



ROBERT H. SMITH
SCHOOL OF BUSINESS

OFFICE OF CAREER SERVICES

Career Resource Guides

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Exploring Majors



As a student in the Smith School, one of the most important decisions you will make is choosing your major. This is a very tough decision that requires thorough research and introspection. What you choose to major in establishes the foundation for your growth throughout your career. It is important to consider a wide array of options before ultimately making your major selection.

Undergraduate Majors at Smith:

Knowing the majors that are offered in the Smith School is a good starting point in your selection process. There are numerous combinations from which you can choose, depending on whether you are seeking a double major/degree or if you are looking to add an additional minor. See undergrad

- Accounting
- Finance
- Information Systems
- International Business
- Management
- Marketing
- Operations Management and Business Analytics
- Supply Chain Management
- Business Analytics (Minor)
- General Business (Minor)
- Innovation and Entrepreneurship (Minor)



Personal Considerations:

It is important to choose a major that is in line with your passions, interests and abilities. Finding this match can vary from student to student; so it is important to be critical and honest with yourself throughout the selection process. If you are facing issues in making this decision, sitting down with a career coach, taking career assessments, or meeting with your academic advisor can be helpful resources if you are looking for guidance. Here are some things to consider asking yourself:

- What do I like to do in my spare time?
- What type of work do I love most and could see myself doing long-term?
- What type of activities am I not interested in? Why?
- What are my occupational aspirations or dreams?
- What am I good at from a personal and academic perspective?
- What areas are my greatest strengths? Where do my greatest academic strengths and personal interests align?

Additional Considerations:

Although personal considerations are very important, your decision process in selected a major should encompass a wide array of components.

- 1** Career Paths & Salary Ranges:
Research future career paths to see if certain paths are more appealing than others. This will provide a good basis for eliminating other majors.
Explore entry-level and future salary ranges of the positions that are desirable to you.
- 2** Current/Prior Students' Experiences:
Conducting informational interviews with other students can be a great opportunity to attain first-hand information about the pros and cons of a certain field or industry
- 3** Credit Requirements:
Review credit requirements associated with each major. It is important to do so early to eliminate potential conflicts later on in your academic career.

Be proactive, get to know Smith majors:

It takes initiative to start the academic major exploration process on your own. Here are some opportunities to familiarize yourself with different majors in order to better determine which is best for you.

Join Clubs

- Getting involved in clubs is an outstanding way to decide if a major is right for you
- Major specific clubs and industry-specific Fellows programs are available and allow you the opportunity to interact with other students with other valuable input



Apply for Internships

- Working as an intern allows you to get first-hand experience in future career opportunities within that major and aid in your decision making process
- If you have the opportunity to take on an internship during the summer or during the school year, take advantage of the experience it can afford you, even if your internship is not directly associated with your current or desired major, or if it helps you to realize that it is not the industry for you



Take Classes

- Taking a wide variety of classes is one of the best ways to ensure that you are making the right major decision
- Core classes can be a great start to eliminating or further pursuing various majors offered at Smith and taking additional classes in these topic area is a good idea in order to make the most knowledgeable decision for which major is best for you

Majors Covered by Core Classes:

- ✓ Accounting
- ✓ Finance
- ✓ Information Systems
- ✓ Management
- ✓ Marketing

Majors NOT Covered by Core Classes:

- ✗ International Business
- ✗ Supply Chain Management
- ✗ Operations Management



Major Selection

Once you have made a decision on a major, you should make an appointment with your academic advisor. Your academic advisor will be an important resource to ensure that you enroll in all the appropriate courses and pre-requisites to graduate on time and attain the right degree for you. Your Academic Advisor can help you and he/she is a great tool to help guide you in your major decision-making process.

Make sure to continue to work with an OCS career coach throughout your selection process as well. Career coaches can not only help you explore the career possibilities that each major offers; they can also help you strategize how to discuss and highlight skills associated with your major once you have made your selection.

Resume Checklist



DIRECTIONS: COMPLETE THIS CHECKLIST PRIOR TO UPLOADING IT TO HIRESMITH FOR REVIEW

Resume Element Checklist:

- ✓ Single page only
- ✓ Margins between .5" and 1"
- ✓ Font is 11 or 12 point (Cambria, New Times Roman, Arial or Calibri preferred)

Contains the following sections:

- ✓ Contact information is at the top of the page (see back for example)
- ✓ Education section follows immediately after contact information
- ✓ Work Experience (to include the following):
 - Listed with most recent work/internship experience first
 - Includes start/end dates (month/year)
 - Include city and state (do not include locations for on-campus activities)
 - Craft bullets that showcase responsibilities, skills, and accomplishments
 - Use correct tense (e.g., previous jobs have bullets that are written in past tense)
- ✓ Activities:
 - Student organizations; leadership roles; volunteer work; case competitions; athletics
- ✓ Skills:
 - Examples of skills could be Computer; Languages; Certifications



Do NOT include:

- ✗ Logo/ Artwork
- ✗ Page numbers
- ✗ Multiple addresses or phone numbers – choose the most relevant contact information
- ✗ GPA's under a 3.0
- ✗ Periods following bulleted text
- ✗ Separate section for soft skills (e.g., hard-working, detail oriented, works well individually and in groups)
- ✗ References
- ✗ Fancy fonts
- ✗ High school information in Education section (just include college, including UMD!)

Sample Resume:

TESTUDO T. TERRAPIN

4570 Van Munching Lane • College Park, MD 20742

301-555-1234 • Testudo.terrapin@umd.edu

EDUCATION

Bachelor of Science, Marketing
University of Maryland at College Park
Robert H. Smith School of Business

Expected: May 2015

Overall GPA: 3.5

EXPERIENCE

Turtle Financial Services

Marketing Assistant

Baltimore, MD

June 2013 – Present

- Conduct presentations for clients on financial planning using MS PowerPoint
- Analyze prospective client portfolios to find suitable fit between client and broker
- Research competitors' packages to improve company services
- Promoted to assistant after increasing sales of brokers by 65%

Marketing Intern

June 2012 – August 2012

- Developed over 50 marketing proposals for brokers based on target client list
- Coordinated client presentations for four brokers
- Attended training seminars on marketing financial services to prospective clients

Van Munching Bank

Customer Service Representative

Hyattsville, MD

January 2012 – June 2012

- Persuaded existing customers to enroll in online "Bill-Pay" system through cold calls and in-person appeals, exceeding branch goals by 15%
- Assessed clients' financial needs and recommended appropriate checking and money market accounts

ACTIVITIES

American Marketing Association, Vice President of Communication

September 2013 – Present

- Maintain communication with national office through monthly memos
- Contact marketing professionals and coordinate speaker presentations for group
- Market student organization to prospective members and develop promotional materials

