	- Social media strategies - Discussing selling points - A presentation
Dages 52-61 Conference Calls	Meeting	- A weak connection - Sharing your screen - Overview of a video conference		Phone Etiquette for Conference Calls	A meeting agenda	Will and be going to for predictions	- Problems during a Skype call - Organizing agendas - Key phrases for conference calls
Making Conclusions	Conclusion	- Wrapping up a meeting - Meeting proceedings - Summarizing a meeting		The Better Business Guide to Seamless Meetings	A meeting summary	Future Perfect	- Taking notes for a meeting - Concluding a meeting - Key phrases to manage meetings
Review 2 pages 72–75							

6 | Working English 3

Topic	Vocabulary	Listening	Reading	Writing	Grammar	Speaking
7 Pages 76-95 Customer Service	Customer Service	- A technical issue - A malfunctioning tablet - Tips to handle complaints	Website posts	Response email to a complaint	Second conditionals	- Repairing a device - Solving complaints - Brainstorming solutions
Developing Clients	Pitching	- Preparing for a pitch - Pitching a deal - Tips for creating content for clients	A business proposal	A corporate profile	Mixed conditionals	- Negotiating for success - Pitching your product - Presentation phrases
Pages 96-105	Negotiation	- Promoting a car - Salary negotiation - Secrets for negotiations	How to Get the Best Deal on Just About Anything	A counteroffer email	Adverbs	- Getting an ideal salary - Acting out a negotiation - Negotiation phrases
Review 3 pages 106–109						
10 Pages 110-119 Attending Exhibitions	Exhibition	- Extending an invitation - Following up on progress - Speaking at an exhibition	Aflyer	An invitation	Relative clauses	- Inviting media coverage - Hosting a booth - Inviting people to visit an exhibition
Live Streaming	Social Media	- Social media efforts - A podcast - Using social media to grow business	The Best Social Media Apps for Your Business	Tips for social media posts	Phrasal verbs	- Online business coaching - Promoting your products - Discussing pros and cons
Public Relations Crisis	Public Relations	- A keynote address - A campaign that went wrong - Next steps after a crisis	Fashion Label Faces Criticism for Alleged Sweatshops	A summary of a marketing crisis	Reported speech	- Solving a marketing crisis - Conducting an internal review - Problem-solving strategies
Review 4 pages 140–143						



Think About It

- A. A well-presented, polished resume should highlight several areas of the personal and professional life of a job applicant. These might include the following:
 - ♦ Work Experience
- Volunteer Experience
- Awards/Achievements

- Academic Accomplishments
- Personal Interests
- ◆ Special Skills
- B. Work with a partner. Discuss what you might want to include on your resume, and why.

Example dialogue

- A: I graduated at the top of my university class, so I think I should include that at the top of my Academic Achievements.
- B: You also speak three languages, right? You should definitely highlight your linguistic skills.
- A: As foryou, you already interned at a Fortune 500 company. That has to go in Work Experience.
- **B:** True. I also want to show I'm a well-rounded person, though, so I'll include something in the Personal Interests about how I enjoy cycling and other outdoor activities on weekends.
- Walk around and have similar conversations with other students.

Photo Match

A. Match the words to the pictures below.



B. What can you think of to highlight on your own resume? Work with a group and share your ideas.

Examples

- I want to be a salesperson so I would want to highlight my strong interpersonal skills.
- I plan to be a *chocolatier* so I would want to highlight my internship at a famous restaurant.

Key Vocabulary

A. Selow are words related to writing resumes. Listen and repeat the words.

work experience	apply	chronological	refer	references
prospective	highlight	overall	seek	employment
outline	relevant	impressive	character	background

B. Work with a partner. Put the words above in the correct categories.

Noun	Verb

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C. Complete the sentences with the correct words.

work experience references	apply update	chronological highlight	refer overall
1. How many jobs didy	/oufor	before finally landing a position	n?
2. If you would like to k to my LinkedIn page		my professional journey, please	9
When writing your reachievements.	esume, you should alway	syour best at	tributesand
4. Here is a list of the p	ast jobs I've held, in	order.	
5. The	length of my resumé is	i just one page.	
6. Among my profession professor.	nalar	e two former employers and my	favorite university
7. My	_ includes three years wo	rking in the technology field.	
8. You should really the past year.	your resu	ıme, as it doesn't include your e	xperience from

Listening Practice

A. (D) Listen to the conversation. Who says what? Put the sentences under the correct name.

Mira	Dan

a. Keep it to a single page.

b. That's a great idea.

c. What's your take?

- d. Let's see what you've got.
- e. Would you mind taking a look?
- f. And what do you think about the overall length?
- g. Just highlight the jobs you have done that are relevant to the job you're applying for.
- h. In other words, your most recent job would go first.
- i. I guess I should put the most impressive jobs I've had near the top as well, right?

