

BROAD JOB SEARCH GUIDE

This handbook is designed to help
Broad College of Business undergraduate students
be market ready
for an internship or full-time job search.

MICHIGAN STATE
UNIVERSITY

Russell Palmer Career
Management Center
Broad College of Business

WELCOME TO THE RUSSELL PALMER CAREER MANAGEMENT CENTER










CONTACT US

Minskoff Pavilion
651 N Shaw Ln Rm M120
East Lansing, MI 48824
M-F: 8am-5pm

CONNECT WITH US

Visit our online resources for career information and tips

-  (517) 432-0830
-  broad.msu.edu/career-management
-  palmer@broad.msu.edu
-  @RecruitMSU
-  @RecruitMSU
-  @RecruitMSU
-  Resources Community in D2L

**SPARTANS
WILL MAKE
BUSINESS
HAPPEN.**

This guide was printed in August 2019 and is also available on our website. For up-to-date information, check your Handshake account or see a career advisor. Most of these resources are available on our D2L community.

WHAT IS: handshake

Handshake is MSU's online career management platform that connects MSU students with employers and alumni. Apply directly to job/ internship opportunities, sign-up for on-campus interviews and find company and Russell Palmer Career Management Center events and resources.

HOW TO:

handshake

1. LOG IN TO HANDSHAKE.

Use your MSU Net ID and password to log in on the MSU Handshake page at: msu.joinhandshake.com

2. FILL OUT YOUR PROFILE.

Some of your information will already be in your Handshake profile. Check to be sure all information is correct and fill out any remaining profile fields. The more complete your profile is, the better Handshake can target opportunities for you.

3. UPLOAD A RESUME.

You will want to have a public resume available in Handshake for employers to see. A privacy option is available if you do not wish to make your resume public. However, you will not be searchable by recruiters as a result.

RESUME HELP

1 USE VMOCK FOR RESUME REVIEWS

VMOCK is an online resume review tool leveraging AI to deliver instant and personalized feedback that benchmarks you with your Broad College of Business peers.

VMOCK will...

- Help you create a strong first impression through your resume based on the recommended template.
- Save you significant time in developing your competitive resume.

All Admitted students receive an email invitation with instructions on how to access the link: www.vmock.com/MSUBroad. If you have questions, please contact the Russell Palmer Career Management Center.

2 MAKE AN APPOINTMENT WITH A PEER COACH OR PROFESSIONAL ADVISOR

Schedule an appointment with a peer coach to talk about topics such as job/internship searches, career exploration, document review (resume and/or cover letter), interviewing, career fair prep, and other/misc.

- Note: If you want to meet regarding offer management/negotiation, schedule an appointment with a professional advisor.

3 TAKE ADVANTAGE OF DROP BY HOURS

Drop by hours are offered Monday - Friday at a variety of times and locations. Stop in to see a peer coach during drop by hours. See events in Handshake for updated days, locations, and times.

4 SUBMIT ELECTRONIC DOCUMENT REVIEW

EMAIL US: palmer@broad.msu.edu

Once you have leveraged the resources mentioned above email us your professional documents for critiques – we're happy to oblige. Also, don't hesitate to reach out if you have any questions, comments or concerns regarding job/internship searches, career exploration, interviewing, career fair prep, or any other relevant career-related topics.

RESUME TEMPLATE

Follow the formatting below for bolding, italics indentation, and alignment:

① Spartan K. Getajob
430 Park Ln. • Milford, IL 60501 • (810) 555-5555 • getajob@msu.edu • www.linkedin.com/in/getajob

EDUCATION

Michigan State University, East Lansing, MI **③** **②** May 2021
Broad College of Business
Bachelor of Arts, Supply Chain Management
Minor in International Business
Major GPA: 3.75/4.00; Cumulative GPA: 3.35/4.00
Dean's List: 3 Semesters
Study Abroad: International Business, Western Europe May 2018

RELATED EXPERIENCE **④**

General Motors, Detroit, MI May – Aug 2019
Supply Chain Intern

- Increased next-day deliveries of dealer referral orders by 50 lines per month, impacting 100 dealers in North America through creation of a new order pulling process
- Developed a commodity strategy that increased efficiency of purchasing plan from suppliers by 10% by proactively solving potential problems
- Executed a regional \$100,000 materials budget to track materials required to be purchased within specific time periods to fulfill material requirements
- Managed relationships with 3 key suppliers to strengthen collaborative relationships and maximize interactions

EY, New York, NY June – Aug 2018
Core Tax Intern

- Collaborated with a team of 6 interns and professional staff to complete compliance work, finishing 4 weeks ahead of budgeted schedule
- Researched and provided tax compliance services on international, federal, state and local levels to multiple clients, including trusts and multinational corporations
- Developed Excel workbook to expedite tax preparation process resulting in time saving in excess of 150 hours

OTHER EXPERIENCE

Michigan State University Culinary Services, East Lansing, MI Jan 2018 – Present
Student Cook

- Contribute to courteous and prompt customer service to guests in a dining hall for approximately 7,500 patrons
- Supervise 4 other co-workers in front kitchen and fully accountable for completion of daily projects of front kitchen team
- Mentor a novice prep chef in basics of food preparation until level of competence obtained to be independent contributor to team
- Meet sanitation standards and ensure all service and preparation areas are kept clean

Lindow's Lawns, Milford, IL June 2015 – Aug 2017
Exterior Designer

- Increased revenue by over 9% by offering a "Sunday Special" lawn care promotion
- Designed and implemented training program to onboard 4 new staff members
- Managed and responsible for balancing daily cash flow of \$300

ACTIVITIES, HONORS & SKILLS **⑥**

MSU Supply Chain Management Association, *Vice President, Member* Aug 2018 – Present
Phi Chi Theta, Professional Business Fraternity, *Member* Aug 2018 – Present
Deloitte Financial Accounting Case Competition, *Participant* Aug 2017 – June 2018
Spartan Foundation Scholarship, *Scholarship Recipient* Aug 2016
Mandarin, *Native, English, Fluent*

- ① If you are an international student and would like your English name included, format using parenthesis: Xiuying (English name) Getajob
- ② All dates should be right aligned. Set Margins to a minimum of 0.5" and a maximum of 1.0" for the entire document.
- ③ **View:** Education section on pg 6.
- ④ **View:** Experience section format and content starting on page 8. **NOTE:** It is not necessary to have two different experience sections. Your experiences can all be listed in one experience section with roles listed in reverse chronological order.
- ⑤ **View:** Action Verbs, pgs 10-11.
- ⑥ Heading sections should be named to accurately reflect content, i.e., if no honors are listed, do not include the word in the heading. It would then be titled "Activities & Skills".