R.H. Smith Student Ambassador Program

August 2012 – May 2014

- Represented Smith School of Business at admissions events
- Encouraged enrollment of prospective students by addressing questions and promoting the value of a Smith School education

SKILLS

Computer: MS Word, MS Excel, MS Access, MS Power Point, Desktop Publishing

Languages: Proficient in French

Action Verbs



Management Skills	Communication Skills	Clerical Skills	Research Skills	Teaching Skills	Financial Skills	Creative Skills	Helping Skills
administered analyzed assigned attained chaired contracted consolidated coordinated delegated developed directed evaluated executed improved increased organized oversaw planned prioritized produced recommended reviewed scheduled streamlined strengthened supervised	addressed arbitrated arranged authored corresponded developed directed drafted edited enlisted formulated influenced interpreted lectured mediated moderated motivated negotiated persuaded promoted publicized reconciled recruited spoke translated wrote	approved arranged catalogued classified collected compiled dispatched executed generated implemented inspected monitored operated organized prepared processed purchased recorded retrieved screened specified systematized tabulated validate	clarified collected critiqued detected diagnosed evaluated examined explained explored extracted formulated gathered identified inspected interpreted interviewed investigated located measured organized reviewed searched summarized surveyed systematized tested	adapted advised clarified coached communicated conducted coordinated critiqued developed enabled encouraged evaluated explained facilitated focused guided informed initiated instilled instructed motivated persuaded set goals stimulated trained tutored	adjusted administered allocated analyzed appraised assessed audited balanced budgeted calculated computed conserved corrected developed estimated forecasted managed marketed measured netted planned prepared projected reconciled reduced researched	acted adapted combined conceptualized created designed developed directed displayed established fashioned formulated founded illustrated instituted integrated introduced invented modeled modified originated performed planned revitalized shaped solved	advocated aided answered arranged assessed assisted clarified coached collaborated contributed counseled demonstrated diagnosed educated encouraged expedited facilitated familiarized guided motivated provided referred rehabilitated represented simplified supplied

Powerful Bullet Points



- To create an effective resume, utilize powerful bullet points that describe your work & extra-curricular experiences.
- These descriptions should be more than just a list of your primary job duties.
- Be sure to incorporate the skills you utilized to accomplish your job tasks.
- Include those personal attributes that enhanced your ability to get the job done (i.e. creativity).
- Whenever possible, highlight accomplishments that you achieved in the course of your normal duties (i.e. increased sales by 50%).

PRIMARY JOB DUTIES	+	SKILLS UTILIZED	=	POWERFUL BULLET POINT
Made bulletin boards and posters		Communications, marketing, creativity		<ul style="list-style-type: none">• Designed marketing and advertising tactics to create interest in study abroad programs.
Helped with customer service		Communication, Management		<ul style="list-style-type: none">• Assisted in customer service methods by answering phone inquiries, managing customer dissatisfaction, and upholding company value policies.

Cover letters serve as introductory sales letters to potential employers. A good cover letter motivates the employer to read the attached resume and, subsequently, invite you to interview for the position you are seeking. In addition, cover letters allow you to express your passion and interest in the company and job, expand upon key information from your resume that relates to the job, show off your written communication skills, demonstrate your knowledge of the skills necessary to succeed there, and/or express a little bit of your personality in your writing style. You never know if an employer is going to read your cover letter; but if you do take the time to do one, make sure it is a good one. An insufficient cover letter can automatically put you in the “no” pile.

3

Sections of Cover Letter:

INTRODUCTION (1 PARAGRAPH):

1. **Who you are** (e.g., student at the University of Maryland’s Robert H. Smith School of Business majoring in General Business)
2. **How you identified the position** opening
3. **Discuss any personal contacts** you have within the organization who may be contacted as references
4. **Describe the position** for which you are interested











BODY (2-3 PARAGRAPHS):

1. Call particular attention to the **experience and potential skills you have** that pertain to the internship or job opening (how you qualify for the position) by researching the company position
2. **Convey enthusiasm** about the position and company (include some of the research you have conducted or things you know about the culture of the company)
3. **Connect your skills** to those for which the employer is seeking, and include what you would be able to contribute/why you would be a **good fit** for the position
4. Discuss your value and **how you can contribute to the company’s success** based on what you have learned about them and how your skills align

CLOSING (1 PARAGRAPH):

1. State the **action of interest** (interested in setting up an interview or phone conversation to discuss your qualifications further) and the materials enclosed (resume)
2. If you plan on doing this, state that you will **call the site in a certain amount of time** to confirm whether your resume has been received and favorably reviewed
3. **Leave your phone number and email** for the employer to contact you if necessary
4. **Thank the reader** for his or her time

SOME THINGS TO KEEP IN MIND:

- | | |
|--|---|
|  DO address the letter to a specific person if you can |  DO NOT be overly wordy or redundant |
|  DO tailor each letter to the specific company and job for which you are applying |  DO NOT use words that express doubt, such as “I hope” |
|  DO keep it to one page |  DO NOT use the passive voice |
|  DO be positive and direct |  DO NOT forget to sign the letter |
|  DO use the same paper as your resume |  DO NOT list high school activities |

Sample Cover Letter:

555 College Park Lane
College Park, MD 20742

[space]

February 1, 2006

[space]

[space]

Mr. John Johnson

Recruiting Manager

Big Company

2407 Van Munching Street, NW, Suite 400

Washington, DC 55555

[space]

Dear Mr. Johnson:

[space]

I recently saw your listing for Research Analyst posted on the University of Maryland, Robert H. Smith School of Business' job recruiting database, HireSmith. Andrew Patel, who is an account manager at your organization, also encouraged me to apply to Big Company. I feel that my analytical and time management skills make me a great fit for the position. As a General Business and Management major at the Smith School, I know my academic background will prove useful to Big Company.

[space]

My coursework, along with my internship experience, has provided me with a solid background in research. In my Marketing Principles class, my team project required us to conduct 15 hours of company research to examine the sample populations on which our target company conducted its research. Furthermore, my internship with Black & Decker has permitted me to apply what I have learned in the classroom. At Black & Decker, I was able to make many process improvements based on my research. For instance, I was able to change the database tracking system to improve the quality of existing information. These changes resulted in a net profit increase of 15%. I have also learned how to effectively interact with others, and my supervisor has commented on my enthusiasm and persistence in the work area.

[space]

In addition to my persistence in a work environment, maintaining two jobs at one time during college has forced me to manage my time effectively. As Typesetting Coordinator for the college newspaper, I have strengthened my managerial ability in motivating typists to be more productive and improving the efficiency of daily operations. I also improved my communication skills as a student office worker. Based on my research on Big Company, I know that hard work, diligence, effective time management, and impeccable communication skills are of the utmost importance in order to successfully assist important clients and effectively manage the workload. My work experiences, along with the education I have received, give me the necessary skills for this position.