S Listen to the conversation again. Then circle True or False for each statement.

- True / False 1. Mira will be looking for a new job next month.
- 2. They both think Dan's resume is too long. True / False
- 3. A resume should be two pages long. True / False
- 4. The least impressive job listings go near the top of the resume. True / False

Conversation Activity

Day Listen to the conversation. Then practice the conversation with a partner.

Jason: How do I condense 25 years of

work experience on a one-page resume?

Nicole: A basic rule is, keep it recent and relevant. By the time your resume lands on an employer's desk, they will probably be tired of reading through so many. You don't want to give them a reason to lose interest.

Jason: What about facts and figures? Should

Linclude those?

Nicole: Of course, If you exceeded your goals in a project by 50 percent, put that down. If a thousand people were

impacted by your work, that's worth including, too.

Jason: I think certain terms are overused. I'm trying to avoid them.

Nicole: Great idea. Words like "team player" and "hard worker" hardly mean anything anymore. Be more creative.

personality

values

Jason: I've had so many jobs over the years. It's hard to choose which ones to <u>highlight</u>.

Nicole: You can pick those which are related to the position you're applying for.

Jason: OK. It's a marketing position. So I suppose I can leave out that job I held in HR for a while.

Nicole: Right. It's likely your prospective employer won't be interested in reading about your experience in unrelated fields.

Jason: All right, I'll keep that in mind. Thanks!

Speaking Practice

A. Practice the conversation with a partner. Replace the colored words with the words below.

office work / hobbies and interests / bring to the fore/managerial job

bore them / if your hobbies are related to the job / highlight relevant skills / Just stick to those jobs where you were in a managerial role

B. Now, practice the conversation again. Replace the colored words with your own ideas.



Grammar Check

A. The structure of future continuous is as follows:

S+will be + V-ing

The future continuous tense is used to:

1. show that something will already be in progress at a specified time in the future.

Examples

- ◆ Sally will be leaving home for the night shift at this time.
- ◆ Hank will be having dinner with clients tomorrow night.
- 2. talk about future plans.

Examples

- ◆ John will be starting his own company by this time next year.
- By this time next month, I will be looking for a new job.
- 3. make a guess about something that is happening now.

By this time next year. I

Examples

- If everything goes on schedule, Holly will be arriving in Manila at this time tomorrow.
- By the time your resume lands on an employer's desk, they will probably be tired of reading through so many.

(work) overseas.

B. Complete the sentences using future continuous of the verbs given in brackets.

	2. At 5:00 p.m. tomorrow, I companies.	(mail) resumes to several Fortune 500				
	On Thursday next week, Ms. King potential new client.	(meet) with representatives from a				
	4. At 6:00 a.m. tomorrow morning, John	(exercise) in the corporate gym				
C.	Choose the correct phrase for each sentence.					
	1 late tonight?					
	a. Willyou beworking	b. Have you been working				
	2. At this time next year, Grace her own business.					
	a. has been launching	b. will be launching				
	3. By the time the boss gets to your resume, she the same clichés over and over.					
	a. is tired of reading	b. will be tired of reading				
	4. We for the best price we can get	t, obviously.				
	a. will be looking	b. have been looking				

Guided Writing

A. Writing a resume is the first step to hunt for a job. You can write a brief introduction, telling a prospective employer a little about who you are, what you've done, and what you have achieved. Here is a sample.

Desmond Walters

Communications Specialist

Profile

Harvard-educated communications specialist with five years of experience in the tech sector. During my time in the industry, I've worked at two different start-ups in the Silicon Valley, aiding them in building their brands through fostering positive, collaborative relationships with various media partners.



Employment History

Public Relations Officer at TechMake Corp., San Francisco

- Wrote press releases for all product launches, corporate events, and company news
- Acted as a liaison between media and corporate representatives
- · Updated company website with all product news, staffing updates, and sales info

Junior Copywriter at GoFast Web Solutions, San Francisco

Wrote ad copy for a diverse array of advertisements

Education

Bachelor of Commerce, Harvard Business School September 2015–April 2019

Graduated magna cum laude

References

Janelle Ross from GoFast Web Solutions

B. Write an introductory paragraph, or overview, for your resume. Tell a prospective employer about who you are, what you're most interested in, what you've achieved academically and professionally, and what you hope to achieve in the future.



