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BUSINESS

WRITING

Saratov, 2015

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Preface

Business Writing is a complex of recommendations and exercises aimed at developing business writing skills in the English language.

The book is focused on three main directions: writing a formal letter and a resume, filling in an application form. It informs the students of the specific characteristics typical of British and American business etiquette.

Business Writing provides many authentic texts which serve as a source of up-to-date materials that are directly relevant to business English learners' needs.

Unit 1

FORMAL LETTER

Objectives:

- to give the students understanding of a British and American formal letter layout and content; introduce useful language for writing formal letters; familiarize them with the peculiarities of an English formal letter style
- to develop skills needed for editing and writing a formal letter



Layout of a formal letter

Although there are many different layouts used for letters, they often follow the same general pattern:

- letterhead
- date
- reference
- addressee
- salutation
- main body
- closure
- a note about any enclosures or copies

The letterhead (or heading) provides the reader of the letter with essential information about the organization sending it. Normally the heading will include the company's name and address, its telephone and fax numbers.

The date is normally written the following way:



People in Britain would normally write *5 March 2007*, which is the simplest and clearest of all the current forms used in the English-speaking world, but there are alternative ways of writing the date: *5th March 2007* or *05.03.2007*.



Americans put the name of the month first: *March 5 2007* / *March 5th 2007* / *03/05/2007*

Figure 1.

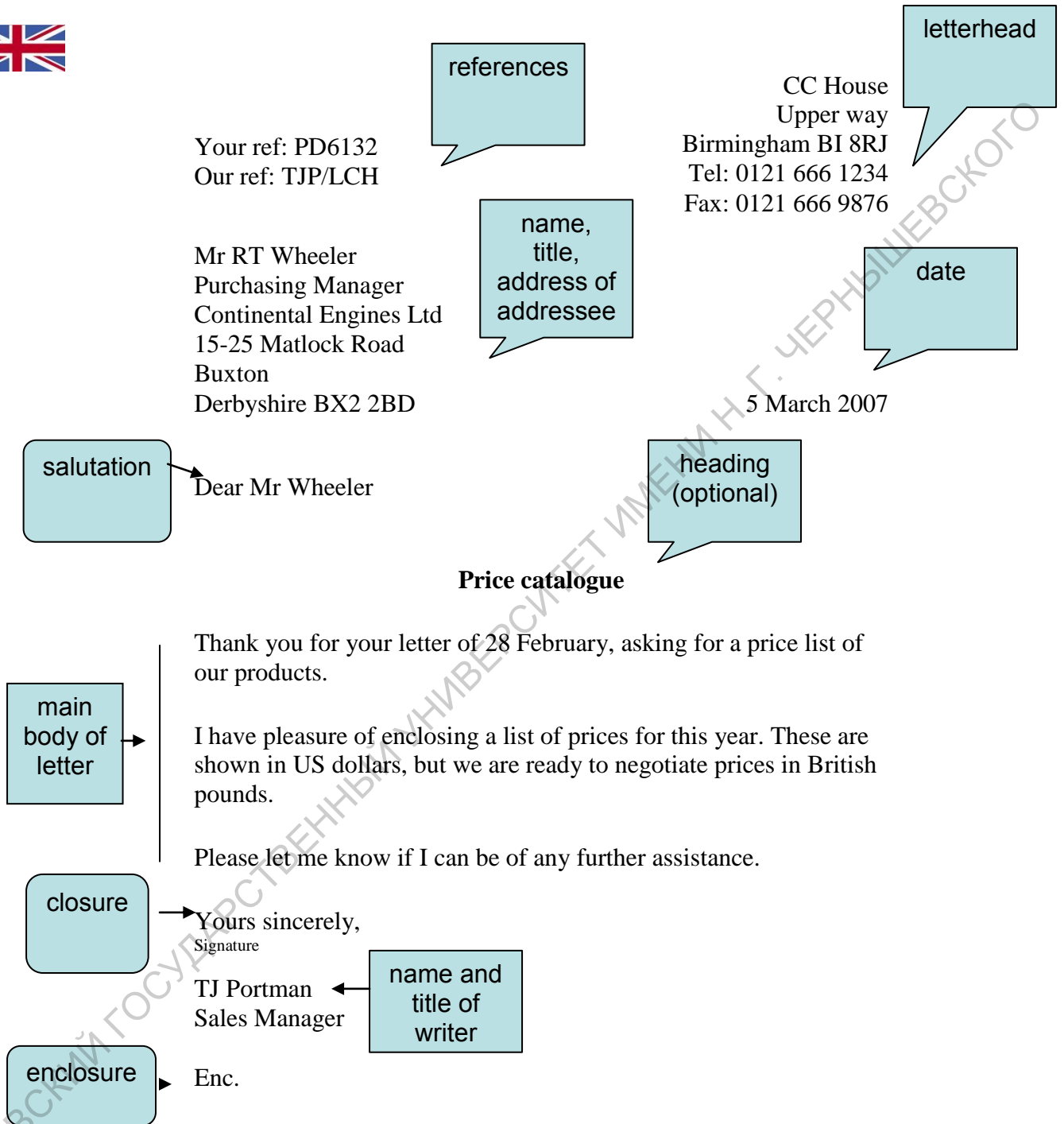
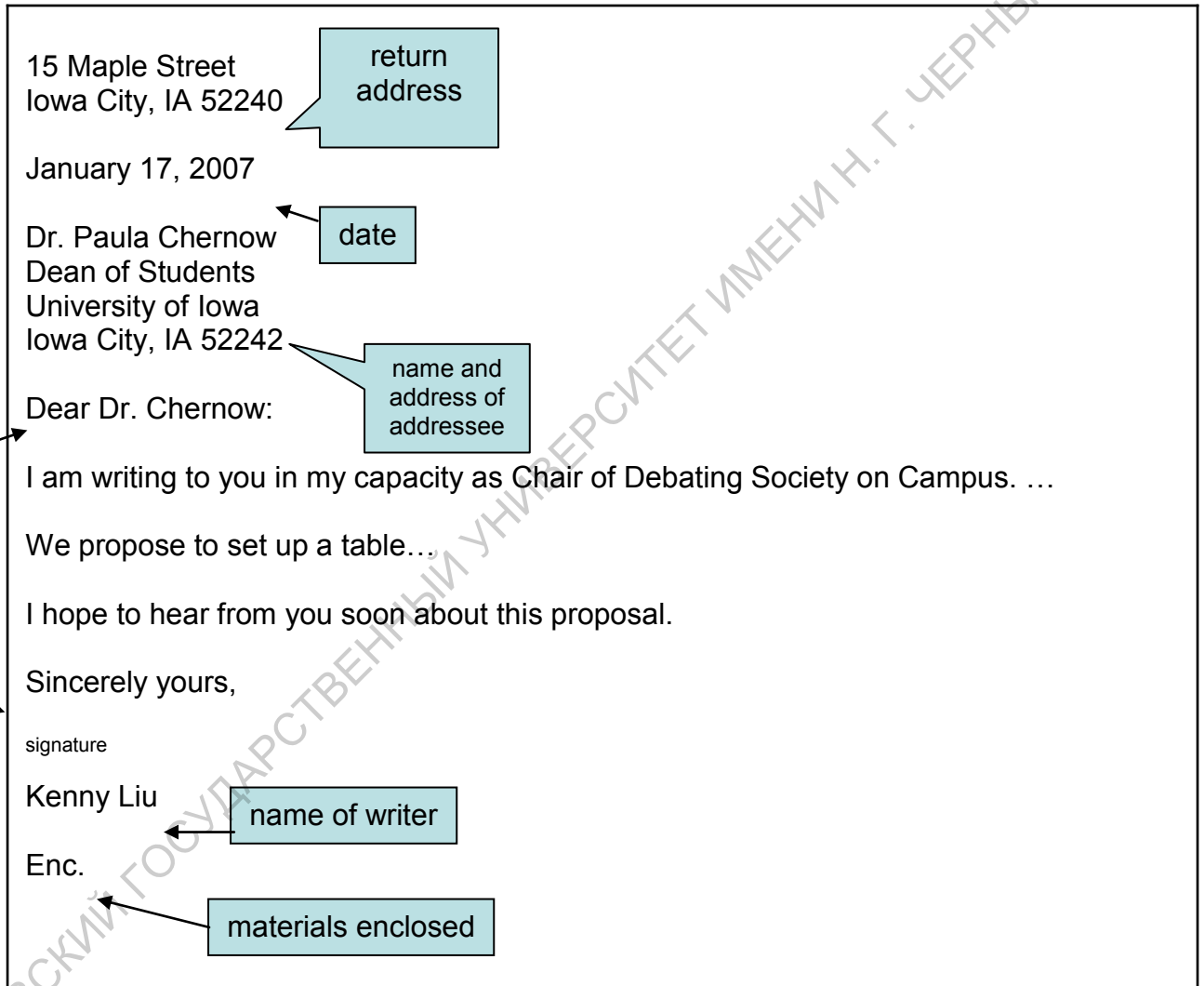