[space]

My resume is enclosed for your review. I would welcome the opportunity to discuss my qualifications further. I can be reached at (301) 555-1212 or via email: jdoe@terpmail.umd.edu. Thank you for your consideration.

[space]

Sincerely,

[space]

[space] [insert handwritten signature]

[space]

Jane Doe

[space]

Researching Companies



Researching companies is a vital skill for job searching. Learning more about companies will help you to target positions that are the best fit for you and prepare for the interview process. By gathering as much information as possible, you can demonstrate your interest to interviewers and showcase your knowledge. Here are some of the tools that can help you learn more about a company and its industry.

SMITH SCHOOL RESOURCES:

1

Visual Business Information Center (VBIC):

Smith offers its students many resources that can assist you not only in your research for classes but also for interview preparation. Through VBIC (vbic.umd.edu), you can find several databases that cover a variety of sources, including scholarly journals and newspapers.

Hoovers

This database provides information on companies, people, and industries. Among the information available are descriptions of company history and industry information, as well as earnings estimates and peer comparisons. Hoovers is a great place to start if you are looking to learn more about a company's general financials and its past.

Morningstar

While similar to Hoovers, Morningstar takes a more finance-oriented approach. Along with a company profile, Morningstar includes an analysis of the company stock with a fair value estimate and the general consensus from Wall Street.

Factiva

Through Factiva, you can access many business sources, including subscription-only newspapers like The Wall Street Journal and The New York Times. You can also use Factiva to search for news or companies across 8000 business sources.

2

HIRESMITH

The Smith Office of Career Services online job search portal, is another great tool for Smith students when preparing for an interview. Through HireSmith, you can see browse upcoming events, including Employers of the Day and various information sessions throughout the week, giving you the valuable opportunity to speak with professionals from these companies. The Office of Career Services (OCS) also offers several workshops throughout the year to assist you. The workshops can range in topics from industry specific (i.e. Sports Industry Night, Careers in Media) to general job search assistance. You can RSVP for these workshops through HireSmith.

3

Office Hours:

Companies who recruit heavily at Smith will often hold office hours prior to application deadlines and interviews. This is a chance for students to have informal interviews with recruiters and is a great opportunity to learn more about individual companies and what they are looking for in their search processes. Employer office hours are listed on the television outside the Office of Career Services Interview suite, VMH 2570.



Company Website:

A company's website is always an excellent resource. The website often tells you about the firm's core values and mission statement, which can give you a general sense of the company culture. Look out for awards and recognition the company has received—this is a great way to show interviewers why you are interested in the company. Learn about the different products and services the company offers. In what division is the position you are interviewing? How does this division relate to the broader scheme of the company?

Online Resources:

News and Media

Looking up recent news about the company is a great way to gain an impartial view of the company. Learn about the company's current and future plans. Bloomberg, The Wall Street Journal, and other trade media are all useful places to get started. Make sure that you check the news on the day of your interview as well, in case there are any recent developments.

Companies will sometimes have a section dedicated to interview preparation. Here, you can learn about what to expect during your interview and find sample interview questions to practice. Often, companies will also describe what they are looking for during the interview. Using this information during your interview shows companies that you have done your research and can demonstrate why you might be a great fit into their culture.



Glassdoor and Vault

positions. Users post about their likes and dislikes for a company as well as general salary information. On Glassdoor, users will also post about their interview experiences at particular companies. You can search for interview tips by company or by position to help prepare for your own interviews.



Informational Interviews:

Talking to someone who works at the company is always a great way to get a first-hand account of how the company works. Ask professionals at the company about what they like most about the position and the company, as well as what they dislike. Learn about the skills involved and what qualities you need to succeed at the firm. Besides learning about the company and position, you can also establish a contact and show your strengths to someone at the company.



General Tips

- Researching about the company is important, but you should also learn about the specific position or field for which you are interviewing. Make sure you have a general idea of what the job entails. This will not only help you tailor questions around the position but also emphasize what strengths and skills you have that fit the requirements.
- Have a good grasp on general information in the industry as well. Who are the company's peers? How is the company performing relative to others? What are general trends in the industry?
- Use the information you have learned properly. Asking questions during the interview is a great way to demonstrate your knowledge. However, make sure that you are not aggressive in the process. For instance, avoid asking your interviewer about negative news about the company. Be positive, and highlight your interest in the company instead.
- Make sure you are gathering information from credible sources. You do not want to accidentally say something incorrect. Stick with well-regarded databases and news sources when researching.

Creating the Elevator Pitch

The “Elevator Pitch” or the 60-second commercial is basically your introduction to someone in any professional networking situation (e.g. a career fair). Here’s what you should cover in those 60 seconds:



- Who you are (name, major, class year)
- Relevant work experience
- Relevant extracurricular activities/accomplishments
- What type of job you are looking for/interest in the company
- Leading question about the company, position, or next steps

If appropriate, when you are ending the conversation, make sure to give them your resume, thank them, ask for a business card, and ask about next steps.

Practice Your Pitch

Imagine yourself in an elevator going to the 75th floor of a high rise in New York City. On the 42nd floor the CEO of a top notch organization in your field gets on. In the next 2-3 minutes you have the chance to impress him/her and make a convincing argument that you would be a good fit for a position within the organization. Where do you begin (after the handshake)?

1

Your Name, Major, Class Year (e.g.: Hi my name is Mary Smith and I am an Accounting major in the Smith School of Business at the University of Maryland and I'll be graduating in May 2018).

2

Your relevant work experience/internship (e.g.: The past two summers, I have had two accounting internships both in auditing and in general accounting at PwC and at a local accounting firm in Maryland).

3

Relevant extracurricular activities/ accomplishments (e.g.: In addition, to my work experience, I have been very involved in planning the professional development activities for the Accounting Business Association on-campus).

4

What type of job you are looking for/interest in the company (e.g.: I have always had an interest in applying my skills in the accounting field to a position in internal auditing, and I've heard that your organization provides these opportunities at the entry level).

5

Leading question about the company or position (keeps the conversation going) (e.g.: What is the work environment/culture like in the internal auditing department within your organization?).



Practice your elevator pitch ahead of time, so you will be ready when the opportunity presents itself!

Networking is a critical component of any successful job search and should begin in your freshman year. Most jobs do not appear on job boards or online postings. You are more likely to find your next job through someone you know. The larger your network (and the more you cultivate it), the greater your chances are of finding a job. Networking is even more necessary during an economic downturn. With practice, networking becomes easy and can help you build strategic relationships now that may assist you in the future.