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Listening Comprehension

A. Disten to a talk. Check the adjectives you

□ overall	□ before	□ different
☐ related	□ same	□ prospective
☐ certain	□ next	☐ under
☐ many	□ abroad	☐ important



1.	I help all kinds of professionals in resumes so that they can land their dream jobs	fields polish their
2.	So, I've got some tips for theemployers.	time you need to write a resume and start
3.	For example, you might have an	"Skills" section.
4.	If you can write code and are good at using "Software/Computer Skills" section somewher	[13] [13] [13] [13] [13] [13] [13] [13]
5.	This way, when an employer skims your resum actually read through every word, they won't li attributes.	이 글 것 같아요. 아이들 아이들 아이들 아이들 아이들이 아니는 아니는 아니는 아이들이 아니는

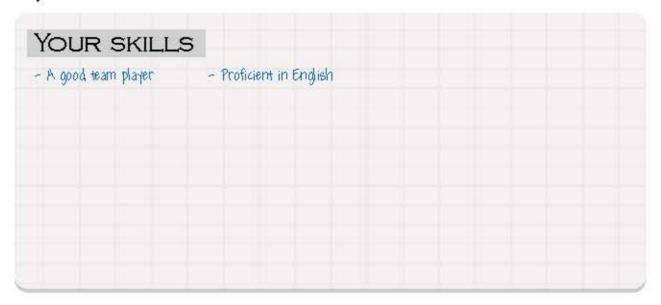
C. Circle True or False for each statement.

 Most employers read every word of every resume. 	True / False
2. You should list all your skills in the same section.	True / False
3. Skills should be listed under the jobs that they directly relate to.	True / False
4. You can put an overall Skills section on your resume.	True / False
5. The speaker helps people with their job interview performance.	True / False
6. Language skills should be omitted from your resume.	True / False

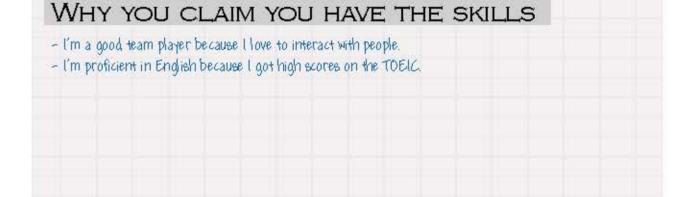


Pair Work

A. Work with a partner. Try to think of your special skills that are to be put in the Skills section on your resume.



B. Write down the reasons why you claim to have those skills.



C. Now, pass your notes to your partner for them to read. Provide each other feedback, telling them what they might have forgotten, other things they might want to include, and so on.

Writing Resumes UNIT 1 | 17

Reading

A. Read the following article.

What Employers Look For in a Resume

What do prospective employers want to see on your resume this year? Make sure your page isn't too crowded, for starters. If every available inch is taken up, it makes it harder to read, believe it or not. Have clear

headings (in bold), and leave some white space. It's a lot easier on the eyes.

Secondly, everyone highlights their skills, of course. However, don't forget to include your volunteer work. Showing that you care about a cause and dedicate your free time to it can really give you a leg up on your competition. In other words, experience outside the workplace can be just as important as work experience itself.

Speaking of work experience, remember to list out your responsibilities for every previous job that you list. Simply putting down that you were a "Regional Manager" just scratches the surface. Outline exactly what you did in that position, as well as all that you accomplished while you held it.

In short, just make sure your resume isn't cluttered, difficult to read, or full of information that is too general. Remember, you're selling yourself, so don't sell yourself short!

B. Choose the correct answer for each question.

- 1. In terms of space on the page, what should you do when writing your resume?
 - a. Make the page crowded

b. Clutter it up with info

c. Use up every bit of space

- d. Leave some blank space
- $2. \ \ What does the article say about volunteer work?$
 - a. It's just as valuable as paid work.
- b. It's less important than work experience.
- c. It shouldn't go on your resume.
- d. It's simply a waste of time.
- 3. When listing a job on your resume, which of the following should you do?
 - a. Write down why you left the job.
 - b. Leave out your accomplishments in that position.
 - c. Just list the title of the job and nothing else.
 - d. Put down your responsibilities in that position.
- 4. What is the overall purpose of this article?
 - a. It outlines what a good resume should look like.
 - b. It provides samples of the worst resumes imaginable.
 - c. It gives an example of a good resume.
 - d. It shows what bosses don't want to see on a resume.

Speaking Activity

A. Work with a group. Read the following phrases.

- 1. landajob
- 3. in different fields
- 5. polish your resume

- 2. important attributes
- 4. skill categories
- 6. reference letter

B. Write one short example sentence for each of the phrases.

I will be looking to land a new job soon.

A resume should emphasize your most important attributes.

C. Finally, try to use the short sentences you wrote to create a short dialogue. Then, choose two classmates from the group to act out the dialogue.

- A: I need a change of pace, so I will be looking to land a new job soon. Would you mind taking a look at my resume?
- B: Sure, let's see I think you're not selling yourself enough. A resume should emphasize your most important attributes.