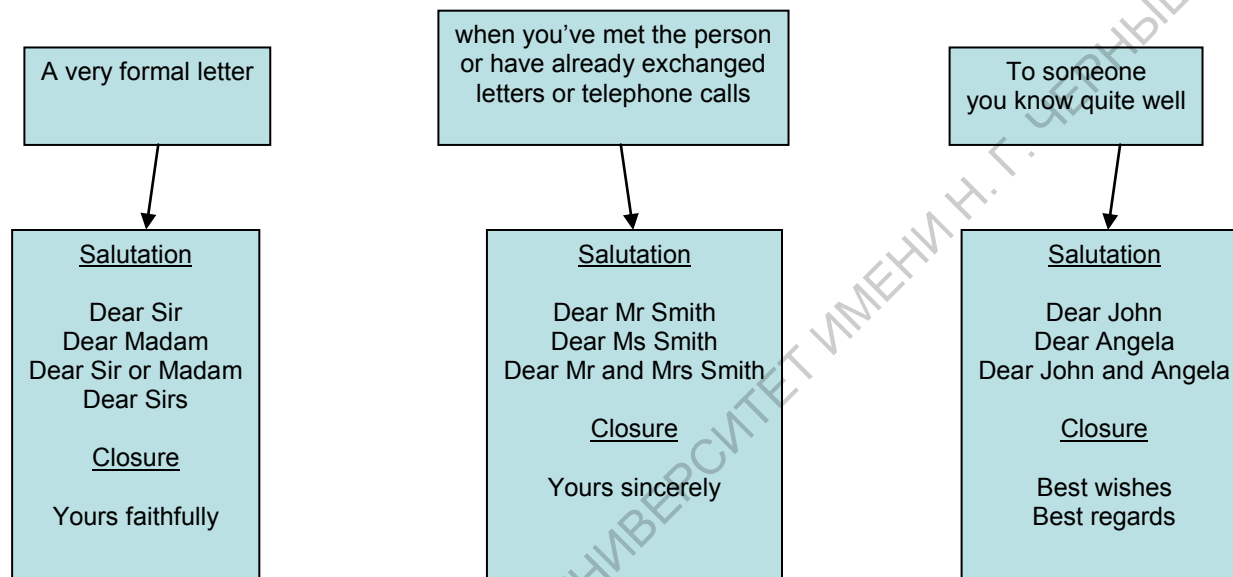
Figure 2.




The reference is often (but not necessarily always) used to refer to some documents or to identify the writer of the letter (in the example letter his / her initials TJP are given).

The addressee information contains the name and address of the person to whom you are sending the letter.

Here is a list of salutations and closures:



- The salutation *Dear Sirs* is used when the letter is addressed to a company and not to an individual.
- In British and American English, ‘*Ms*’ can be used for both married and unmarried women.
-  Very often a comma is typed after the salutation, but an increasing number of firms are eliminating this, considering the spacing to fulfil the function of the traditional punctuation.



The salutation is often followed by a colon – ‘*Dear Mr Faulkner:*’



Content of a formal letter

The first paragraph

The first paragraph of the letter should introduce the subject matter and either state or imply your purpose in writing to make an inquiry, complain, or request something.

The body of the letter

The body of the letter should consist of one or more paragraphs. It should contain the relevant information behind the writing of the letter. Most letters in English are not very long, so keep the information to the essentials and concentrate on organizing it in a clear and logical manner rather than expanding too much.

If there is more than one paragraph, each paragraph should focus on a separate aspect of the subject matter and there should be clear links between paragraphs.

The final paragraph

The final paragraph should leave the reader in no doubt about your attitude towards the subject of the letter and state what action you expect the recipient to take. It may, for example, spell out what you would like to see happen. It should be positive and unambiguous.



Hints for writing a formal letter:

Clarity

Clear writing is essential if your letters are to be understood. You should first consider what it is that you wish to communicate to the reader and then write it clearly and simply.

There are a number of factors that affect how difficult or easy it is to read a letter:

- the layout must be correct and comprehensible
- sentences should be short and simple in construction
- technical subject matter (jargon) should be kept to a minimum; avoid using abbreviations unless you are sure that the reader knows what they mean

Style

The style of a letter is affected by:

- the variety of sentence constructions
- the degree of formality used

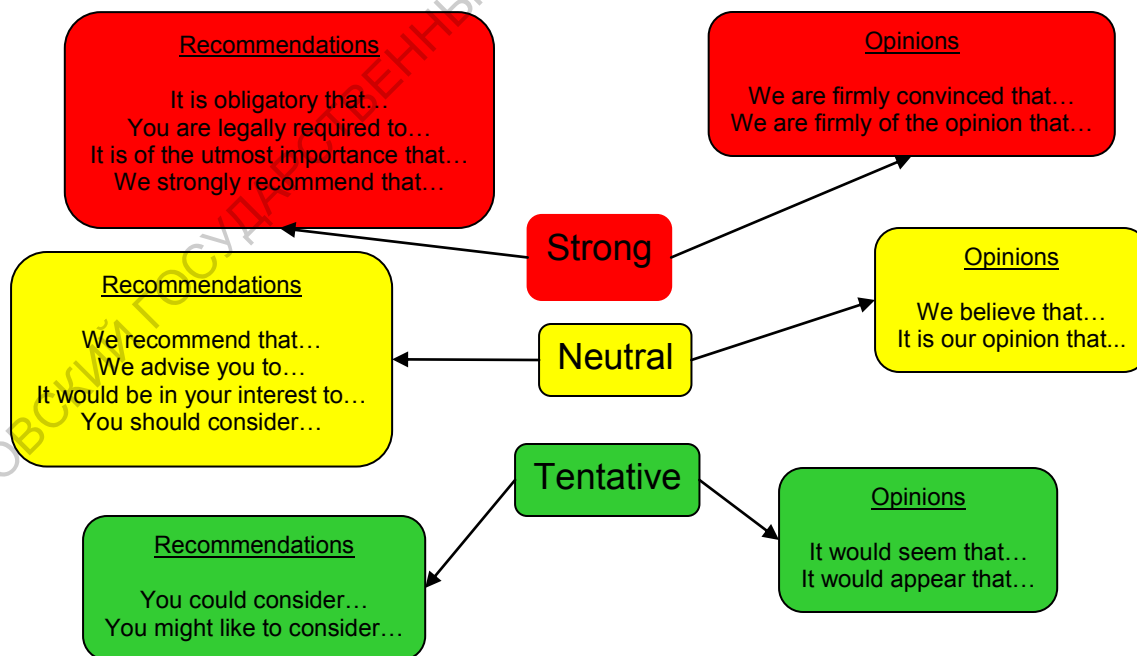
Style can be improved by using a variety of sentence constructions. This makes writing more interesting to read. The main topic of the sentence should appear at the beginning of the sentence to show that it is important.