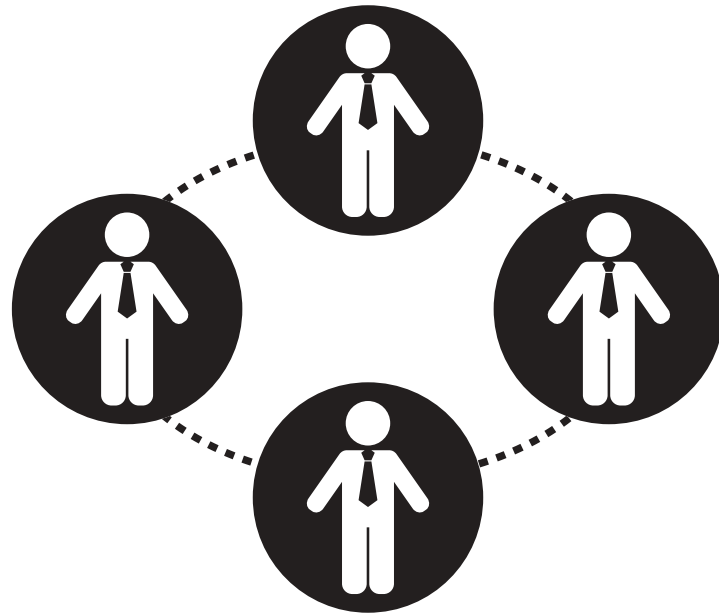
Do's and Dont's

Networking Is...

A deliberate process of making connections for mutual benefit
Creating relationships that are mutually productive
Giving and receiving information—a reciprocal process
A chance to ask for advice or information about an industry, sector or type of job
An opportunity to develop rapport and relationships

Networking Is Not...

Asking for a job
Putting people on the spot or making them feel uncomfortable
Thinking, "What can I get out of this person?"



Getting Started

Think about everyone you know. The categories below represent both current and potential contacts that can help you get started. They may have information or know someone who can assist you. An informal conversation is a great place to start:

- Friends
- Family Friends
- Co-workers & Supervisors
- Classmates
- Smith School/ UMD Alumni
- Business Associates
- Faculty
- Professional Associates
- Religious, fraternal, or volunteer organizations



Conduct informational interviews. An informational interview is a structured way of learning more about a particular job, company, industry, or career path. Effective networking can lead to an opportunity to request an informational interview. For additional information about informational interviews, contact the Office of Career Services.

Treat your contacts with care. Contacts will be more willing to help if treated with courtesy and respect. Develop a system to keep contact information and notes organized. Create professional-looking business cards with your contact information that you can give to your contacts.

Networking Tips & Tricks

Expand your network—participate in campus clubs and other organizations

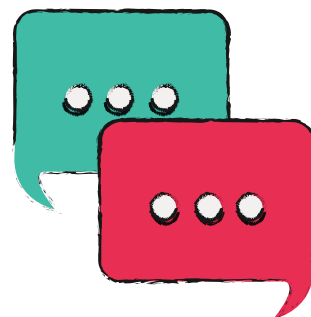
Participate in clubs that align with your career interests and aspirations through the Smith Undergraduate Student Association (SUSA). Most of the Smith School majors have one or more clubs associated with that major. There are also other clubs representing special career areas (e.g., green business, consulting, etc.). Find contact information for SUSA clubs at <http://www.marylandsusa.com>.

Expand your network—join professional associations and organizations related to your career field of interest

These groups provide the chance to meet professionals working within an industry and, in some instances, to gain experience to add to your resume. The Washington, DC area is home to many national and regional professional associations which can be located through a quick online search. The Office of Career Services also provides lists of associations by major and can help you identify organizations that match your career interests.

Discuss your job search with friends, family, faculty, co-workers, etc.

Be able to tell a short and interesting story about yourself (also known as an elevator pitch—see page 3) so people will think of you if they hear of a job that matches your skills or if they know someone who can provide you with information that may be helpful to you in your job search. Remember you are building mutually beneficial relationships—figure out what you can offer, whether it is a contact, lunch, or a favor.



Know what you want to say to your contact

Think about what questions you want to ask ahead of time. Jot down a few notes or create an outline or script before your meeting. Practice what you want to say ahead of time in front of a mirror or with a friend.

Don't ask for a job!

Your goal is to seek information, feedback, and advice.



Be Professional at all Times

Your contacts have professional reputations to protect and will be unwilling to introduce you to others if they fear you will embarrass them.

Network even after you land a job

Send thank you notes expressing your appreciation to everyone who assists you during your job search. Stay in touch with your contacts, and periodically inform them of your progress. Let them know what steps you have taken toward reaching your goal. Successful career professionals continue to network even when they are not actively job seeking. Maintaining these relationships will be valuable in the future.

Email Etiquette



When you are emailing contacts, it is crucial to follow email etiquette to show them that you are serious and professional. As email becomes a more common, professional business tool, make sure that your emails enhance and do not detract from your image. Here are some guidelines to help you impress the person you are contacting

Use a Professional Email Address:



While you may have had an email address in the past with a less-than-professional username, now is the time to make sure you create and utilize a more professional account. Whether you utilize your school account or Gmail, for example, you cannot go wrong with simply using your name (e.g. jane.terrapien@gmail.com). Make sure not to forget to keep your most up-to-date and preferred email address at the top of your resume.

Use Proper Grammar



Make sure that punctuation is in the right place and that the writing flows well. Not writing suitably may indicate a lack of time spent on your part. As a guide, consider how you write formal papers and letters. Emails do not denote a venue for informality, especially when addressing a professional contact such as an employer, professor, or supervisor.

Be as Specific as Possible



Make things easy for your contact by ensuring your message comes across coherently. Not only is the clarity of your sentence structure important; but in the event that you are arranging a phone call or interview, for example, make sure to specify things like date and time (in their time zone, if different from yours), and give them your phone number as an alternate and potentially more convenient means of contact.

Have an Appropriate Subject Line



Your subject line tells your contact the nature of your message. Make sure it captures your contact's attention as well as clearly indicates your intentions. At the same time, keep your subject line short but informative enough that your contact can tell what your email is about from glancing at it.

Consider your Content



Is an email the appropriate way to address this issue, or would a phone call be better? Remember that because emails do not allow for an immediate response and tone is often unrecognizable, for confusing or emotionally-charged problems, speaking face-to-face or via phone could minimize confusion and misinterpretation.

Address your Contact Properly

Hello

Particularly for the first email, make sure to use the proper title and name. For instance, instead of "Hi Jane," use "Dear Ms. Terrapin." Greetings such as "Hello" or "Good Morning" are also appropriate. For professors, address them as "Professor" or "Dr." When in doubt, be conservative. However, use your best judgment as well. Once you receive a response, if your contact is less formal in signing his/her name, use your discretion on how to address him/her in your future communications.