ACCOUNTING STUDENTS:

Only Accounting students should have an objective that includes location (city) and focus area (tax/audit).

* The purpose of a resume is to obtain an interview (not a job).

RESUME: EDUCATION SECTION

The education section of your resume should be updated each time your status within the Broad College changes. As a college student, your education section is a highlight on your resume and will be the first section. It also communicates you are a student seeking internships or entry level full time work.

BUSINESS PREFERENCE

Michigan State University,
East Lansing, MI
Bachelor of Arts, Business Preference
Intended Major: Finance
Cumulative GPA: 3.50/4.00

East Lansing High School,
East Lansing, MI
High School Diploma
Cumulative GPA: 3.70/4.00

Add: Cumulative GPA once established

Remove: All high school education by the end of your first year

ACCEPTED TO MAJOR

Michigan State University,
East Lansing, MI
Broad College of Business
Bachelor of Arts, Supply Chain
Management
Major GPA: 3.75/4.00
Cumulative GPA: 3.50/4.00

Add: Major GPA if higher than cumulative GPA

BUSINESS ADMITTED

Michigan State University,
East Lansing, MI
Broad College of Business
Bachelor of Arts, Business Admitted
Intended Major: Marketing
Cumulative GPA: 3.50/4.00

WHAT ELSE CAN BE ADDED TO YOUR EDUCATION SECTION?

Minor:

Include in line below major

Dean's List:

Include below GPA

Education Abroad:

Indicate an Education abroad (see resume example)

Transfer Student Example:

Michigan State University,
East Lansing, MI
Broad College of Business
Bachelor of Arts, Accounting
Minor in International Business
Major GPA: 3.75/4.00
Cumulative GPA: 3.5/4.00
Dean's List: 2 Semesters

Oakland University, Rochester, MI
Completed 28 General Education Credits
GPA: 3.50/4.00

RESUME: BULLETS

Bullet points should concisely convey to employers the various accomplishments and tasks you have performed in your previous and current roles. Use the **WHO Method*** to construct evidence based bullet points.

W

What did you do?

Think of what tasks you performed or projects you worked on
– provide context!

H

How did you do the work?

Think skills, strategies, methods, tools, techniques and/or attitudes.

O

What was the outcome of the work?

Think of the results, impact, contribution, intention and/or scope.

Tips:

1. Have a variety of action verbs, do not repeat!
2. Employ major or industry specific language to display your business acumen.
3. Quantify at any opportunity (percentages, dollar figures and hard numbers) as this will differentiate you from other applicants.

IMPORTANT NOTE:

The **WHO Method** serves as a model for the ideal bullet point. At times it proves to be impossible to include all 3 aspects of this method, which is ok. A rule of thumb to abide by is to ensure you have more than just a WHAT statement, as the aim of this method is to provide evidence to the reader.

***Source: The WHO Resume Development Method created by Jane Evarian.**

RESUME: EXPERIENCE SECTION

The experience section of your resume consists of experiences that are applicable to the position for which you are seeking. Convey to employers that you have developed relevant skills. Below are examples of common internships by different majors.

EXPERIENCE BY MAJOR

ACCOUNTING

EY, Detroit, MI

Core Tax Intern

- Collaborated with a team of 6 interns and professional staff to complete compliance work finishing 4 weeks ahead of the budgeted schedule
- Communicated effectively on international, federal, state, and local tax compliance to 25 clients, including trusts and multinational corporations in a variety of industries
- Developed an Excel workbook to expedite the preparation process resulting in time saving in excess of 150 hours

FINANCE

Merrill Lynch, New York, NY

Investment Banking Intern

- Reviewed current financial industry trends by researching professional sites and created PowerPoint presentations for the firm to use with prospective/current clients
- Member of a 12 person deals team on an acquisition of a public company worth \$1.8 billion

MANAGEMENT

Forest Akers, East Lansing, MI

General Manager

- Managed a team of 8 hospitality employees creating an efficient workplace in the clubhouse, thereby providing outstanding customer service for the overall venue
- Determined areas of improvement for cost control by analyzing budgets, resulting in decreasing costs by 5%
- Interviewed 20 applicants for customer service and hospitality positions, utilizing behavioral and situational questions for assesment, ultimately hiring and onboarding 8 new employees

RESUME: EXPERIENCE SECTION

HUMAN RESOURCE MANAGEMENT

Meijer, Grand Rapids, MI

Human Resource Intern

- Assisted a 3 person team in creating and writing all new hire orientation materials for upwards of 150 new employees using MSWord
- Collected, sorted and evaluated over 400 job applications for a variety of hourly and salary job postings and reached out to deserving candidates to schedule interviews
- Maintained, updated and organized over 500 employee personnel files and related company documentation

MARKETING

Marketing Associates, Detroit, MI

Marketing Intern

- Created and maintained a 15 to 20 page marketing report using Microsoft PowerPoint and Access, detailing commercial market trends for the manufacturing industry
- Researched product trends and created 2 leads for product introduction launch, presenting ideas to 5 executive board leaders in a 45 minute presentation
- Developed an integrated multi-channel marketing program targeting traditional college student demographics in specific geographic locations, using conventional and unconventional strategies

SUPPLY CHAIN

General Motors, Warren, MI

Global Purchasing Supply Chain Intern

- Created an automated and standardized change management form, increasing efficiency by 90%
- Reviewed freight on board destination invoices and retrieved \$100,000 held in suspense accounts due to incorrect shipping items
- Analyzed and assessed over 12 procurement agent purchase packages to verify compliance with government and company procedures

RESUME: EXPERIENCE SECTION

Use action verbs to describe your skills and experience in your resume, cover letter, portfolio, interview, and other interactions. Refer to the sample resume for examples on how to use an action verb on a resume. These skills are common in job postings.