It is also essential to choose the appropriate degree of formality. The following points are important:

- contractions (we'll, it's, you've, etc.) are not normally used in formal correspondence
- formal letters are impersonal. 'We' is often used instead of 'I' when the writer represents a company
- the passive is often used as the reader is more interested in the action itself rather than who carried out the action

Tone

Tone is the strength with which you express yourself in writing. Certain phrases are stronger than others. Choosing a strong, neutral or tentative phrase can significantly affect the message you give to the reader.



Language Focus

Making reference

Thank you for	your letter of 26 October
With reference to	your recent letter
We refer to	our letter of 26 October
Further to	our recent telephone conversation
As requested,	our meeting on 26 October
We refer you to	I'm enclosing a copy of
We would refer you to	clause 25 of your contract that
to	states that

to a request
to a published
document

Stating understanding

We understand that	you are a supplier of computers.
It is our understanding that	you do not wish to accept the proposed contract terms.

Stating assumptions

On the assumption that	the weather stays fine, we expect the construction work to be completed on time.
It is assumed that	Mr Smith will be resident here in 2008.
We assume that	

Generalizing

As a general rule,	the managers appointed to run our subsidiaries are local nationals.
As a rule,	
In general,	employees work ... hours a week.
Generally,	
Normally,	

Explaining

On the whole,	we are very satisfied with
i.e. (that is)	
This means that	

Giving opinions

In our view,	
In our opinion,	
We are of the opinion that	

Suggestions

We suggest that	
We would suggest that	
It is suggested that	

Expressing degrees of certainty

<u>Certainty</u>	It is certain that
------------------	--------------------

Probability There is no doubt that
I am certain that
We are confident that

Doubt It is probable that
It is likely that
It is doubtful whether
There is some doubt as to whether
I doubt whether

Improbability It is unlikely that

Focusing attention I should like to draw your attention to
We would like to point out that
It should be noted that
Please note that

Emphasizing We would like to remind you that
It is important to remember that
It must be remembered that
It is worth remembering that
It is of the utmost importance that
I should like to stress the importance of

Offering further assistance Please do not should you need any further
hesitate to contact us information
Please let us know

Stating conclusions We conclude, therefore, that
We have reached the conclusion that
It is concluded that

Summarizing To sum up
To summarize

Referring to a future reply or to a meeting We look forward to meeting you on 26 October
hearing from you
your early reply

Enclosing something with a letter We are pleased to send you a copy

We have pleasure in sending you a copy of
Please find enclosed a copy of

Assignments:

1 Compare the layouts of British and American formal letters (see Figures 1 and 2). Describe the basic differences between the two layouts.

2 Read the passage and rewrite it, so it would be easier to read and clearer to understand. Try to use shorter sentences.

Whilst I accept your reasons for the delay in submitting your report on the advertising campaign, and notwithstanding the fact that the next meeting on the advertising will not now be held until October, I must insist that you should complete it as quickly as possible, preferably before the end of the week, but not later than the beginning of September.

3 Paraphrase each of the following sentences, using as many sentence constructions as possible (see Useful vocabulary).

1. I am writing in reference to your letter of 15 March.
2. We understand that you are interested in borrowing some money from us.
3. Let us assume that they are coming to take part in this meeting and make plans on that basis.
4. Normally, we plan the on-going work one or two days ahead.
5. The hotel is closed during low season, i.e. from October to March.
6. In my view, her criticisms were completely justified.
7. We suggest that we wait a while before we make any firm decisions.
8. We are not yet certain how much it will cost.
9. We are having doubts about his ability to do the job.
10. We shall probably exceed our sales target for the year.
11. Please note that we will be closed on Saturday.
12. I would like to stress the importance of neatness and politeness in this job.
13. Our conclusion is that if this course of action is taken, existing customers will be lost.
14. To summarize, we would recommend the further research in this area.
15. Please find enclosed a cheque in settlement of your invoice.

4 Paraphrase the following sentences sticking to a more formal style by changing the given constructions into the passive. The first sentence is the example for you.

1. I recommend that you should close down the factory. – It is recommended that you should close down the factory.
2. People have informed me that the company is going to hire new staff.
3. We dispatched the goods yesterday.

4. Unless we act quickly, we shall lose this opportunity.
5. We purchase the components from Asia.

5 Match words and phrases from column A with their more formal equivalents from column B. Write 5 sentences using words and phrases from column B.

A

Ask for
 Chance
 Fill in
 Get better
 Get in touch
 Get worse
 Guess
 Help
 Let me know if the date is alright
 More information
 OK, alright
 Tell
 Want
 We are sorry
 Worried

B

Assist
 Complete
 Concerned
 Contact
 Deteriorate
 Estimate
 Further information
 Improve
 Inform
 Opportunity
 Please confirm the date
 Request
 Require
 Satisfactory
 We regret

6 Paraphrase the following sentence using a strong, neutral and tentative tone to express the idea.

We believe that the safety measures are inadequate.

Now write 3 of your own recommendations to somebody using a strong, neutral and tentative tone while expressing your point of view. Try to use the variety of constructions.

7 Study the sample formal letters in the *Appendix 1*. Label all of them with the following titles:

- A farewell letter
- A letter of complaint
- Asking for a reference
- Giving a reference
- Job offer rejection letter

- Letter of invitation
- Making a reservation
- Making an enquiry
- Making appointment
- Placing an order
- Responding to an enquiry
- Sending condolences
- Thank you letter

8

Editing.

1. The draft letter of application* is not suitable. Rewrite it, making any necessary changes. Below is some useful language to help you:
 - With reference to your advertisement ...
 - I would like to apply for a position of...
 - I feel I am well qualified for the position because...
 - I would be happy to give you more details and can be contacted at any time.
 - I would be happy to come for an interview at any time convenient for you.
 - I enclose the copy of my CV.
 - A full CV is attached.
 - I look forward to hearing from you.

Hello

I saw your ad in our local paper last week, so I want to apply for the job of Communications Assistant.

I know I am the person you are looking for. I just got various A-levels from school, and all of my friends say they love chatting with me.

So write soon, and tell me when you want me to come for an interview.

Regards

Jim Brown

* Cover Letter, or Application Letter, is discussed in detail in Unit 2.

2. The draft letter is addressed to an unsuccessful candidate for the vacancy. Rewrite it, making any necessary changes. Below is some useful language to help you:

- Following your interview...
- I regret to inform you...
- The standard of candidates was extremely high.
- The panel were very impressed with...
- You didn't have the necessary experience.
- I would like to take this opportunity to...
- We wish you every success in your future career.

Dear Michael,

After our chat about the job, it's a pity but you didn't get it this time. On the day, the other people were better. The guys thought that your resume and interview were fantastic, but you hadn't done enough for this job.

Anyway, now is a good time to say thanks for coming in our company and we hope you find a job soon and have a good life.

Best wishes

3. The sections of the letter below give information about a concept for a new product. Correct some of the phrases, using more appropriate language. Below is some useful language to help you:

- at the request of
- it contains my suggestions / some ideas have been given
- was required / was to be submitted
- have great market potential / would be very profitable
- do / carry out some research
- should develop / manufacture
- should present ideas
- more information is required / needed

Dear Colleagues,

I am writing because of the Marketing Director. I've written the report that describes a concept for a new product – a pill for preventing hangovers – and I've given you some ideas for developing and marketing it. The report had to be handed in by 16 December.

.....