Use the Correct Spelling & Sentence Structure



We often become accustomed to the shorthand we use to send text messages or chat online, but these rules do not apply to professional emails. Avoid acronyms and emoticons, and spell out your words.

Keep Your Email Short and to the Point



Your contacts are busy people. It is often more efficient to get to the point of the email quickly. Organize and introduce your thoughts or questions, make your request, and be thorough in the specifics of your message but concise.

Sign Your Name Properly

Just as you would begin your emails formally, make sure you end them and sign your name professionally as well. For formal emails, salutations such as “Sincerely” or “Best regards” are appropriate. Even once you have built some familiarity with your contact, continue to sign off by thanking them or with a similar acknowledgement.

A stylized, cursive handwritten signature in brown ink.

Proofread



Always re-read your emails to see if you missed anything while typing. If you wrote that you attached something, make sure that the correct file is attached to the email. Just as you title your subject appropriately, name your attachment something easy to understand and professional as well.

Keep your Emails Clean

In more professional email communications, avoid using colors, backgrounds, or fancy fonts. Make good use of white space by creating new lines or new paragraphs between separate ideas. Your message should read logically and coherently.



Respond in a Timely Manner

Try to respond as soon as possible, or within one business day, particularly when a contact makes a request of you. Just as you would not keep someone waiting by the phone for days, respond to your emails quickly, especially with time-sensitive issues. Additionally, make sure the timestamps on your email reflect reasonable hours. Try to write your messages close to business hours (e.g. 7:00am – 8:00pm), so as not to allude to anything in particular about your sleep or work schedule.



General Tips



- Mimic how your contact responds. If he/she writes informally, then respond similarly. If he/she continues using a more formal tone, you should do the same.
- While an email may be relatively informal with a contact, stay away from very colloquial writing that you would use with a friend, such as “Hey.”
- Companies differ in formality. Be aware of how your co-workers write. Learn about the email etiquette and culture at your specific company.
- Be aware of Reply vs. Reply All, Carbon Copy (cc), and Blind Copy (bcc). Use them accordingly. Do not send your email to individuals to whom it does not relate.
- Do not write when you are emotional. This increases the risk of sending something you regret. Step away for a few minutes, and write once you have calmed down.
- Remember that your email will influence how others see you. Always make sure that you are being appropriate and clear.

Narrowing down the vast array of jobs that are available in the Nonprofit sector can be a daunting task. However, these four steps may be helpful as you refine your search:

STEP ONE: BE SURE YOU BELIEVE IN THE MISSION OF THE ORGANIZATION

When hiring managers at non-profits look at potential candidates they want to know your level of commitment and your rationale for it. Therefore, understanding the issues that you most believe in and finding places where your enthusiasm, interest, and passion can flourish is key to your success.



STEP TWO: DECIDE WHERE YOU WANT TO WORK

Non-profits cover a wide variety of work environments and locations. Do you want to be in the inner city or internationally based? Where you want to work will definitely help to narrow the field of possible non-profits to apply for.

STEP THREE: KNOW WHAT AREAS OF NON-PROFIT WORK YOU ARE BEST SUITED FOR

In other words, know your niche area within the organization. For example, if you want to work in a health care service organization, know the specific jobs that would most apply to you given your skill set. Do you want to do marketing, accounting, or fundraising within a hospital?



STEP FOUR: NETWORK WITH PEOPLE IN NON-PROFITS!

By getting out and meeting people in non-profits, you will have a much better chance of landing the job you love! Finding the organizations you are interested in and setting up informational interviews will allow you to create inroads and land a future job. For more information on how to conduct an informational interview, please contact the Office of Career Management.

HERE ARE 11 POSSIBLE NON-PROFIT SECTORS TO TARGET:

- 1). Human and social service organizations
- 2). Mutual benefit organizations
- 3). Business, professional, farming, and labor organizations
- 4). Religious organizations
- 5). Scientific research organizations
- 6). Legislative, legal, political, and advocacy organizations
- 7). Health Service Organizations
- 8). Arts, cultural, historical, and community-educational organizations
- 9). Community development organizations
- 10.) Private nonprofit educational organizations
- 11.) Grant-making organizations

Information Cited from: Lambert, Stephanie. "Great Jobs for Business Majors." MacGraw- Hill: 2003.

Behavioral Interviewing



Behavioral based interviews are when employers ask questions about your past behavior in a situation (e.g., Describe how you handled a conflict situation in a professional setting). Preparation and practice are keys to your success. Most questions will relate to your educational background, work experience, career goals, personality, and behavioral traits. Whatever the question happens to be, you want to answer it as it relates to the position for which you are interviewing:

- ➔ Always try to use an example from your experiences to highlight your skills. Your example does not have to be an on the job experience. Instead, you may discuss classroom experiences or extracurricular activities.
- ➔ Anything that can speak to your skills is appropriate to use.
- ➔ The Problem Action Result (PAR) method is an excellent format for answering these questions. While the PAR method is an excellent format for answering behavioral based questions, it is a strong approach to organizing your answers to most interview questions.

1. PROBLEM/PROJECT/PERFORMANCE - Briefly describe a problem, project or performance objective that sets the context for your story. Give the interviewer the problem that gave you the chance to acquire the skill. Think of problems you have solved or a situation that you handled effectively. Use an example that illustrates your skills.

2. ACTION - Tell the interviewer how you went about solving the problem. Tell them what you did and how you did it. Focus on what you did versus the team as a whole. Let the interviewer see how you think. Show them how logical, analytical, and creative you are. Use strong action verbs and be sure to be detailed-oriented, as this will show the interviewer what they can expect from you on the job.

3. RESULT - Let the interviewer know the result of the problem. Quantify if possible. Did you improve performance time? Did you reduce costs or increase revenue? Talk about increasing efficiency, productivity, morale, or elimination of waste. Show that you know the bottom line for business is profit. Try to give an example with a positive outcome. Even if it is negative, let the interviewer know what you learned from the experience.

SAMPLE QUESTIONS?

1. Please describe a situation in which you have organized a project. Be specific about the tasks you completed and how you went about accomplishing those tasks.
2. Provide some examples of how you have previously provided outstanding customer service.
3. If a constituent has a question that you are unable to answer, what would your approach be?
4. Tell me about a time when you had to deal with a difficult customer/client.
5. Give me an example of a time when you developed a creative solution to a problem.
6. Give me an example of a time when you had to accomplish something as a team. What were the challenges? What did you contribute as a team member?
7. Tell me about a time when you had to make a difficult decision or take a risk. What was your thought process?