ANALYSIS

Analyzed	Analyzed	Deciphered	Integrated	Recommended
Ascertained	Ascertained	Deliberated	Investigated	Researched
Assessed	Assessed	Determined	Justified	Scrutinized
Compared	Compared	Devised	Measured	Studied
Computed	Computed	Diagnosed	Negotiated	Substantiated
Conceptualized	Conceptualized	Estimated	Prescribed	Synthesized
Concluded	Concluded	Evaluated	Prioritized	Validated
Confirmed	Confirmed	Examined	Projected	Verified
Critiqued	Critiqued	Forecasted	Questioned	
		Formulated	Rated	

COMMUNICATION

Addressed	Drafted	Promoted
Apprised	Edited	Publicized
Arbitrated	Explained	Queried
Attested	Informed	Reported
Authored	Interpreted	Spoke
Clarified	Lectured	Summarized
Communicated	Marketed	Translated
Composed	Persuaded	Wrote
Convinced	Presented	
Corresponded		

CREATIVITY

- Brainstormed
- Constructed
- Designed
- Engineered
- Envisioned
- Fabricated
- Illustration
- Produced
- Shaped
- Visualized

INITIATIVE

Accelerated	Coordinated	Implemented	Minimized	Revised
Accomplished	Created	Improved	Mobilized	Spearheaded
Achieved	Dedicated	Increased	Modernized	Stimulated
Acquired	Demonstrated	Initiated	Modified	Suggested
Advanced	Enriched	Innovated	Multiplied	Updated
Bolstered	Established	Inspired	Overhauled	Upgraded
Boosted	Expanded	Introduced	Pioneered	
Built	Expedited	Launched	Revamped	

FLEXIBILITY

- Assisted
- Collaborated
- Contributed
- Cooperated
- Mediated
- Participated
- Partnered

TEAMWORK

- Accommodated
- Adapted
- Adjusted
- Altered
- Balanced
- Converted
- Grew
- Improvised
- Tailored

LEADERSHIP

Administered	Delegated	Enhanced	Led
Advised	Designated	Facilitated	Moderated
Allocated	Directed	Fostered	Monitored
Allowed	Educated	Founded	Motivated
Appointed	Elicited	Guided	Officiated
Approved	Employed	Hired	Recruited
Assigned	Empowered	Influenced	Sanctioned
Authorized	Enabled	Instructed	Supervised
Chaired	Encouraged	Interviewed	Trained
Coached	Endorsed	Judged	

ORGANIZATION

Arranged	Collected	Oriented
Assembled	Compiled	Planned
Budgeted	Consolidated	Processed
Calculated	Correlated	Purchased
Catalogued	Indexed	Recorded
Centralized	Linked	Regulated
Charted	Orchestrated	Scheduled
Classified	Organized	Systematized
		Tabulated

PROBLEM SOLVING

Aided	Extracted	Rectified	Restored
Alleviated	Finalized	Reduced	Retrieved
Ameliorated	Fulfilled	Refined	Revitalized
Augmented	Generated	Reformed	Resolved
Counseled	Identified	Rehabilitated	Settled
Customized	Interceded	Reinforced	Solicited
Debugged	Invented	Rejuvenated	Solved
Eased	Polished	Relieved	Streamlined
Elevated	Procured	Remedied	Strengthened
Enlarged	Reconciled	Remodeled	Supplemented
Extended		Repaired	Transformed

AND MORE

Acted	Audited	Figured	Operated	Satisfied	Submitted
Activated	Certified	Guaranteed	Performed	Screened	Surveyed
Added	Commissioned	Indicated	Prepared	Secured	Sustained
Admitted	Committed	Instituted	Programmed	Served	Traced
Apportioned	Excelled	Involved	Realized	Set	Transacted
Appraised	Executed	Issued	Related	Smoothed	Transmitted
Approximated	Exercised	Licensed	Reserved	Sought	Valued
Attained	Familiarized	Maintained	Reviewed	Specified	

RESUME: CHECKLIST

- _____ Name at top; font size a little larger, but not too large
- _____ Consistency with proper vs. preferred name (i.e., Nicholas “Nick” Smith)
- _____ Middle name or initial, optional

Contact Information:

- _____ One email address
- _____ One phone number
- _____ Address, optional
- _____ LinkedIn URL, recommended if complete

Education Section:

- _____ Reverse chronological order (MSU degree on top, include high school until after first year at MSU)
- _____ Institution name (MSU)
- _____ Institution location (City, state: East Lansing, MI)
- _____ Graduation month and year only; do not include dates attended, date started, “expected” or “anticipated”
- _____ Academic honors, awards, scholarships
- _____ Relevant course projects

Ideal Education Section Format Example:

Michigan State University, East Lansing, MI

Broad College of Business

Bachelor of Arts, Finance

May 2021

Minor in International Business

Major GPA: X.XX/4.0; Cumulative GPA: X.XX/4.0

Dean’s List: # semesters

Study Abroad: (course topic and city, country location)

Experience Section:

- _____ Reverse chronological order
- _____ Bullet points, using only the “•” symbol
- _____ Each sentence begins with action verb (past tense for prior jobs)
- _____ Shows relevant, transferrable skills
- _____ Shows skills, knowledge and quantifiable results where able

Other information to include if relevant:

- _____ Language skills (native, fluent, conversant/basic—written, spoken or both)
- _____ Military experience
- _____ Technical skills
- _____ Publications
- _____ Community services
- _____ Certifications
- _____ Interests/hobbies, if differentiated

Formatting:

- _____ 1-page only
- _____ Black ink only
- _____ Recommended font styles: Garamond, Palatino, Times New Roman, Arial, Cambria
- _____ Easily readable font sizes (not smaller than 10.5, not larger than 14)
- _____ Consistency with bolding, underlining, spacing, dashes
- _____ Final version save as pdf with “Lastname_Firstname_Resume_Date”

Resume should NOT have:

- _____ Objective statement
- _____ Photo
- _____ Signature
- _____ Company or organizational logos/graphics
- _____ Salary history
- _____ Information on: race, gender, marital status, religion, social security #, health status, children, marital status, age or date of birth, nationality or country of origin
- _____ Reason for leaving jobs
- _____ No personal pronouns (I, my, we)
- _____ “References Available Upon Request”

LINKEDIN PROFILE



Build Your Personal Brand on LinkedIn

In today's working world, your professional online brand is key. LinkedIn can help you build one. Here's how.

1

Be authentic.

The best online identities are real, honest, and focus on what makes you unique and what you can offer. Personal branding is not about sales or spin.

2



Create a distinctive profile headline.

Your LinkedIn headline is the first description that people will see. Make it count. Good headlines are clear, confident, and use terms people search for.

3

Avoid clichés.

Words like "creative," "extensive experience," and "team player" appear on so many profiles that they're almost meaningless. Find unique ways to describe your skills.



4

Be visible.

Stand out by updating your status with projects you're working on, stuff you're reading (and your opinions on them), and events you're attending. Your brand is not just who you are; it's what you do.



5

Build brand associations.