A pill for preventing hangovers would make us a lot of money. The R&D* department has already made a research and is certain that an effective pill could be developed within two years. There is no suitable pill currently available, so there is clearly the gap in the market.

Recommendations

- The R&D department have got to make a pill as soon as possible
 - The Marketing Department must give us ideas for packaging and marketing the product.
 - We have got to know more about competing products.
4. Rewrite the letter to the Reservations Manager of the hotel changing its style to a more formal one. Pay attention to the underlined phrases in the letter.

Dear Jack

This is just a note to remind you about a reservation I asked you for this morning by telephone. The reservation, just for a couple of nights, is for me.

I want a room with a bathroom, from 15-17 November inclusive.

Is it all right for me to have a room at the back of the hotel? I think the room you gave me last year was really noisy.

Thanks for sending me the brochure about the hotel facilities. They look great.

I'm sorry I can't give you any definite days, because I haven't yet sorted out all the details of my trip. I'll drop you a line as soon as I can.

See you soon.

Best wishes

John.

9

Writing a formal letter. Use the letters given in the *Appendix 1* as samples.

1. You are going to attend a conference in Washington, DC, USA. Write a letter to Marriot Hotel (2660 Woodley Road Northwest, Washington - (800)

* R&D – Research and Development

228-9290) to make a reservation. You need to book a single non-smoking room in your name. In your letter indicate the dates of your arrival and departure, and if you would like a pick-up from the airport. Ask about the price, meals, hotel facilities (business centre, health club, parking, etc). You would also like to receive a confirmation of your reservation.

2. Write a letter of complaint about any of the following:

- a machine which has broken down since you bought it (specify what kind of machine it is, and what seems to be the problem)
- a delivery which was several days late. Besides, they seem to have damaged the product (give as many details as possible)
- a holiday in ... (country or city) which was not at all successful because ... (give your reasons). Don't forget to ask a tourist agency for a refund.

3. You have recently returned from an overseas business trip. Write a letter of thanks to a business contact who entertained you during the trip. Refer to the following situations (you may use some of your own ideas as well):

- arranging your visit to his / her company
- taking you to the theatre
- having a meal together at a good restaurant

4. You would like to apply for a research grant. Write a letter to any of your real or imaginary professor at University asking him / her to give you a reference. Specify the requirements of the programme in order to help your referee to stress your strengths in his / her reference.

5. Write a letter inviting an American professor to participate in the University Conference on In your letter give him / her the details of the conference (dates, venue, participants, programme, etc.) and suggest what you would like him / her to speak on.

6. You would like to place an order with one of the online shops in Britain. Write the order to this company (specify the goods you would like to order, when you would expect them to be delivered, packaging, method of payment; do not forget to ask if they can offer any discount).

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САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н. Г. ЧЕРНЫШЕВСКОГО

Appendix 1

Sample Letters*

Sample Letter # 1

Kenneth Beare
2520 Visita Avenue
Olympia, WA 98501

Jackson Brothers
3487 23rd Street
New York, NY 12009

September 12, 2000

To Whom It May Concern:

With reference to your advertisement in yesterday's New York Times, could you please send me a copy of your latest catalogue? I would also like to know if it is possible to make purchases online.

Yours faithfully

(Signature)

Kenneth Beare
Administrative Director
English Learners & Company

Sample Letter # 2

Jackson Brothers
3487 23rd Street
New York, NY 12009

Kenneth Beare
Administrative Director
English Learners & Company

* (for functions of the letters, see Assignment 7)

2520 Visita Avenue
Olympia, WA 98501

September 12, 2000

Dear Mr Beare

Thank you for your inquiry of 12 September asking for the latest edition of our catalogue.

We are pleased to enclose our latest brochure. We would also like to inform you that it is possible to make purchases online at <http://jacksonbros.com>.

We look forward to welcoming you as our customer.

Yours sincerely

(Signature)

Dennis Jackson
Marketing Director
Jackson Brothers

Sample Letter # 3

Dear John,

I wanted to take a moment to let you know that I am leaving my position at ABC Corporation. I will be starting a new position at XYZ Company next month.

I have enjoyed my tenure here and I appreciate having had the opportunity to work with you. Thank you for the support, guidance, and encouragement you have provided me during my time at ABC. Even though I will miss my colleagues and the company, I am looking forward to this new challenge and to starting a new phase of my career.

Please keep in touch; I can be reached at my personal email address (john13@gmail2.com) or at home, 555-121-2222.

Thanks again for everything.

Yours truly,

Samantha

Sample Letter # 4

12 August 2004

TECHMEDIA
5 Place Dellile
63000 Clermont Ferrand
France

Dear Messrs,

Having been guided on a tour of your St. Petersburg plant by Mr. Kingsley, I must say that I am thoroughly impressed with your operations and personnel. I don't believe I have ever viewed a more efficient, smooth running, and cost efficient program such as yours. I was particularly impressed with the procedure you have implemented to monitor quality control.

All of your employees were extremely courteous and went out of their way to explain various functions and answer my inquiries. I would be most appreciative if you would extend a special thank you from me to Mr. Kingsley, for showing me every courtesy, including a delightful lunch at the Boar's Club.

I shall be presenting my findings to my associates on the 30th, and will let you know what develops.

Truly yours,

signature

George Oscars
General Manager

Sample Letter # 5

George Gilhooley
87 Delaware Road
Hatfield, CA 08065
(909) 555-5555

Date

Dear Mr. Gilhooley,

Thank you very much for offering me the position of Marketing Manager with Hatfield Industries. It was a difficult decision to make, but, I have accepted a position with another company.

I sincerely appreciate you taking the time to interview me and to share information on the opportunity and your company.

Again, thank you for your consideration.

Susan Markstone

Sample Letter # 6

Larch House
Hughes Lane
Sylvan Hill
Sussex

22 June 2000

Dear Mrs Robinson,

I would like to send you my deepest sympathies on your sad loss. It came as a great shock to hear of Dr Robinson's terrible illness, and he will be greatly missed by everybody who knew him, particularly those who, like me, had the good fortune to have him as a tutor. He was an inspiring teacher and a friend I am proud to have had. I can only guess at your feelings.

If there is anything I can do please do not hesitate to let me know.

With kindest regards,
Yours sincerely,

Malcolm Smith

Sample Letter # 7

35 Prince Edward Road
Oxford OX7 3AA
Tel: 01865 322435

The Manager
Brown Fox Inn
Dawlish
Devon

23rd April 2000

Dear Sir or Madam,

I noticed your hotel listed in the "Inns of Devon" guide for last year and wish to reserve a double (or twin) room from August 2nd to 11th (nine nights). I would like a quiet room at the back of the Hotel, if one is available. If you have a room free for this period please let me know the price, what this covers, and whether you require a deposit.

Yours faithfully,

Geo, Sand.

Sample Letter # 8

112 Victoria Road
Chelmsford
Essex CM1 3FF
Tel: 01245 33433

Allan Deal Builders
35 Green St
Chelmsford
Essex CM3 4RT

ref. WL/45/LPO 13/6/2000

Dear Sirs,

I confirm my phone call, complaining that the work carried out by your firm on our patio last week is not up to standard. Large cracks have already appeared in the concrete area and several of the slabs in the paved part are unstable. Apart from anything else, the area is now dangerous to walk on.

Please send someone round this week to redo the work. In the meantime I am of course withholding payment.

Yours faithfully,

W. Nicholas Cotton

Sample Letter # 9

University of Hull
South Park Drive
Hull HL5 9UU
Tel: 01482 934 5768
Fax: 01482 934 5766

Your ref. DD/44/34/AW 5/3/00

Dear Sirs,

Mary O'Donnel. Date of birth 21-3-63

I am glad to be able to write most warmly in support of Ms O'Donnel's application for the post of Designer with your company.