8. Please describe a stressful situation in which you were pressured to meet a deadline. How did you handle the pressure, and did you meet your deadline?
9. Tell me about a time you took a strong position on an issue you felt was important.
10. Describe a time when you needed to function effectively under ambiguous circumstances.

HOW TO PREPARE FOR A BEHAVIORAL INTERVIEW?

Firms that use behavioral interviews have a predetermined skill set that they are looking for in candidates. The firm determines the skill set by doing a comprehensive analysis of the job position. Students should do the same by asking themselves what skills are necessary for the position. To perform a position analysis, ask yourself the following questions:

1. What are the necessary skills for this job?
2. What makes a successful candidate?
3. What is the work environment like?
4. What are some of the challenges of this position?



Case Interviews

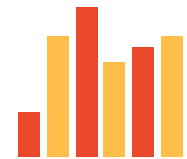


Companies and organizations hire consultants to strategize solutions to business, organizational, or industry problems. Consulting companies frequently use case interviews as part of the selection process. In some instances, companies filling finance and marketing positions may also use case interviews. This resource sheet provides guidelines to consider when preparing for a case interview. Be sure to also schedule a mock interview (through HireSmith) with the Office of Career Services prior to your actual interview for additional preparation.

The case interview provides the interviewer with insights into your problem-solving process.

The interviewer is interested in whether you can:

- identify the problem,
- formulate the problem so it can be solved, and
- proceed in an analytical (or structured) fashion to solve the problem.



The interviewer wants to see you develop a structured framework for a solution, for a correctly identified and well-formulated problem. The interviewer is not looking for one “correct” answer but is interested in the path you take to get to the solution. Keep in mind that you will likely be given limited information. Case questions are intentionally abstract, frequently obscure, and often technical.

In case interviews, the interviewer is specifically assessing your abilities to think creatively.

Structure your thinking, make sense out of ambiguity, and determine whether you reach sensible conclusions with the facts available in a short amount of time. The interviewer also wants to see how you think under pressure and your ability to be persuasive.

An interview scenario with a consulting company typically includes the following:

- General questions that helps the company get to know you
- The chance for you to ask questions about the company
- A combination of both behavioral and case interview questions



How to Approach a Case Interview Question

Identify/Clarify

Listen closely to the scenario the interviewer describes. Ask questions to make sure you understand. Clarify if needed. A case interview is a two-way conversation. So, clarifying questions is encouraged. Paraphrase to confirm the problem statement. Confirm the time available to solve the problem.

Structure

Describe your overall approach, break the problem into discrete pieces, and use frameworks selectively.

Analyze

Walk the interviewer through your thinking, prioritize issues, ask relevant questions, and state findings for each analysis.

Conclude

Synthesize findings, build your argument, discuss trade-offs, develop overall recommendations, and link your conclusion back to the problem statement.

Recruiter Feedback

Here are some comments the Office of Career Services has received from recruiters regarding case interviews:

- “It’s really important to listen to the set-up of the question and hints the interviewer gives you.”
- “We want to know that students won’t panic when a client asks them something they don’t know.”
- “It is always fine for students to take notes and take a couple of minutes to organize their thoughts.”
- “Don’t be afraid if the interviewer disagrees with you on part of your answer. Sometimes it’s a test to see how you respond to being challenged.”

How to Prepare a Case Interview Question

- 1 Regularly read business periodicals (print or online versions) such as the Wall Street Journal, Business Week, Fortune, Forbes, The Financial Times, and the Business Sections of national newspapers such as The Washington Post and The New York Times. Becoming more knowledgeable about current challenges facing different companies in different industries (and how they respond) will be good practice for client-based questions and will broaden and enhance your general business knowledge.
- 2 Check out books available in the Smith and public business libraries
- 3 Practice! Practice! Practice! Practice case interviews (through mock interviews and coaching sessions) with the Office of Career Services, friends, and classmates.
- 4 Schedule a mock interview (with a focus on case interviews) with the Office of Career Services.
- 5 Visit web sites such as Boston Consulting Group, Bain & Co., and McKinsey & Co. (see next page) to review practice cases.
- 6 Practice well in advance of your first case interview and throughout the job search process.
- 7 Contact alumni who work in consulting. They can advise you on the case interview.

A Few More Things to Remember

Although case interview questions are an important test of your analytical skills and business instinct, it is important to put it in its proper perspective.

Keep in mind that interviewers are trying to answer two important questions about you:

- Is this someone who would make a good impression on clients?
- Is this someone with whom I would like to work?



To demonstrate likely success with clients, candidates need to demonstrate solid communication skills, strong presence, and an ability to analyze business problems. To be judged favorably on the second question, one needs to establish rapport with the interviewer. The best interviews proceed as lively dialogues rather than a series of rigid questions and answers. Successful candidates project enthusiasm, energy, and the ability to engage the interviewer. This is true for every type of interview.

Since the case interview only partially answers the first question, it is important for the interviewee to remember to spend at least as much time preparing for other aspects of the interview, such as talking about previous accomplishments in compelling ways and explaining one's reasons for wanting to be a consultant.

Recommended Case Interview Resources

Websites



◀ Bain & Co. ▶

◀ McKinsey & Co. ▶

◀ Vault Case Interview Articles ▶

Books



◀ Case In Point: Complete Case Interview Preparation (2013) ▶

By Cosentino, M. and Oleck, J.

◀ Vault Guide to the Case Interview (2007) ▶

By Asher, M. and Chung, E.

Phone Interviews



Telephone interviews are common way for employers to screen applicants prior to selecting them for in-person interviews. Recruiters often use them when it is not practical to invite an out-of area candidate to the office. Telephone interviews can be more challenging, as it may be more difficult to build a rapport with an interviewer whose facial expressions and verbal cues you cannot see. While much of your preparation will be the same as for an in-person interview, the following are some general guidelines to follow when participating in a phone interview:

Preparation

- Approach a telephone interview with the same seriousness and preparation as an in-person interview.
- Be prepared to answer, “Tell me (us) a little bit about yourself” as the interview begins. This should be a 60-90 second summary of your educational background and other experience.
- Depending on the length of time of the interview, be aware you may not have enough time to go into the same level of detail about your experiences as you would in an in-person interview.
- Use a quiet room, free from distraction and background noise. Make sure you are in a place where you can read notes, take notes, and concentrate.
- Take some time to review their website, reread the job description, and do your research on the company. They will likely ask you what you know about them based on this information.
- Be sure to have your resume, company information, notes, and questions in front of you.
- Practice!!