You're judged by the company you keep. By building your LinkedIn network, you're building your personal brand. Connect with colleagues, classmates, and others.

6

Add to your knowledge.

Differentiate yourself by knowing your industry deeply. Read up on topics you care about (as a start, check out LinkedIn Today, Channels, and Influencers).



7

Share in LinkedIn Groups.

Every Group post you make and question you answer is an opportunity to market yourself and to build your credibility. Groups are also a great way to learn industry lingo.

8

Be personal.

Customize connection requests or any other message on LinkedIn to your recipient. People will appreciate the personal attention.



9

Be consistent.

Make sure all the pieces of your professional footprint are consistent and send the same message – from your LinkedIn profile to your resume to other social networks.



10

Give generously.

Helping others is a crucial way to build your own personal brand. Give advice, share job leads, provide endorsements, and congratulate people on their successes.



Build Your Personal Brand.

Get going at www.linkedin.com

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LINKEDIN: PROFILE CHECKLIST

Name:

_____ Full name, no abbreviations

Contact Information:

_____ Email address

_____ Phone number (optional)

_____ Address (optional)

_____ Twitter handle, if professional not personal

_____ Educational institution, employer or professional website

_____ Custom URL for profile

Photo:

_____ Professional or near-professional photo

_____ Only the profiled person in photo

_____ Close to face

_____ Plain background

Headline:

_____ No more than 120 characters

_____ Keyword-focused brand statement

_____ Describe current student status

Summary:

_____ Mini bio statement (one paragraph)

_____ First person account of skills, experiences and abilities

_____ Short, strong statements that differentiate from others

_____ Attention grabbing opening line

_____ No more than 2000 characters

_____ Educational institution, employer or professional website

_____ Custom URL for profile

Experience:

_____ All paid or unpaid work experience with details on each role

Education:

_____ Undergraduate degree including institution, degree type, major/s, and month/year of graduation

_____ High school (only include if freshmen)

Other Sections:

_____ Community Service

_____ Student organization & leadership

_____ Professional associations

_____ Publications

_____ Certifications

_____ Honors/Awards

Skills/Expertise:

_____ Number of skills currently visible in profile

Attention to Detail:

_____ Everything is spelled correctly (confirm with spell check)

_____ Consistent formatting throughout (e.g., bullet points are consistent, spacing is consistent, etc.)

* Employer Perspective

“98% of employers look at LinkedIn profiles at some point in the candidacy process for sourcing talent and deciding on hires. Visibility leads to opportunity.” - Koka Sexton, from Hootsuite

COVER LETTER

① Spartan K. Getajob

430 Park Ln. • Milford, IL 60501 • (810) 555-5555 • getajob@msu.edu • www.linkedin.com/in/getajob

August 30, 2019 ②

Taylor Jones,
Senior Vice President of Marketing ③
Whirlpool Corporation
2000 N M-63
Benton Harbor, MI 49022

Dear Ms. Jones,

④ I am writing to express my interest in pursuing the Global Brand Marketing Internship with Whirlpool. I am attracted to the job posting on Handshake because of the responsibilities within this role and the skills I can offer. My experience thus far has provided me with a unique and transferrable skill set necessary to be successful in the internship role.

⑤ Through my internship last summer with General Motors, I have developed strong analytical and leadership skills. At GM, I analyzed, assembled, and communicated business results into a presentation and report for upper management. I led a team of three other cross-functional interns to assess and deliver our report, which was very well received. These accomplishments, along with my marketing course work, has helped me advance my skills that will also allow me to be a successful intern at Whirlpool.

During the academic year, I am involved in different organizations and employment on campus. Serving as the Vice President of Membership for the MSU Marketing Association and working as a student cook have taught me many skills. I am organized and know how to prioritize my responsibilities by serving over 7500 student meals and mentoring new student cooks. Driving Marketing Association membership up to 150 students and networking with Fortune 500 companies recruiting at MSU has given me outstanding verbal and written communication skills.

⑥ Thank you for taking the time to read my additional experiences and qualifications in my attached resume and how the skills I have gained have prepared me for this opportunity at Whirlpool Corporation. I am excited about the possibility of interviewing for the Global Brand Marketing Internship and look forward to hearing from you in the near future.

Sincerely,

Spartan K. Getajob

Spartan K. Getajob

- ① Match resume and cover letter headers (optional)
- ② Date cover letter was written
- ③ Company's address and contact's name if available. If contact's name is not available, use 'Position Name' Hiring Committee, or 'To whom it may concern'
- ④ **First Paragraph:** State the reason why you are writing, position you are applying for, and how you learned about employer or position opening
- ⑤ **Body Paragraph(s):** Be specific about why you are interested in the position and show your enthusiasm; briefly summarize some of your strongest qualifications for the position; link transferable skills to specific requirements in the position; show what you have to offer the employer
- ⑥ **Closing Paragraph:** Restate your interest in the position/company, reference your resume, thank the reader, and declare interest in hearing back from the company/recruiter

This is an example only. Personalize your cover letter to fit your background.

* The purpose of a cover letter is to convince the reader to look at the resume.

COVER LETTER CHECKLIST

Opening Paragraph:

- Student status
- Job Title & Company Name
- How you found the posting
- Succinct statement on why company & position interests you
- Attention-grabbing statement
- Referral or recent interaction with key person, if applicable

Middle Paragraph:

- Story or example
- 5-6 sentences
- Focus on results/accomplishments

Closing Paragraph:

- Reference Resume
- The “ask”: what you want (interview)
- Call to action: further follow up

Miscellaneous:

- 1 page only
- 3-4 paragraphs
- Left justified
- Center all text on page
- Employer name and/or address, if known
- Overall genuine enthusiasm
- Free of gimmicky statements that do not differentiate

EMPLOYER CONVERSATIONS (...AT CAREER FAIRS AND OTHER NETWORKING EVENTS)

Employer Conversations...at career fairs and other networking events

It only takes about 30 seconds to make a positive (or negative) impression with a recruiter, so introducing yourself quickly with qualifications and interests is important. Practice a natural-sounding 30-60 second introduction that includes the following:

- _ Full, clear name
- _ MSU Program/Degree and major
- _ Graduation month/year
- _ What you are seeking: internship, summer, after graduation, full-time...etc.
- _ Why you are interested in opportunity and company
- _ Story related to above interests and skills

See the next page for additional details on HOW to do this.