During her studies, Ms O'Donnel proved herself to be an outstanding student. Her ideas are original and exciting, and she carries them through - her MSc thesis was an excellent piece of work. She is a pleasant, hard-working and reliable person and I can recommend her without any reservations.

Yours faithfully,

Dr A A Jamal

Sample Letter # 10

30th May 2004

Mr Pickering
Managing Director
Solid Wood Productions
50 Warwick Street
Bradford BT1 6AE
England

Dear Mr Pickering,

I am very concerned about the difficulties you are having with the goods we supplied earlier this year.

In connection with this matter, I would like to have the opportunity of meeting you in person while I am in England, and would appreciate it if you could spare me an hour or two some time during the next few days. My secretary will telephone you the day after tomorrow to see when a meeting can be arranged.

Yours sincerely,

signature

Alan Ronde
Export Manager

Sample Letter # 11

August 26, 2004

Samuel B. Magdovitz
Juvenile Law Center
801 Arch Street, 6th Floor
Philadelphia, PA 19107

Dear Mr. Magdovitz:

Mr Davis, our director who attended the Salt Lake City Conference, has given us your name. We have pleasure in informing you that our society will be holding a conference at the Sheraton hotel, Kansas from 20 to 25 September the theme of which will be "Executive Secretaries in Export/Import Firms".

We would be delighted if you would accept our invitation to speak on the subject "Executive Secretaries in British Export Firms" on 22 September from 10 to 10.30. We would of course be prepared to pay you the fee of \$350 and your travel expenses.

Our conference will be attended by managers and professors from all over the world. Panelists will be drawn from industry, academia and consultancies to represent a full range of expertise.

A copy of the detailed draft programme, containing information about the speakers and programs at our last conference, is enclosed.

We look forward to hearing whether you can accept our invitation. Please let us know if you will need any visual aids or other equipment.

Sincerely yours,

signature

Brenda Minion
General Manager

Sample Letter # 12

May 23, 1999

Mr. Jack Brown,
Director
Used Books Online
Seattle, WA 98795

Dear Mr. Brown:

Would you please send me the following used books via COD? According to your Web site, orders need to include the title, author, and publisher.

<u>Title</u>	<u>Author</u>	<u>Publisher</u>
"Driving Home"	Peter Lawford	Jackson and Co.
"Christmas Myth"	Margaret Smith	Smoothers
"Landscaping for Fun"	Janet Patterson	Nature Ltd.

Thank you very much,

(signature here)

Fred Finkleham,
Professor, OUS

Sample Letter # 13

8 Spright Close
Kelvindale
Glasgow GL2 0DS
Tel: 0141-357 6857

23rd February 2000

Dr M Mansion
Department of Civil Engineering
University of East Anglia

Dear Dr Mansion,

As you may remember, my job here at Longiron & Co is only temporary. I have just applied for a post as Senior Engineer with Bingley & Smith in Glasgow and have taken the liberty of giving your name as a referee.

I hope you will not mind sending a reference to this company should they contact you. With luck, I should find a permanent position in the near future, and I am very grateful for your help.

With best regards,
Yours sincerely,

Helen Lee.

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н. Г. ЧЕРНЫШЕВСКОГО

Unit 2

RESUME

Objective: to develop the skill of a successful essay writing based on a conscious effort and careful thought.

Definition: A *resume* is a selective record of your background — your educational, military, and work experience, your certifications, abilities, and so on. You send it, often accompanied by an application letter, to colleges or potential employers.



Resume Types and Design

Type of organization. Resumes can be defined according to how information on work and educational experience is handled. There are several basic, commonly used plans or designs you can consider using.

- ***Chronological design:*** A chronological CV presents your education and work experience either in the order in which they happened, or in reverse order, with your most recent experience first. Since recent experience is probably of most interest to an employer, this latter method is now widely used. The advantages of a chronological CV are that it emphasizes the companies or organizations you have worked for (and the periods of time involved) and your continuity of employment. The disadvantage is that if your career has had ups and downs, especially if it includes periods of unemployment, these show up very clearly. The employer who is looking for a steady and reliable employee will probably favour this approach.
- ***Functional design:*** A functional CV is organized by skills and qualities. Under each heading you provide further details of specific experience. The advantage of this approach is that you can focus on your strengths without having to spell out relative inexperience or periods of unemployment. The disadvantage is that it may not make clear important periods of employment with impressive employers. The employer who is looking for applicants with particular skills and capabilities will find the functional CV more helpful than the chronological.

Type of information. Types of resumes can be defined according to the amount and kind of information they present:

- Objective resumes: This type just gives dates, names, titles, no qualitative information. These are very lean, terse resumes. The objective-resume style is useful in resumes that use the thematic approach or that emphasize the summary/highlights section. By its very nature, you can see that the thematic approach is unclear about the actual *history* of employment. It's harder to tell where the person was, what she was doing, year by year.
- Detailed resumes: This type provides not only dates, titles, and names, but also details about your responsibilities and statements about the quality and effectiveness of your work. This is the type most people write.



General Layout and Detail Formats in Resumes

At some point in your resume planning, you'll want to think schematically about its layout and design. General layout has to do with the design and location of the heading, the headings for the individual sections, and the orientation of the detailed text in relation to those headings. Detail formats are the way you choose to arrange and present the details of your education and work experience.

General layout. Some resumes have the headings centered; others are on the left margin. The actual text — the paragraphs — of resumes typically does not extend to the far left and the far right margins. Full-length lines are not considered as readable as the shorter ones.

Many resumes use a "hanging-head" format. In this case, the heading starts on the far left margin while the text is indented another inch or so. This format makes the heading stand out more and the text more scannable. In some of the text paragraphs of resumes, special typography is used to highlight the name of the organization or the job title.

Detail formats. You have to make a fundamental decision about how you present the details of your work and education experience. The elements you work with include:

- Occupation, position, job title
- Company or organization name
- Time period you were there
- Key details about your accomplishments and responsibilities while there.

There are many different ways to format this information. It all depends on what you want to emphasize and how much or how little information you have (whether you are struggling to fit it all on one page or struggling to make it fill one page).

Language Focus

accurate	independent worker
adaptable	lively
astute	logical
can work under pressure	loyal
careful	methodical
committed	meticulous
competent	optimistic
cooperative	orderly
courteous	organized
creative	positive
decisive	practical
dedicated	receptive
energetic	relaxed
extrovert	reliable
flexible	self-confident
friendly	self-motivated
gets on well with other people	self-starter
good communicator	sensitive
good sense of humour	thorough
good time-keeper	thoughtful
hardworking	vigilant
imaginative	works well with others

Assignments:

Questions for discussion:

1

- Which type of resume do you need? This decision is in part based on requirements that prospective colleges or employers may have, and in part based on what your background and needs are.

- What are the strengths and weaknesses of each resume design (chronological and functional)?

2

The following tasks will lead you to creating a resume of your own:

Step 1. Preparation

Think about these four areas:

- experience
- interests
- skills
- personal qualities

Many people find it easier to start with *Experience*, because it is the most concrete. Begin by thinking of your life as divided into a number of stages. What these are depends on you – the divisions between the stages may be marked by changes of job, moves from one place to another, or by key events in your life. Your notes on your experience should certainly include:

- education
- any professional training
- periods of employment – include part-time jobs and those which didn't last very long, as well as 'proper' jobs
- other extended periods in which your life focused on a particular activity (for example, periods of foreign travel)
- any voluntary work you have done

Interests are the things you do in your spare time when you are not working.

Interests are relevant for a number of reasons:

- They are one of the ways in which your personality can be defined; and your personality is very relevant indeed to a job application.
- They frequently indicate skills you have which are not currently used at work.
- They often have a bearing on why you are interested in particular types of employment.
- They may point the way to other kinds of employment that you had not previously thought of.