During the Interview

- Use notes as an answer prompt, but do not sound like you’re reading from a script.
- Avoid using a cell phone. Use a landline phone when possible.
- Smile when talking. This will show in your voice & demonstrate your confidence & approachability.
- Due to lack of visual clues, interject short responses such as, “I see, I understand, good idea,” etc.
- Periodically check back with the interviewer – “Does that answer your question?” or “Is that what you’re looking for?”
- You don’t have to fill silence. If you’ve completed a response, but the interviewer hasn’t asked the next question, don’t just talk to fill the air. Instead, ask a question related to the last response.
- Dress professionally. The clothes you’re wearing will help get you in the interview mindset
- Consider standing when speaking, some experts say you will sound more professional on the phone.



Problem Project Performance

Give the interviewer the context for the story you are about to tell

Action

Tell the interviewer how you went about solving the situation. Tell them what you did and how you did it. Focus on what you did versus the team as a whole. Let the interviewer see how you think.

Results

Let the interviewer know the result of the situation. Was the job quicker to perform? Less costly?

A Few More Things to Remember

- ✓ Questions will come in many different forms
- ✓ Anticipate what the employer is going to ask you
- ✓ Review the stories about your skills and experiences you want to share
- ✓ Don't recite your answers or read directly from your notes, as you may come off as sounding too scripted
- ✓ Take advantage of a mock interview (yes, even for a phone interview!) wherever you can (e.g., with a friend, an OCS career coach, or in the BMGT 367 career class)

Ask Questions

Be sure to ask questions to see if the position is the right fit for you. Employers expect you to ask intelligent questions about the organization and the nature of the work. Intelligent questions come from detailed research of the company. You should not ask questions that can be readily found on company literature and their homepage. Some questions you may want to consider:

- What am I expected to accomplish in the first year?
- Based on your experience, what are some of the more difficult challenges one would face in this position?
- Why did you choose to work for this organization and what do you like/dislike about it?
- How will I be evaluated?
- Can you tell me about future areas of growth the company plans to pursue?



Thank you

The Close

- Wrap up with a summary of your skills and enthusiasm for the position
- Ask if they want you to provide them with any additional information.
- Thank them for their time.
- Ask about next steps.
- Follow up with a thank you note (handwritten notes are preferred) to the interviewer(s) (see The Follow-Up below), preferably the same day or day after the interview

After the Interview/Follow-Up

- It is very important to follow up after the interview. In your follow-up, be sure to communicate that you are interested in the position, and you can perform it well.
- Recount some of what happened during the interview, but be concise. Be specific, as it will help them remember you. List the names of the people with whom you spoke (and follow up with them separately if possible), data you gathered about the company and position, and the questions they asked you. It will also help you with questions to ask in the future and remind you of the skills you have that particularly fit the position. Taking detailed notes immediately after the interview will be helpful in preparing for the in-person interview (and future phone interviews).
- Finally, it may be helpful to create a recap memo for yourself to help you remember who you spoke to and what they asked you. You can bring it back up in a second round interview or use it for practice to prepare for another interview.

As your job search nears completion, you will need to evaluate each job offer that you receive. Give careful consideration to evaluating and negotiating job offers in order to assist in your career success. Listed below are some key points that can assist you in evaluating and negotiating job offers.

Evaluating Offers:

A job offer involves more than just salary. When evaluating a job offer take the total compensation package (salary, signing bonus, benefits and perks) into consideration. In particular, you should consider benefits such as tuition reimbursement, medical coverage, vacation time, sick leave, savings plans (401k, etc), stock options, and flexible work practices. Bear in mind perks such as a company car, free movie tickets, training, etc.

Also, you should consider the company's culture and growth potential when evaluating a job offer. You should develop an understanding of how the company operates on a daily basis. Questions to ask yourself: "Is the environment supportive?" "Are employees valued?" and "Can I be successful in this company's environment?" In addition, you should be looking at your growth potential in the company: "Do I see myself growing in the company?" and "Where will I likely be in 2-5 years if I stay with this company?"



Negotiating Offers

When negotiating salary take the following into account:

1 Never begin negotiating a job offer until you are offered the position

Explanation: If you begin negotiating before receiving an offer, you may find that a company will not make you the offer.

2 Negotiating job offers can be risky

Explanation: Unfortunately, you may lose a job offer if you choose to negotiate. Some employers rescind their original job offers when the negotiation process begins.

3 Seek to receive all job offers in writing, and be cautious of employers who will not give you written offers

Explanation: Make sure that you get offers (including new offers made after negotiating) in print. A verbal offer cannot be verified and can be changed.

4 Research the company before negotiating in order to find out the salary range for the position you received

Explanation: Companies (even those in the same industry) provide compensation at different levels. Do research to find what the company normally offers for the position you are seeking.

5 Remember some offers are not negotiable

Explanation: Do not be surprised if a company does not allow you to negotiate an offer. Some companies have a strict policy providing compensation.

6 Ask questions about benefits that are not stated in the offer such as tuition reimbursement.

Explanation: Be sure that you have all the information possible on the benefits of the job offer. Some benefits may not be explained in the job offer and you should search for clarity on the benefits that you can expect to receive.

7 Know what you are worth in the current job market

Explanation: Understand the value of your skills. This will help you understand your negotiating power.

8 Never lie during job offer negotiation and use discretion

Explanation: Lying during the negotiation process can catch up to you. Many employers will ask to verify your information. In addition, be careful with disclosing too much information and over-negotiating.

9 Take every opportunity to continue selling your skills

Explanation: Continue marketing your skills and abilities during the negotiation process. When appropriate, state how you would prove to be of value to the company.

10 Timing can be extremely important

Explanation: Consider that the company is making a business decision in hiring you. Take into consideration that they are expecting you to make a timely decision and to keep them informed of your employment status/decision.



The Process

Follow these steps to get yourself Negotiating ready!

STEP 1: Begin by stating your interest in the position and how well you fit into the position

Start the conversation on a positive note. State that you really are interested in the position and that your skills make a good match for what the company needs. For example: "I was excited to receive the job offer, and I am very interested in the position. I feel confident that my communication and analysis skills will allow me to make a positive contribution to the company."



STEP 2: State your position

Build your case for desiring to negotiate the offer. Some scenarios for building your cases may be:

- ✓ Based on your research of the cost of living and/or the market value for your skill set, you found that you need more compensation
- ✓ Based on other job offers that you received, you found that your market value is higher than what you have been offered by the company
- ✓ Based on the shortage of individuals in your chosen field, you found that you are worth more than what the company offered
- ✓ Based on your current situation, you find that you need to negotiate your start date and/or benefits package

STEP 3: Ask the employer if they can provide more compensation

After stating your position, ask the employer if they can provide additional compensation. For example: "After doing research on the cost of living in New York, I found that the total compensation of the offer will not allow me to secure an apartment and live in the surrounding area. Is there anything else you can do in terms of the offer?"



STEP 4: When asked, state an acceptable salary range

Be careful not to give an exact salary figure. State a salary range in which the employer can work in. For example: "I would be interested in an offer between \$39,000 and \$45,000."