At the fair:

- **Get organized.** Pick up a map showing where company booths are. You might also want to take a quick walk through the space to get a feel for the layout of the fair.
- **They're watching you!** Keep in mind that the moment you enter the fair, recruiters are watching you. They take note of how you dress, how you behave, and how you interact with your friends and with other recruiters.
- **Dress in business interview attire.** Wear a suit or a nice pair of pants, or skirt with a matching jacket, button down shirt, and a tie. Neutral colors such as grey, brown or black are ideal.
- **Tip:** Consider starting with an employer who is not at the top of your priority list. This provides an opportunity to use your prepared introduction with a real recruiter and work out any nervousness before you visit the employers you are most interested in.
- **Approach an organization.** Students often say introductions at career fairs are “weird,” “unnatural,” or “forced.” It helps if you remember the recruiter is at the event *to meet you!* Offer a firm handshake and then introduce yourself. If you are interested in a certain position, let them know.
- **Talk to the recruiter.** Do not talk over their shoulder or look at the free stuff they are giving away! Make eye contact and do not be afraid to let your enthusiasm show. Being passionate about the employer and the opportunities they have to offer can make all the difference.
- **Be concise and professional.** Be respectful of the recruiters' time and keep your conversations short and purposeful. Don't be afraid to ask questions. People at career fairs use them as an opportunity to gather information. Remember, career fairs are about building your contacts, and recruiters like to see students (even 1st or 2nd years) at fairs asking questions. It shows that the student is thinking about the future.
- **Finally, make sure that you get names of the recruiters you talk to and, if possible, get their business cards.**

Source: “Career Handbook” from MSU’s Career Services Network: <http://careernetwork.msu.edu>

EMPLOYER CONVERSATIONAL TOOL

Conversational Tool

for career fairs, corporate information sessions, or other structured networking events:

- “Hello, my name is (first and last name)”

STOP! Let them tell you their name.

- “I am a (year) business (preference or admitted) (or your major) student here at MSU, graduating in 20##.”

STOP! If they did not tell you their title or role, ask them, “What is your role within the organization/company?”

STOP! If they already did tell you their role or title, stop talking for a few seconds and see if they add anything like, “How did you decide to come to MSU or major in XYZ?” If they don’t ask anything and only provide a non-verbal, keep going...

- “I am interested in talking to you about the (internship) opportunities at (company name), as I was excited to see that (company name) was here, since I: follow your company closely, am familiar with your products or services, knew someone who interned there, worked in the (XYZ) industry before, or have experience in managing projects and I know this role has a lot of that...” (Give a reason why you are interested in the company and/or position.) Depending on how they are responding and reacting, you could ask, “Would you like to see my resume?”

STOP! Pause for only a few seconds to see if they offer any questions or input on your above comments. They may ask you for your resume.

- “One of my biggest accomplishments so far and something I am most proud of is....” Then, “Would you like to see my resume?”

STOP! This will likely lead to further inquiries about your background and what they see on your resume.

- Try to close the conversation with either, 1.) “I would like the opportunity to talk further in an interview,” or 2.) “Do you have a business card so I can keep in touch with you later for further conversations?”

COMPANY RESEARCH

Answering these question will help you be more prepared in drafting a cover letter, talking with representatives as a career fair, and/or interviewing with this company.

Company Name: _____

- 1.) WHAT DO THEY DO: What industry would they be classified as? Why? What services or products are they involved in? What niche are they trying to perform in the industry? Who are their competitors?
- 2.) WHERE DO THEY OPERATE: Where are they HQ'd? What are other US locations (including plant operations)? What about international locations?
- 3.) HIRING: How do people get hired here? What are typical career paths or job titles for the areas you are interested in? What skills are needed to get hired and then be successful?
- 4.) STRUCTURE: How are they structured? Subsidiaries? Parent organization?
- 5.) PERFORMANCE: How is the company performing relative to their market? How does the company determine its success (sales, fundraising, new stores, revenue growth, new products)? Provide a brief--one sentence each--S.W.O.T.* analysis.
- 6.) RECENT NEWS: List findings for economic projection, current strategies, recent news (good and bad), changes in senior-level management.
- 7.) CONTACTS: Do a search on LinkedIn and list any MSU alums you found who currently or previously worked here. Include their roles.
- 8.) How would professionals at this company stay current in the industry? Name specific news or professional sources.
- 9.) QUESTIONS: What questions do you still have, based on above research, which you could ask in an interview?
- 10.) Why are you interested in this company, based on the above research (or, why not)?

**Strengths, Weaknesses, Opportunities, Threats*

Find answers to these questions through the Gast Business Library "Business Career Research" guide: <http://libguides.lib.msu.edu/c.php?g=96952&p=5160730> as follows, based on your parameters for searching:

<u>INDUSTRY:</u>	<u>COMPANY:</u>	<u>NEWS & RESEARCH:</u>	<u>GEOGRAPHIC:</u>	<u>OTHER REFERENCES:</u>
Vault	Vault	Factiva	Career Search	Company websites
IBIS World	MarketLine	Lexis Nexis	Mergent Intellect	
CFRA Industry Surveys (S&P Global data) available as print reference books	Lexis Nexis	Business Source Complete		
MarketLine	Mergent Intellect	ABI/Inform		
MINTEL	Priv Co (private companies)			

INTERVIEWING: BEHAVIORAL

Using S.T.A.R. or W.H.O.* for behavioral interview responses

The purpose of behavioral interviewing is to see if you have experience with the skills desired for the position, because the *best predictor of future performance is past performance*.

Tips on answering:

- Listen carefully to the question. Make sure you know what behavior (or skills) the interviewer wants to know about.
- It is acceptable to ask clarifying questions about what the interviewer asked.
- Choose examples from your work experience first, if you can, before using academic experiences.

Use the STAR or WHO Technique to structure your answers:

S = explain the background of the
Situation (very briefly!)

OR

W = **WHAT did you do?**

T = **Tasks** you played in the situation

A = **Actions** you took to resolve the situation

OR

H = **HOW did you do this?**

R = **Results** of your actions (both the successful result of *your behavior* AND the result of the situation)

OR

O = **What was the OUTCOME?**

Actions

The key to responding effectively is to focus on the actions you took.

- Have several actions steps addressing the target behavior.
- At each step, tell **why** you did what you did. Your success will be seen as more likely to be repeated if you can demonstrate why you took those actions.

Example:

Question: *Tell me about a time you resolved a conflict with a co-worker?*

Answer:

Situation/What: When working on a project to implement a new website, a teammate and I disagreed about the importance of content versus graphics in communicating our point to the user.