Your notes on your experience should provide you with useful prompts when it comes to listing your *Skills*. Look at each of the different stages of your life and ask yourself:

- Which skills did I use here that I already had?
- Which skills did I improve on or consolidate?
- What new skills did I learn?

In addition, think about your leisure time interests: perhaps these also entail useful skills which may be relevant to a job application.

Make sure that you include not only skills related to your trade or profession, but also personal skills.

Don't be too concerned at this stage about whether the skills you list are relevant. That can come later. For now write them all down.

Many people find *Personal qualities* piece most difficult; they are unhappy talking about themselves and their qualities because they feel it is big-headed or 'pushy'. They may also find it quite difficult to step back and look at themselves objectively. On the other hand, if you don't tell a potential employer about your personal qualities, who will?

For each quality you write, make sure that you can think of incidents in your own life and work experience that bear them out.

Step 2. Turning your notes into a resume

You should by now have a full set of rough notes. Look through some sample resumes (See *Appendix 2*) and decide how you want to order your CV: chronologically or functionally. Organize all notes you have according to the chosen design, keeping these points in mind:

- *Readability: are there any dense paragraphs over 6 lines?* Imagine your prospective employer sitting down to a two-inch stack of resumes. Do you think she's going to slow down to read through big thick paragraphs? Probably not. Try to keep paragraphs under 6 lines long. The "hanging-head" design helps here.
- *White space.* Picture a resume crammed with detail, using only half-inch margins all the way around, a small type size, and only a small amount of space between parts of the resume. "Air it out!" Find ways to incorporate

more white space in the margins and between sections of the resume. Again, the "hanging-head" design is also useful.

- *Special format.* Make sure that you use special format consistently throughout the resume. For example, if you use a hanging-head style for the work-experience section, use it in the education section as well.
- *Terse writing style.* You can use a rather clipped, terse writing style in resumes — up to a point. The challenge in most resumes is to get it all on one page. However, you don't leave out normal words such as articles.
- *Special typography.* Use special typography, but keep it under control. Resumes are great places to use all of your fancy word-processing features such as bold, italics, different fonts, and different type sizes. Don't go crazy with it! Too much fancy typography can be distracting. Also, whatever special typography you use, be consistent with it throughout the resume. If some job titles are italics, make them all italics. Avoid all-caps text — it's less readable.
- *Clarity of boundary lines between major sections.* Design and format your resume so that whatever the main sections are, they are very noticeable. Use well-defined headings and white space to achieve this. Similarly, design your resume so that the individual segments of work experience or education are distinct and separate from each other.
- *Consistency of phrasing.* Use the same style of phrasing for similar information in a resume — for example, past tense verbs for all work descriptions.
- *Consistency of punctuation style.* For similar sections of information use the same kind of punctuation — for example, periods, commas, colons, or nothing.
- *Grammar, spelling, usage.* Watch out for these problems on a resume — they stand out like a sore thumb! Watch out particularly for the incorrect use of *its* and *it's*.

References:

<http://www.youth.gc.ca>

<http://www.english-for-students.com/The-Successful-CV.html>

<http://jobsearch.about.com>

<http://www.academia.edu>

<http://www.scribub.com>

The Resume and Cover Letter Guide. University of Oregon Career Center.2009

Appendix 2

A Sample Resume in Russian

Персональные данные выпускника:

Иванов Алексей Петрович

Дата рождения: 05.08.1984

Регион: Москва

Город: Москва

Учебное заведение: Московский государственный университет экономики, статистики и информатики (МЭСИ)

Дата поступления / окончания: 08.2001/07.2006

Профессиональная область: Финансы

Факультет: Экономики и финансов

Специализация: 351000 Антикризисное управление

Тема дипломной работы: Механизмы обеспечения финансовой устойчивости кредитной организации

Участие в олимпиадах и конкурсах:

1. Лауреат студенческой научной конференции Кубанского государственного университета 2003 года;
2. V Московский международный салон инноваций и инвестиций, бронзовая медаль за разработку;
3. Пятая Всероссийская Олимпиада развития Народного хозяйства России, 3 место в номинации "Автоматизация процессом управления"

Опыт работы

- Некоммерческое партнёрство арбитражных управляющих в ЮФО, помощник арбитражного управляющего с 10.2003 по 11.2003
- ООО "Южная Аналитическая Компания" зам. директора с 11.2003 по 04.2005
- ООО МКБ "МосКомПриватБанк" экономист по кредитованию юр.лиц с 01.2006 по н/в

Настоящее место работы:

ООО МКБ "МосКомПриватБанк"

Направление деятельности: Банковские услуги

Должность: экономист отдела кредитования юр.лиц

Должностные обязанности: Вся процедура оформления кредита: помощь в сборе пакета документов, рассмотрение заявки, анализ фин.состояния заёмщика, анализ обеспечения, передача заключения в кредитный комитет.

Компьютерные навыки:

Пакеты:

MS Office Wordm, Excel

Графические редакторы:

Photoshop

Специализированные программы:

Автоматизированная система экспресс-анализа финансово-хозяйственной деятельности предприятия;

Прикладные пакеты:

Автоматизированная система накопления данных и формирования документооборота в арбитражном управлении (собственная разработка);

КонсультантПлюс.

Участие в общественной жизни (мероприятия, общественные организации и пр.):

1. Участие в студенческих научных конференциях;
2. Публикации;
3. V Московский международный салон инноваций и инвестиций;
4. Пятая Всероссийская Олимпиада развития Народного хозяйства России.

Планы по дальнейшему образованию:

1. Английский;
2. Аспирантура;
3. MBA

Укажите тип деятельности, которым вы хотели бы заниматься:

Любой, связанный с экономикой, финансами, менеджментом.

Самое значимое достижение за последний год:

Успешное участие в Олимпиаде и V Московском международном салоне инноваций и инвестиций, трудоустройство.

Ваши хобби:

Автомобили

Жизненное кредо:

За меня это никто не сделает.

A Sample Resume #1

Leila Charuth-Bell
15 Carlosa Ave., Ottawa
Ontario, Canada, K5G 0Y9
(613) 825-5876 -- leila@internet.com

BORN:

September 21, 1986, St. John's, Newfoundland, Canada.

EDUCATION:

Public School: Briargreen P.S., Ottawa, 1990 to 1998.

Middle School: Greenbank M.S., Ottawa, 1999 to 2000 (French immersion).

Secondary School: Sir Robert Borden S.S., Ottawa, 2000 to 2004 (French immersion).

EXPERIENCE:

Child Care: Have been babysitting children of all ages on a regular basis since 1999 in both the Ottawa and Montreal areas.

Travel: Have traveled internationally on a regular basis since I was an infant. Since 1998 I have journeyed unescorted each summer to and from India to visit relatives. Regularly travel unescorted by bus on weekends to/from Montreal to visit my Father.

Study Trip: In February 2003, participated with two teachers and 15 classmates in an eight-day "eco-excursion" to the tropical island, Belize.

Business: Since 1999 I have assisted my Father with various aspects of his business in Montreal, including marketing, bookkeeping, and financial management activities.

Retail: In 2000 and 2001, I worked as a sales representative for Tommy & Lefebvre Ltd., a local sporting goods and equipment store.

Volunteering: Two years as Camp Counselor for three weeks at Pinecrest Sports Day Camp (Ottawa) working with children from 4-years to 12-years old.

ACHIEVEMENTS:

Public Speaking Award: Briargreen P.S., 1999.

Graduating Class Valedictorian: Briargreen P.S., 1999.

Piano: Grade Four Royal Conservatory, 2000, 2003.

Track and Field: Competed successfully in preliminary meets and qualified for the Eastern Ontario finals.

Academic Honor Roll: Sir Robert Borden S.S., 2000-01, 2001-02, 2002-03.

