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| **Seminar/session** | **Content** |
| 1 General principles of CV and cover letter writing (09/11/17: 13:00–14:30 – 90 min)  2 CV writing (09/11/14: 15:00–16:30 – 90 min) | Understanding the purpose of CV and cover letters;  The principles of a good CV and cover letter;  Academic and professional applications;  Understanding your unique offer.  Choosing the right format;  What to include and what to leave out;  Understanding how CV English differs from academic English. |
| 3 Cover letter writing (10/11/17: 13:00–14:30 – 90 min)  4 Summary and discussion (10/11/2017: 15:00–16:30 – 90 min | Understanding: the purpose of cover letters; key ‘dos’ and ‘don’ts’;  how to structure a cover letter.  CVs and cover letters and your online presence: Linkedin; social media;  Applicant tracking systems (ATS) and your CV  Some cultural aspects of English-language organizations – discussion |
| 5 Follow-up submissions of CVs and cover letters | Participants to submit (via email) a CV and cover letter by 17/11/2017. Feedback to be returned to the students via email by 01/11/2017. |

**CV & Cover Letter Writing: Course Outline**

1) General principles of CV/cover letter writing

* Introduction: What are CVs for?
  + Course overview and aims;
  + The 'what' and 'why' of CVs (how CVs fit into the overall recruitment process);
  + The differences between CVs aimed at academic, public sector and private sector organizations.
* Your personal brand - understanding what you offer
* Researching the organization
* Researching the role.

2) CV writing

* Structure: Choosing the format that shows you at your best
* ‘CV speak’: How CV English differs from academic writing style
* What to include: the profile paragraph, ‘career objectives and hobbies’ paragraph
* What to leave out.

3) Cover letter writing

* What are cover letters for?
* Dos and Don’ts
* A useful structure for cover letters
* Conclusion.

4) Summary and discussion

* How your online presence can help or hinder your job application;
* How to use Linkedin to support your application;
* Applicant tracking systems – what they are and how to get around them;
* Exploring the cultural context of English-language organizations – how might English language employers’ expectations differ from those of Czech Employers? (group discussion).

5) Submissions of students’ CVs and cover letters (deadline 17/11/2017)

(Here I suggest students are given an opportunity to apply the ideas presented in the seminars to their CV and cover letter writing. These ideally should be in support of a real job application to a real organization, past or present).

Materials to print out (x 6 students)

* Course overview and aims
* Copies of CVs in different formats (pp 16-17, 28-29, 32-35)
* Sample academic CV
* Sample Cover letter
* pens & paper