Task/How: As a member of the team, it was my responsibility to see that the whole team was successful in communicating information across the website.

Actions/How: I went to my coworker to talk face to face, because email communications could have escalated the problem. I asked him not only for more details on his opinion, but also why he believed that and how he saw that meeting the users' needs. I also communicated what I wanted out of the project, and why so that he knew what my concerns are and that I too wanted to be successful. We found it helpful to list out our goals on a white board, which also helped keep the discussion objective. Then we identified the commonalities of our concerns, so he knew we were definitely trying to accomplish the same thing.

Results/Outcome: Because of this we were able to craft a solution to the conflict that kept the project on schedule and kept our working relationship healthy.

Preparation (for identifying STORIES to potential behavioral interview questions:

1. Review the Job Posting and circle or highlight skills and then identify matching stories from your resume
2. Review your resume and circle or highlight which bullets match/address skills in job posting

* Evarian, Jane L. (2019). *WHO-LOGIC: What, How & Outcome. A Practical and Tactical Valuation Tool for Career Management*. Lansing: Author.

INTERVIEWING: IDENTIFYING STORIES

- Identify examples and stories from experiences generated from work, school and/or life for behavioral interviewing.
- The first column lists common skills employers are seeking.
- Include the context of the situation (where were you? what was your role?), to help you reference it for interviewing or conversations with employers in the second and third columns.

Experience	First Example	Second Example
Multi-tasking/ Handling pressure		
Leadership		
Initiative		
Teamwork		
Strengths/Achievements		
Weakness/Failure		
Learning/Intellect		
Ethics/Character		
Strategy/Decision Making/Innovation		

INTERVIEWING: DIFFERENTIATING QUESTIONS

STAR/W.H.O. format is not required for these questions. Be strategic with in answering these questions by leveraging your unique experiences and goals. Reflect on how you made decisions and why you chose this career path.

EXAMPLE QUESTIONS:

- Tell me about yourself.
This question translates to 'walk me through your resume'. Start with your education: why you chose your major and school; highlight your most impactful experiences from positions that match what you are interviewing for.
- What are your strengths and weaknesses?
Address your weakness strategically by communicating an action plan on how you are developing yourself.
- What is your greatest achievement?
- What motivates you?
- Why are you the right person for the job?
- Why do you want to work for our company?

Practice makes perfect: people improve interviewing skills with practice. Before an upcoming interview, schedule a mock interview with members of the Russell Palmer Career Management Center career coaching team to practice. It is better to make mistakes and learn how you can improve before your actual interview.

INTERVIEWING: BEHAVIORAL QUESTIONS

Answer these questions in STAR/W.H.O. format. These questions are asked to predict your future behavior based on past experiences. Listed are example questions for each competency. These questions typically begin with “Tell me about a time when...” or “Give me an example of...”

LEADERSHIP

Ability to guide, influence, coach, mentor, and lead other individuals, teams, or entire organizations. Display your drive to step up on your own, take action, and follow through with a plan.

Example Questions:

- Tell me about a time when you showed initiative and stepped up into a leadership position
- Tell me about a time you delegated responsibilities to others
- Tell me about a time you took the lead on a difficult project

COLLABORATION

Ability to work with diverse groups of people, utilize their skills and capabilities, and overcome your differences to reach a greater goal. Display your interpersonal skills and how you are a team player.

Example Questions:

- Tell me about a time when you worked under close supervision or extremely loose supervision. How did you handle that?
- Tell me about a time you had a conflict with a co-worker and how you dealt with that.
- Tell me about a project or idea that was done successfully as a part of a team effort.

TIME MANAGEMENT

Process of planning and prioritizing your time and energy spent on different activities in order to increase effectiveness, productivity, and efficiency.

Example Questions:

- Give me an example of a time you managed numerous responsibilities. How did you handle that?
- Tell me about a time you were unable to meet a deadline?
- Tell me about a time you set a goal for yourself. How did you go about ensuring that you would meet your objective?

PROFESSIONAL DEVELOPMENT

Ability to take feedback, evaluate areas of opportunity, and bounce back from a negative situation. These questions focus on how you respond to negative situations and what you learned from them.

Example Questions:

- Tell me about a time you realized you made a mistake.
- Tell me about a time you wish you'd handled a situation differently with a colleague.
- Talk about a time when you had to work closely with someone whose personality was very different from yours.

INTERVIEWING: PRACTICE

“Tell me about a time when you... (pick one):

___ led a project

___ had to multi-task

___ used analytical skills

___ found a solution to a problem

Situation or What (did you do?)—provide context (no more than 3 sentences):

Task or What (did you do?) —what were you given responsibility for or assigned to do (no more than 2 sentences):

Action or How—HOW did you achieve or accomplish the behavior or skill identified from the list above (most elaboration here, using potentially 5-6 sentences):

Results or Outcome—How did the situation result; what was the *OUTCOME* of your skills and action (4-5 sentences):

INTERVIEWING: END OF INTERVIEW QUESTIONS

Good Questions to Ask

Typically, at the end of an interview, the interviewer or recruiter will ask, “do you have any questions for me/us?” You never want to say, “no, I don’t,” or “all of my questions have already been answered.” Always have at least 3-4 ready to ask, recognizing that you may only have time to ask 1-2.

Be sure to be cognizant of the person or people’s role you are interviewing with (hiring managers, peers, human resources representatives, or executives). And, try not to ask questions you can research yourself before the interview.

Here are some suggestions for good questions to ask at that point in the interview:

- ✓ I noticed you have been with (the company) for # years, what made you decide to join (the company)?
- ✓ What 2-3 things do you like most about working for (this company) or in your position as...?
- ✓ How does this role (you are interviewing for) further (the company or the department) mission of... (show your research and that you know what the stated mission is)?
- ✓ What do successful employees do differently than others?
- ✓ What would you expect me to accomplish in the first 60 days on this job? 90 days?
- ✓ If I were to start next week, what would be the top priority on my to-do list?
- ✓ What, if anything, in my background makes you hesitant or gives you pause to consider me further?
- ✓ What would you say are the top two personality traits (not skills) someone needs to have to do this job well?
- ✓ What improvements or changes do you hope the new hire will bring to this position?
- ✓ What are some of the challenges you can identify for me for (functional area or academic major) in (the company) in the next few years?
- ✓ Can you tell me about your impressions of the different locations (the company) is based?
- ✓ Can you tell me about some of the employees with the longest tenure here and what, in your opinion, has made them loyal to (the company)?
- ✓ Can you tell me about performance appraisals and reviews – when do they happen, how, and what do they cover?
- ✓ What percent of my time on this job would be spent on collaboration with teams vs. individual, autonomous work? Can you provide examples of each?