INTERESTS:

Long-distance running, playing piano, roller-blading, travelling, creative writing, reading, viewing films.

LANGUAGES:

English is my first language. Am functional in speaking, reading, and writing French.

A Sample Resume #2

PERRY JAMESON

1515 Stanley Drive #62
Hometown, KS 66202
perry.jameson@dbplanet.com
(913) 555-1938

OBJECTIVE

To obtain knowledge of the day-to-day workings of a communications, public relations, or publishing firm through a part-time job or summer internship.

EDUCATION

Completed three years at Hometown High School.
Graduation date: May 2005.
G.P.A. 3.85. Top 5% of class.

EXPERIENCE

Newspaper Staff Member, Hometown High School

- **Aug 2004 - present.** Features editor of campus newspaper.
- **Aug 2001 - Aug 2004.** Researched information for news articles using library and Web sources. Composed and edited informational articles, columns, editorials, and advertising copy.

Yearbook Committee Member, Hometown High School

- **Aug 2004 - present.** Editor-in-chief of yearbook staff. Leader of design and publication teams from initial layout through finished product.
- **Aug 2003 - Aug 2004.** Yearbook staff member. Experience taking photographs, designing layout, and writing captions and sidebars.

RELEVANT HIGH SCHOOL STUDIES

Technical writing; advanced composition; debate; video production; computer classes providing knowledge of word processing, desktop publishing, and Web software.

HONORS, AWARDS, AND MEMBERSHIPS

- **U.S. Media Association Scholarship recipient**
Scholarship based on academic achievement, community service, and campus participation and leadership in high school communications projects and studies.
- **2004 Best High School Newspaper Design winner**
Central State Regional Communications Contest, sponsored by the Communications Department, State University.
- **President of high school chapter of Future Communicators of America (FCA), 2004 - present**
Member, 2003 - present.
- **Treasurer of National Honor Society, 2004 - present**

A Sample Resume #3 (functional resume)

Roberta Jordan
12345 Hemingway Ln.
Austin, TX 78722
(512) 456-7891 — R.Jordan@email.com

Objective

Reliable and mature high school senior seeking a part-time retail sales position with a youth-oriented clothing environment to gain experience and insight into the fashion industry for a future career in fashion and design.

Work Experience

**Country Club
and 2004
Lifeguard**

Summer 2003

- Monitored swimming areas for rule violations and drowning victims.
- Supervised entertainment activities sponsored by country club.
- Worked assigned shifts at check-in and concession stand.
- Taught summer swimming classes.

Hawkins, Robins, Warbler and Finch, Attorneys at Law
Fall 2002

Fall 2002 -

- Picked-up and delivered catering and supplies for luncheons and corporate functions.
- In-house mail delivery and sorting.
- Office supply pick-up for local merchants.

Volunteer Work

Big Brothers/Big Sisters

2003 - 2004

- Assisted with and participated in group activities and field trips.
- Tutored ages 8-13 and assisted with homework assignments.

Texas School for the Blind
Book Reader

2000

- Read literary masterpieces into a tape recorder for use by the community.
- Assisted with volunteer office duties.

School Organizations

National Honor Society

2003, 2004

Senior Student Council Representative
Secretary — 2004

2004

Education

City High School
May 2005 Graduation

2002 - 2005

George Washington Middle School

1997 – 2000

Unit 3

APPLICATION FORM

Objectives:

- to provide the students with general information on completing the application form
- to give the understanding of the 'difficult' points in filling in the application form
- to practice some of the skills necessary for completing the application form



The content of an application form

The two main types of application form are the standard application form (SAF) supplied by most University careers services and employers application forms (EAF).

The content of application forms varies considerably. However, the majority of forms have two types of questions: factual and analytical. These are outlined in further detail below.

Factual

Factual questions enable the reader to identify any relevant experience and qualifications. Most application forms ask job applicants to record their:

- Personal details: name; address; date of birth, etc. Make sure you complete these correctly and in full.
- Education and qualifications. For example, qualifications gained at school/college/university. Do not forget any company training courses, evening classes etc.
- Career history. List your current and former employers and the dates you worked for them, starting with the most recent. Account for any gaps in your employment history, and mention any voluntary work, training courses you may have done in periods of unemployment. Remember that voluntary experience is just as important as paid employment.
- Extra-curricular activities. All work and no play can give the impression that you can only do one thing at a time and are not as well rounded as other candidates. If you do not do anything outside University. Extra-curricular activities can demonstrate teamwork and communication skills.

- *Hobbies and Interests.* The reader of your application will be looking for clues to your personality. Include your hobbies, any clubs or groups you belong to and say if you hold / have held any positions of responsibility. Do not make lists, for example, 'Interests include reading, cinema, sports...'. This will not tell anything useful about you. Give details of the extent of these interests, and any clubs, societies or achievements related to them.

Analytical

Analytical questions enable the reader to assess your skills and abilities in specific areas. Analytical questions tend to begin with phrases like *'Why do you...?'*, *'How did you...?'*, *'Give an example of when you...'*.

These questions are critical in the assessment of your application. Therefore, you must take your time and think carefully before answering these questions. It is always best to draft out a few versions before actually filling in the form. With each question, try to evaluate the reason behind the question and provide your answer accordingly. Remember there are no right or wrong answers! Keep your answers relevant and individual!

These questions include topics such as

- *Career choice.* What skills have you got?
- *Problem-solving skills* - you may be asked to give an example of a problem you have solved or a project you have completed. The process you followed is more important than the problem itself so do not spend too much time focusing in on what the problem was but make sure that you detail your approach into analyzing and solving it!
- *Teamwork* - experience of working in teams. It is important to see if you understand the benefits and potential problems of teamwork.
- *Communication Skills* – Communication skills can cover explaining ideas, negotiating abilities, report writing skills, etc.

Additional information

There is usually a place for adding further information on a supporting statement. This is information to support your application. Think about what the reader is looking for from applicants and give examples of how you demonstrate the necessary interests, skills, experience and personal characteristics required.



Hints for completing application forms

Before you start

- Read all the information the organization has sent you. Make a note of the deadline when the form must be received.
- Check for any instructions, such as 'please complete in block capital letters' or 'use a black pen'.

Tips for completing the first draft

- Always draft your answers on a sheet of paper first. If possible, photocopy the form and practice completing it. Write neatly and clearly, or if possible, type it. Use a dictionary to check the spelling of any words you are unsure of.
- Read the application form carefully, thinking about what your response to each question will be.

What are you going to write?

- Answer all questions which apply to you, keeping your answers short and to the point. Avoid leaving blank spaces. If a section/question does not apply to you, write 'n/a' for 'not applicable'.
- Support your application with examples. Explain how, when, and where you dealt with certain situations. If you need more space, attach a separate piece of paper - don't try to cram everything into the space provided.
- Use positive words to describe your activities, skills and personal characteristics, rather than vague terms and clichés.
- Once you are satisfied with what you have written in rough draft, and have checked your spelling and grammar, complete the application form carefully. Make sure your form is neat and easy to read.
- Be truthful. Telling lies in an application form is never a good idea!

References

You are usually asked to give the names of two referees. It is best if at least one of them has a position of responsibility. Do not forget to ask these people if they are willing to provide a reference for you, and if you don't want them to be approached

for a reference yet, remember to write that on the form. All application forms usually require details of referees. Always ask permission first before using someone's name.

Before you submit your form

- Remember to sign and date it.
- Check for spelling and grammar mistakes, and any gaps in your answers. Ask a friend to look over your form also.
- If you make any mistakes, cross it out. Do not use correction fluid.
- Use paper-clips, not staples, to attach any additional sheets of paper.
- Label any extra pages clearly with your name and date.
- Always keep a copy of your form.
- Post it in time to arrive before the closing date.

