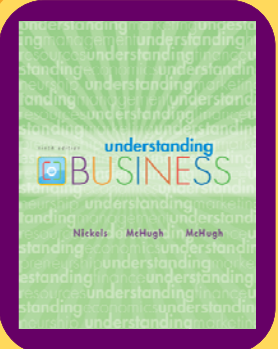


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Prologue  
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**Getting Ready for Prime Time**

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Succeeding in This Course  
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**BENEFITS of a COLLEGE DEGREE**

- Holders of bachelor's degrees will make an average of \$51,000 per year compared to \$31,500 for high school graduates.
- Over a lifetime, a college grad will make over \$300,000 more than a high school grad.



P-2

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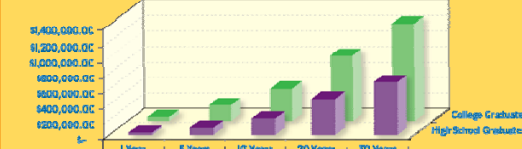
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Succeeding in This Course  
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**SALARY COMPARISON of HIGH SCHOOL vs. COLLEGE GRADS**



	1 Year	5 Years	10 Years	20 Years	30 Years
College Graduate	\$40,476.00	\$222,290.00	\$404,780.00	\$801,560.00	\$1,214,340.00
High School Graduate	\$32,895.00	\$114,475.00	\$228,950.00	\$457,900.00	\$686,850.00

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*Assessing Your Skills and Personality*

## KNOW YOUR SKILLS

- Hundreds of schools use software exercises to offer lists of occupations based on your interests and skills.
- Visit your college's placement center or career lab to learn about what programs are available.
- Self-assessment will help you determine your preferred work environment, what values you seek, and your abilities.

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*Using Professional Business Strategies Right Now*

## NETWORKING

- Networking is building a personal array of people you've met, spoken to, or corresponded with who can help with your career options.
- Start with your professors and add additional contacts like mentors.



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*Using Professional Business Strategies Right Now*

## INFORMATION STORAGE

- Become an expert in your field by:
  - Storing data on your computer.
  - Keeping your textbooks.
  - Reading a national newspaper.
  - Reading a local newspaper.
  - Save your additional readings from class or other interesting articles.
  - Watch television shows about business.
  - Keep your notes.

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**PROFESSIONAL BEHAVIOR**

*Learning to Behave Like a Professional*

- The person who makes a good impression will be the one to get the job, win the promotion, or clinch the deal.
- In professional atmospheres, use a polite tone of voice, open doors for others, and stand when people enter the room.



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**The BASICS of PROFESSIONAL BEHAVIOR**

*Learning to Behave Like a Professional*

1. Make a good first impression.
2. Focus on good grooming.
3. Be on time.
4. Practice considerate behavior.
5. Practice good "netiquette."
6. Practice good cell phone manners.
7. Be prepared.

P-8

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**STUDY HINTS**

*Study Hints*

1. Go to class.
2. Listen well.
3. Take careful notes.
4. Find a good place to study.
5. Read the text using a strategy such as SQ3R.
6. Use the study guide.
7. Use flash cards.
8. Use this text's [Online Learning Center](#).
9. Go over old exams.
10. Use as many of your senses in learning as possible.

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\* Study Hints \*

## SURVEY, QUESTION, READ, RECITE, REVIEW (SQ3R)

- **Survey** the chapter.
- Write **questions**.
- **Read** the chapter to find the answers.
- **Recite** your answers.
- **Review** by rereading and recapping the information.



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\* Test-Taking Hints \*

## TEST-TAKING HINTS

1. Get plenty of sleep and a good meal.
2. Bring all you need for the exam.
3. Relax.
4. Read the directions.
5. Read all possible answers in M/C questions.
6. Answer all the questions.
7. Read true-false questions carefully.
8. Organize your thoughts before answering essays.
9. Go over the test at the end.

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\* Time Management Hints \*

## TIME MANAGEMENT HINTS

1. Write weekly goals for yourself.
2. Keep a "to do" list.
3. Prepare a daily schedule.
4. Prepare for the next class the night before.
5. Prepare weekly and monthly schedules.
6. Space out your work.
7. Defend your study time.
8. Take time for fun.

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**YOUR COURSE RESOURCES** *Making the Most of the Resources for This Course*

1. The professor
2. The text's supplements
3. Outside readings
4. You and your classmates' own experiences
5. Outside contacts
6. The Internet
7. Your library or learning resource center



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**TEXT-WIDE LEARNING AIDS** *Getting the Most from This Text*

1. List of Learning Goals	6. Critical Thinking Questions
2. Self-test questions	7. Developing Workplace Skills exercises
3. Key terms	8. Taking It to the Net exercises
4. Boxes	9. Video Cases
5. End-of-chapter summaries	10. Casing the Web cases.