If not provided, you can always ask:

- ✓ What is the timeline and process going forward after this interview?

Remember, people usually like to talk about themselves professionally in this type of situation, so **asking about their career path, progression, and professional interests** is a good way to gain information about the company, department, and people who work there. As a side, you gain valuable career industry and functional information.

THANK YOU EMAILS

Sending a thank you email is important, as it can potentially help you stand out and make a difference between you and other candidates. Regardless of how well you think you performed in the interview/s, remember to send a letter of thanks.

Purpose of a thank you email:

- Express gratitude for time spent
- Reiterate your qualifications and interests
- Request consideration of offer or second-round interview
- Solidify the established connection and remind interviewer of who you are

Personalized:

Reflective of conversations during interview. Different for each person you interviewed with - there is a chance they will share to check for differences.

Method:

- Brief, succinct
- Emailed, never mailed and never handwritten
- Within 24-48 hours, always

Who:

- Everyone you interviewed with, if you can obtain individual email addresses. Could include front desk or other administrative assistants who were helpful.
- Considering writing a single thank you email to the hiring team and asking the hiring manager or human resources person to kindly forward it to everyone on the team.

Sample Thank You Email:

Subject: Thank You

Dear (use first name, if used during interview; otherwise, err on the more formal side and use Mr./Ms.),

Thank you for taking the time to meet with me earlier today to discuss my qualifications for the purchasing internship at Home Depot. I enjoyed hearing about your background as a construction manager and how that led to your career with Whirlpool. I also was interested to hear about the visibility that interns have into different units of the organization.

Our meeting reinforced my interest in the position, and I am confident that my retail experience and my personal interest in personal appliance products will allow me to make a strong contribution in an internship this summer.

Thank you again for your time and consideration. I look forward to the prospect of being part of the Home Depot team this summer.

Sincerely,
Rebecca
(use your email signature)

INTERNATIONAL STUDENT JOB SEARCH INFORMATION

Work Authorization

International students have unique challenges when it comes to a job search in the US. Before the job search begins, international students need to learn about work authorization options in order to facilitate the hiring process for employers. There are two types of off campus work authorizations F-1 international students can apply for: Current Practical Training (CPT) – used for internships or work off-campus during the academic year and Optional Practical Training (OPT) – used for post-graduation employment. All off-campus employment must be related to a student’s field of study. For more information, visit <https://oiss.isp.msu.edu/immigration1/visa-and-immigration-overview/>

It is important to be knowledgeable about your visa status and to know how to effectively communicate your visa requirements with an employer. International students should respond honestly about their immigration status and work authorization eligibility when asked. The purpose of an interview is to highlight your skills related to the available position; try to avoid letting the visa issue dominate your conversation.

Resources

Listed below are online resources and databases that may be helpful for international students in researching career opportunities in the US.

- **MSU Handshake** – In the “Job Search” page, select “Filters” and scroll down to “Work Authorization” section. Check both options (“Will sponsor” and “Accepts”) to complete your search.
- **My Visa Jobs**- You can search for employers by industry, career, city, job title and review reports on H-1B visa submissions. <http://www.myvisajobs.com/>
- **GoinGlobal** – Information on employers who have petitioned for H-1B visas as well as cultural and networking information. <http://www.goinglobal.com/>
- **Global Talent Retention Initiative of Michigan**- Lists employers interested in hiring international students, posts available positions, and provides information to employers. <http://www.migtri.org/>
- **InternationalStudent.com**- Check out the job search section. <https://internationalstudent.com>

Cultural Differences

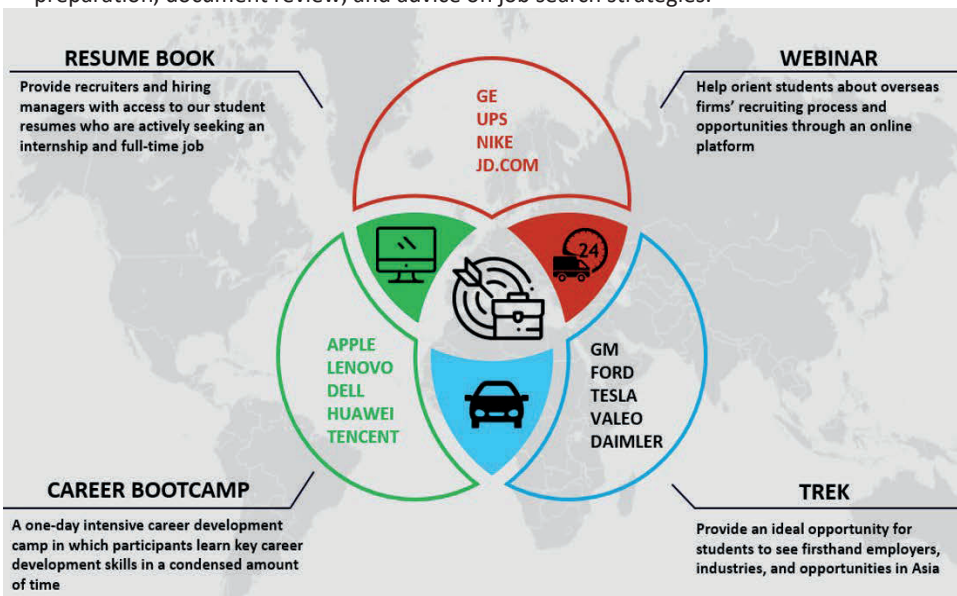
Communication with employers, document format, and interviews in the US may differ greatly from your home country. Here is a list of general guidelines that may help you navigate cultural and communication differences in the US:

- Arrive 5-10 minutes early for an interview
- Speak clearly and confidently about your unique attributes and accomplishment
- Keep in mind the importance of eye contact as it displays confidence
- Practice your professional handshake with eye contact — not too firm not too limp
- Follow up on an interview with a thank you note or email to show your appreciation for their time and your enthusiasm for the position

Other Career Development Services

We strive to provide a wide range of career services and a variety of career programming and workshops, along with industry-specific information, job opportunities, and networking connections on campus, Asia, and globally.