Online Applications

Some employers ask you to apply over the Internet. If you are applying online, all the same rules apply. Remember to print off one or 2 copies of the form to practice with, before filling in the online form.

Assignments* :

1 Make a list of your hobbies and interests. Explain why you like these activities or things. Think about how this or that hobby characterizes you.

2 Make a list of your qualities that you consider to be your strengths. Give examples of your experience that demonstrate this or that quality of yours.

3 Make a list of your most prominent skills (which might be analytical, communication, computer literacy, counselling, decision-making, leadership, negotiation, planning / organizational, presentation skills, problem-solving, research, social / interpersonal skills, team-work, time management or others). Give examples of your experience to illustrate how you use these skills in your life.

* While completing the assignments, use the relevant information from Units 2 and 3.

4

Study the information given in *Appendix 1*. Write a letter to an American university requesting information about their courses and an application form. In your letter specify which programs you are interested in.

5

Fill in the application form for MBA Program in *Appendix 2*.

References:

1. www.new-pathways.org.uk
2. <http://www.bbpa.co.uk/jobsearch/jguide-forms.htm>

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н. Г. ЧЕРНЫШЕВСКОГО

Appendix 3

Admission Process

Hundreds of thousands of students from all over the world annually come to the United States to study. If you are one of those who are planning to join this team, you will find this information very helpful to reach your goal.

Here are some steps you need to undertake and dates to remember in order to complete the application process successfully. These are suggestions, not strict deadlines

18-24 months before departure

Consult the nearest advising centre, check for the information and resources available.

Evaluate your reasons for wanting to study in the US, taking into consideration:

- English proficiency and academic ability
- Motivation, objectives - why study in the US
- Your future plans - academic or employment possibilities
- Time required for an American degree
- Estimated cost of study and funding possibilities

December-April

Prepare for enrollment by selecting 15-20 appropriate institutions. Once you have located a suitable group of institutions that offer your field of study, compare them systematically. Look at them with respect to: your chosen field of study, degrees offered, accreditation, quality, ease of admission, location, size, cost, availability of financial aid, housing, approach to technology, international student service office, etc. Write to these universities to request further information including application forms for admission and financial aid.

Check for the information about scholarship and fellowship programs available at different US colleges and universities. If you need financial aid begin to look for sources.

April-July

Write to these American universities to request application forms for admission and financial aid.

July-September

Find out which standardized tests are required (TOEFL, SAT, GRE, GMAT, LSAT, etc.) and register to take them in October or November.

August-October

Decide to which universities you would like to apply. Complete college application forms. Read all instructions carefully and fill the forms out neatly. Send applications WELL in advance of deadline. The sooner you send them, the more money the school has available, and mail from Russia may take a month or more to reach the states.

March-April

Wait for acceptance and rejection letters.

April

Contact universities who have not yet informed you of their decision.

April-June

If you are accepted at more than one university, accept the offer at your preferred institution and decline the others. Contact university housing office to reserve housing for the coming year. Contact the university's Foreign Student Adviser for any specific information concerning arrival, orientation. Apply for a student visa. Attend a pre-departure orientation session at the Education Advising Center.

Application Forms

Each institution issues its own application form that requests for essential information which the institution will use to file and keep track of the student's application. You should read each application with care and submit all documents requested. The responses should be typed if possible. Be sure that you print and spell your name in exactly the same way in each part of the application. If your records are under a different name, be sure you indicate that on the application.

Example:

Requests for application forms:

Example request for undergraduate students:

Your address in English

Your index, City, Country

Date

Office of Admissions and Financial Aid

University Address (exactly as printed in guidebook)

Dear Admissions Officer!

I am writing to request information on the undergraduate program at your university. I am especially interested in [Intended field of study]. I [Graduated | Will graduate] School #[Number] in Moscow in [Date] and plan to start college in [Date]. Please include information about the possibilities for financial aid at your institution. I do not have the funds to finance my education; therefore, I will be applying for full financial support from the university to cover tuition and living expenses.

If you could send me these materials along with an application form and any special information for international students, I would be very grateful. I look forward to hearing from you.

Sincerely,

[Your Signature]

[Your name]

Example request for graduate students:

Your address in English

Your index, City, Country

Date

Department

University

Address (exactly as printed in guidebook)

Dear Admissions Officer!

I [graduated | will graduate] from [Name of University] in [Date] with a degree in [Field of Study]. I would like to pursue a [kind of degree] degree in the graduate

[Field of Study] program at your institution beginning in [Date]. I am especially interested in [Specialization within Field of Study]. Please send me a catalog and application form along with information regarding financial aid. Let me know if there are any special requirements for foreign students. I look forward to hearing from you.

Sincerely,
[Your Signature]
[Your name]

Example request for transfer students:

Your address in English
Your index, City, Country
Date
Office of Admissions and Financial Aid
University
Address (exactly as printed in guidebook)

Dear Admissions Officer!

I am writing to request information on the undergraduate program at your university. I am especially interested in [Intended Field of Study]. I graduated School #[Number] in Moscow in [Date] and entered [Name of University, Department] in [Date]. I am currently in my [Year of Study] year and would like to complete my studies at your university beginning [Date]. Please include information about the possibilities for financial aid at your institution. I do not have the funds to finance my education; therefore, I will be applying for full financial support from the university to cover tuition and living expenses. If you could send me these materials along with an application form and any special information for international students, I would be very grateful. I look forward to hearing from you.

Sincerely,
[Your Signature]
[Your name]

Application for Admission

INTERNATIONAL EXECUTIVE MBA PROGRAM

I am applying for admittance into the following Executive MBA program:

- 1-year EMBA program that begins in January, 200__
- 2-year EMBA program that begins in June, 200__
- Presidents' MBA program

Attach a
photograph

1. PERSONAL INFORMATION

Please complete in BLOCK CAPITALS only

Dr/Mr/Mrs/Miss/Ms: _____

Family name: _____

First name(s): _____

Male / Female Marital status: Single / Married

Date of birth: _____ (day) _____ (month) _____ (year)

Place of birth: _____

Citizenship: _____

a) Current home mailing address: Street: _____

City: _____ Postal code: _____

Country: _____

Telephone: _____

Mobile: _____

Fax: _____

Personal e-mail: _____

b) Permanent home mailing address (if different from above):

_____ City: _____ Postal code: _____

Country: _____

Telephone: _____

Mobile: _____

Fax: _____

Hobbies: _____

Preferred email address for communication: Business
Personal

Preferred mailing (postal) address for communication: Business
Personal

2. EMPLOYMENT RECORD

Please complete in BLOCK CAPITALS only

Present Employment

Company name:

Parent company:

Company address:

City: _____ Postal code:

Country: _____

Direct telephone: _____ General Telephone:

Direct fax: _____ Company

website: _____

Your e-mail: _____

No. of employees (please state year):

Annual sales of your organization (please state year):

Industry:

Employed with current company since:

Current function/Job title:

Level of responsibility: Senior to top management Middle management Expert

No. of persons supervised:

Main area of expertise:

Brief description of current responsibilities:

Employment History*

Please describe your previous full-time positions:

Company	Dates	Position held	Function and responsibilities

Total years of full-time work experience: _____

Total years in management positions: _____

* Please include a copy of your CV with your application

3. EDUCATION

List in chronological order the post-secondary institutions you have attended. *Copy of highest degree diploma required.*

Year	Institution	Location	Degree	Major

Highest degree obtained (please check as appropriate):

- B.Sc. LL.B. M.Sc. Ph.D.
 B.A. M.A. M.D. other

Language: Native language (please specify): _____

English German French Russian
Others _____
(please check all that apply)

- Active
Passive

САРАТОВСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ Н. Г. ЧЕРНЫШЕВСКОГО