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**JOB SEARCH STRATEGY** *Job Search Strategy*

1. Begin with self-analysis.
2. Search for jobs you would enjoy.
3. Begin networking.
4. Go to the Internet for help.
5. Prepare a good cover letter and résumé.
6. Develop interviewing skills.
7. Follow up.

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## JOB SEARCHING

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*More Hints on  
the Job Search*  
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- Your school's placement bureau is a good place to start.
- Attend on-campus interviewing and job fairs.
- Look for jobs in want ads, internship programs, and through researching firms on your own.



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## PROMISING JOBS for NEW GRADUATES

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*More Hints on  
the Job Search*  
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Job	Majors
Accountants	Accounting
Database Administrators	Computer Science,
Financial Analysts	Finance, Economics, Business Administration, Accounting, Statistics
Management Analysts	Business Administration
Marketing Managers	Business Administration
Personal Finance Advisors	Accounting, Business, Finance, Economics, Mathematics, Law
Sales Managers	Business Administration

Source: MSN Careers, [careers.msn.com](http://careers.msn.com)

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## HELPFUL SITES for JOB SEARCHES

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*More Hints on  
the Job Search*  
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- [CareerBuilder](#)
- [Yahoo!](#)
- [Hoovers](#)
- [Monster](#)
- [Jibber Jobber](#)



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\* *More Hints on the Job Search* \*

## HIGHEST PAYING PROFESSIONS in the U.S.

Profession	Mean Annual Salary
Anesthesiologists	\$192,780
Surgeons	\$191,410
Orthodontists	\$185,340
Obstetricians and gynecologists	\$183,600
Oral surgeon	\$178,440
Prosthodontists	\$169,360
Internists	\$167,270
Physicians and surgeons (all other)	\$155,150
Family and general practitioners	\$153,640
Chief Executives	\$151,370

Source: Forbes Magazine, [www.forbes.com](http://www.forbes.com)

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\* *Writing Your Résumé* \*

## WRITING YOUR RÉSUMÉ

- A résumé is a document that lists information an employer would need to evaluate you and your background.
- It's never too early to start.
- Use industry buzzwords.
- Your résumé is an advertisement for yourself.



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\* *Writing Your Résumé* \*

## SAMPLE ACTION WORDS

Managed	Wrote	Budgeted	Improved
Planned	Produced	Designed	Increased
Organized	Scheduled	Directed	Investigated
Coordinated	Operated	Developed	Teamed
Supervised	Conducted	Established	Served
Trained	Administered	Implemented	Handled

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**YOUR ONLINE RÉSUMÉ**

*Putting Your Résumé on the Internet*

- An online résumé can allow you to reach large amounts of potential employers.
- It's not always the most effective method - continue to use traditional tools as well.
- Online résumés are different and require you to emphasize knowledge, skills, and abilities.



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**PREPARING YOUR ONLINE RÉSUMÉ**

*Putting Your Résumé on the Internet*

- Keep it simple.
- Place a summary of your skills at the top.
- Don't attach your résumé to an email - keep it in the body.
- Customize each mailing to the specific company.
- Use the advertised job title as the subject of your email.

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**PROTECTING YOUR ONLINE RÉSUMÉ and IDENTITY**

*Putting Your Résumé on the Internet*

- Never include highly private information.
- Check job boards' privacy policies.
- Post résumés directly to the employers, if possible.
- Date résumés and remove them promptly after finding a job.
- Withhold confidential information, if possible.

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*Writing a Cover Letter*

## COVER LETTERS

- Cover letters announce your availability and introduce your résumé.
- You should indicate you've researched the organization and are interested in their job.
- Explain how your skills will benefit the organization.
- In your final paragraph, say you're available for an interview when it's convenient.

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*Writing a Cover Letter*

## PRINCIPLES to FOLLOW in WRITING COVER LETTERS

- Be confident.
- Don't be apologetic or negative.
- Describe how your experience and education can add value to the organization.
- Research thoroughly before writing.
- Have someone edit your materials.
- Don't send names of references until asked.
- Use good-quality paper and ink for printed copies.

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*Preparing for Job Interviews*

## PREPARING for JOB INTERVIEWS

1. Do research about the prospective employer.
2. Practice the interview.
3. Be professional.
4. Follow up on the interview.
5. Be prepared to act.



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