- **Career Bootcamp**
The career ready bootcamp is a one-day intensive career development camp in which participants learn key career development skills in a condensed amount of time. Topics covered include Handshake, resume writing, job searching, immigration (work authorization), networking, and interviewing. Timeline: Early September
- **Resume Book**
The resume book is a compilation of resumes which we send out to overseas employers (Fortune 500 companies) seeking to hire Broad students for full-time positions and internships. We send the resume book out two to three times a year – Fall, Spring, and Summer.
- **Various employment events including webinars and on-campus company visits**
These webinars and visits allow for access and opportunity to network with highly-regarded global employers through webinars/on-line interactive presentation. Timeline: Fall and Spring
- **Global Openings**
A compilation of global openings that cover multifaceted industries is distributed two or three times a year
- **International Career Trek**
This trek provides you with opportunities to build networking relationships with Fortune 500 employers and gain insights into their business practices and trends. It also offers the opportunity to experience the first-hand corporate culture and career roles available in each company.
- **Career Advising and Coaching**
1:1 career advising that covers a variety of different topics including mock interview preparation, document review, and advice on job search strategies.



INTERVIEW & JOB ACCEPTANCE POLICIES

NO SHOW/LATE CANCELLATION

Late cancellations or missed interviews are a hindrance to your success and leave a negative impact on Michigan State University and our relationships with employers.

FALSIFICATION OF INFORMATION POLICY

Students registering and submitting resumes on Handshake certify that the information is truthful and accurate.

RENEGING

A job acceptance is a major commitment to your new employer. You should only make this type of commitment if you intend to honor it. Reneging is accepting a job offer from a second company while declining an already accepted job offer from the first company. This can severely damage your reputation, not only in the short term, but for the duration of your career. Reneging also has negative implications on the university's relationships with the employer and can affect opportunities for other MSU students. The university does not sanction a renege situation on your part for any reason. Please carefully review the Broad College of Business; reneging policy before accepting any job offers.

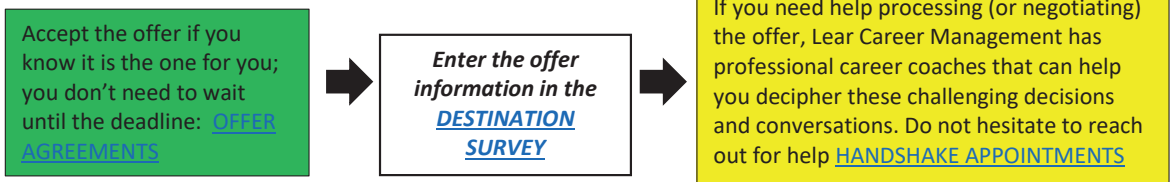
For policy details and implications, please visit:

<https://broad.msu.edu/career-management/employers/>

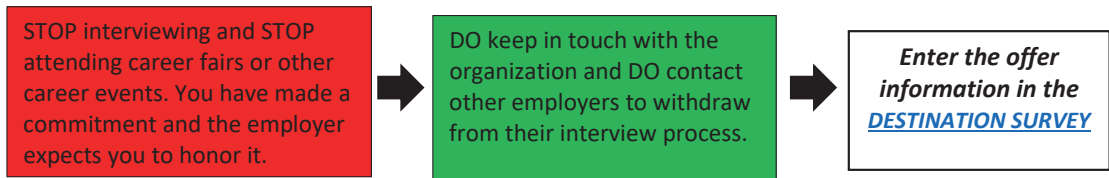
MANAGING OFFERS

RECEIVING AN OFFER

Thank the employer and ask for the offer information in writing. Ask, “how much time do I have to decide?” Watch out for inadvertent verbal acceptance. See “Offer Response Ideas”: [Lear Career Center Community in D2L](#)



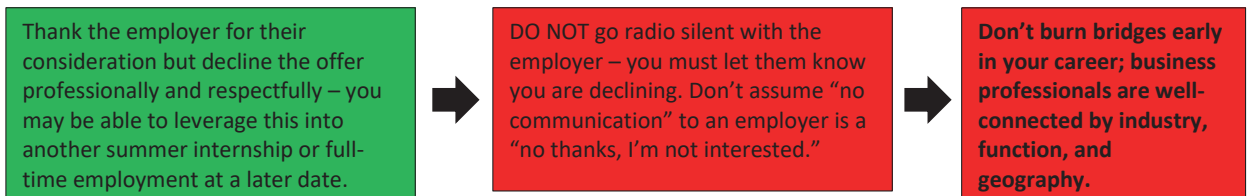
ACCEPTING AN OFFER



“What if an employer promised you a job and then 3 months later changed their mind because they found a better candidate?”

DECLINING AN OFFER

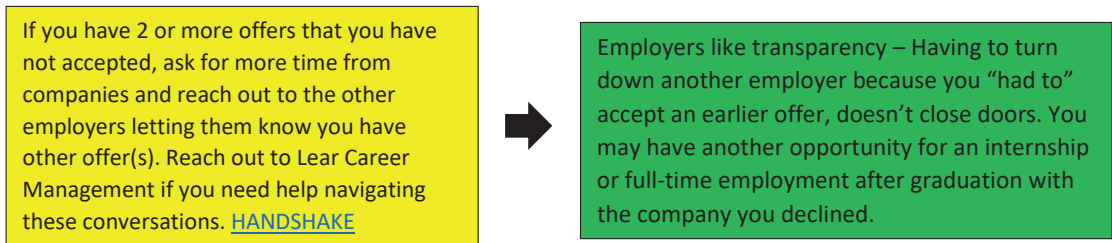
Pay attention to the decision deadline – decline the offer right away if you know you are not going to accept it; don’t wait for the deadline.



Don’t let the message, “Oh, they’re the guy/ girl who we offered a job to 3 years ago, but we never heard from them,” follow you and your career post-graduation.

MANAGING MULTIPLE OFFERS

If you have already accepted an offer from one company, there should be no other offers to consider or “manage” – see **ACCEPT AN OFFER** above!



DO NOT ACCEPT MULTIPLE OFFERS. This is unprofessional and unethical. There are consequences when you do this including Lear Career Management sanctions and professional ramifications. [RENEG POLICY](#)

HONOR CODE

ELI BROAD COLLEGE OF BUSINESS UNDERGRADUATE HONOR CODE

The Honor Code applies to ALL students enrolled in the College or in any course sponsored by the College. Abiding by the honor code is part of the Broad culture and provides a strong ethical foundation for transitioning into your career.

Full text of the Honor Code can be found at:

uas.broad.msu.edu/academics/honor-code

- * This includes communicating honestly and ethically on resumes, LinkedIn, interviewing, etc.

THANK YOU CORPORATE PARTNERS



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