STEP 5: Work on creative solutions if necessary

Be prepared to be involved in creating the solution. The company may ask you to provide options for them to consider when negotiating the job offer. Consider all angles including benefits, perks, signing bonuses, relocation expenses, etc. For example: "I would consider accepting a lower salary if the company could provide relocation expenses and tuition reimbursement."

Sample Acceptance Letter



ROBERT H. SMITH
SCHOOL OF BUSINESS

OFFICE OF CAREER SERVICES

2222 College Lane
College Park, MD 20742

April 15, XXXX

Susan Peters
Senior VP
ABC Corporation
555 Executive Lane
College Park, MD 20742

Dear Ms. Peters:

It is with great pleasure that I accept your offer of employment as a Financial Analyst at ABC Corporation at the salary of \$45,000 and a start date of June 15, XXXX. I am confident that I will make a strong contribution to your staff by managing the efforts to increase portfolio profits and product development.

I appreciate your assistance and all the information that you have given me as it will make my upcoming transition to your company successful. Throughout the interview process, I found the individuals at ABC Corporation to be very knowledgeable; I look forward to working with other ABC employees.

Thank you again for your assistance during the interview process.

Sincerely,

Tom Terrapin

Sample Declination Letter



ROBERT H. SMITH
SCHOOL OF BUSINESS

OFFICE OF CAREER SERVICES

2222 College Lane
College Park, MD 20742

April 15, XXXX

Susan Peters
Senior VP
ABC Corporation
555 Executive Lane
College Park, MD 20742

Dear Ms. Peters:

Thank you for extending an offer to me as a Financial Analyst with your organization. After much consideration, I am respectfully declining this offer to accept a position that I feel will be in better alignment with my career goals.

I appreciate all of your assistance and the information you have given me throughout the interview process. In addition, during every interaction, I was very impressed with how dedicated and passionate your employees are to the further advancement of ABC. Again, I appreciate your time and consideration.

Sincerely,

Tom Terrapin

Freshman year



As a freshman, college can be overwhelming. While your future career may seem like it is years away, exploring your options as a freshman will allow you to narrow your focus & work towards your goals. Here are tips to help you take advantage of the many opportunities available to you.

FIND YOUR AREA OF INTEREST



Choosing a major is an intimidating task, but freshman

year is the perfect time to explore what you are passionate about. Consider pursuing two majors or picking up a minor to expand your interests. Researching the many options you have is crucial in making your decision—this section walks through several resources available through the university to get you started. Here are some questions to keep in mind as you consider your choices:

- What are you interested in?
- What do you consider to be your best skills?
- What kind of career would you like to have? Is this major aligned with your goals?
- What is the typical career students with this major go into?
- What company qualities are important to you? Would you like to see an emphasis on things like corporate social responsibility, teamwork, or networking opportunities?

ADVISORS



Your academic advisor is a great resource for you for selecting a major, and is the person to go to for problems with class, your major, and other academic problems. You can schedule an appointment with your assigned advisor, or visit walk-in hours (**VMH Suite 1570, Monday-Friday 10:30am-1:00pm**) in the Undergraduate Studies office. Your advisor can help you **figure out your four-year plan** and what classes to take. In addition, the Office of Career Services (OCS) is here to advise you on information related to different career opportunities for each major. You can also make an appointment or go during walk-in hours in OCS as well (**VMH Suite 2520, Monday through Friday 12:00-2:00pm**).

CLUBS



One of the best ways to learn about the different majors available to you is to talk with your fellow students. Get to know more about the classes you would be taking and what they like or dislike about their majors. There are **several major-specific clubs** at Smith. Stop by and ask your peers about what they are studying.

The Smith Undergraduate Student Association (SUSA) clubs often have guest speakers from different industries who come and speak to students. These events are great opportunities to learn more about career paths available to you as well as what steps to take in order to fulfill your goals.

ONLINE RESOURCES



Here are some UMD websites to help you with your major and minor search.

Majors by College	http://www.admissions.umd.edu/academics/Majors.php?m=2
Available Minors	https://www.rhsmith.umd.edu/programs/undergraduate-programs/academics/academic-minors
Majors in the Business School	https://www.rhsmith.umd.edu/programs/undergraduate-programs/academics/academic-majors
Smith Undergraduate Student Association (SUSA) Clubs	www.susaumd.com




BUILD YOUR RESUME

It is never too early to start thinking about your resume. Building your resume early not only helps in the future, but it can also help you find or eliminate potential careers. Interacting with students and other professors can give you knowledge about a career, but nothing beats experiencing it firsthand. As a freshman, **become acclimated to editing your resume and cover letter regularly**. Stop by OCS to get your resume edited, and **keep updating your resume as you gain experience**.

Once you have sharpened your resume, take it to the career fair! Aside from the annual University-wide career fair, the Smith School's OCS also hosts a fair exclusively for undergraduate business students in the Fall. Career fairs are a great way to meet professionals from a variety of companies and learn about the application process. As a freshman, you can attend the Career Fair First Look, which opens the career fair an hour early solely for underclassmen.

HIRESMITH

HireSmith, the  **Smith School's job-search portal**, can help you search for internships and other opportunities. Companies often post job listings through HireSmith—just make sure you don't miss any pending deadlines. Create your HireSmith account by logging on to <http://www.hiresmith.net>.

If you are worried because you do not have much work experience, freshman year is also a great time to get started. You can find jobs on and off campus through HireSmith or Careers4Terps (the University's job-search database). The OCS and SUSA clubs also offers several workshops throughout the year targeted at helping you find an internship. These can range from industry specific informationals (i.e. Sports Industry Night) to resume workshops. While some companies do not accept freshmen as interns, they often have externships available for freshmen instead. Externships allow you to shadow companies to learn more about the industry and what an employee does on a daily basis. These externships are valuable opportunities for you to experience an industry while also enabling you to network with a company.

BMGT367: CAREER SEARCH STRATEGIES IN BUSINESS

A required course for all majors in the business school, BMGT367 covers the entire job search process, from resumes to offer acceptance. Taught by professionals, this course will give you guidance in creating a resume and cover letter and give you some experience through a mock interview. Students are encouraged to take this course as freshmen or sophomores.

FELLOWS PROGRAMS

Smith offers several Fellows Programs, mostly aimed at upperclass students who want to learn more about a specific topic or area of business, some within majors and some not. These programs are a great ways to not only enhance your resume, but also to interact with other students and gain exposure to real-world applications of business. Just remember not to miss the deadline for the applications, which go out in the spring semester! Among the Fellows Programs open for freshmen to apply to are QUEST, Sophomore Wall Street Fellows, and Social Innovation Fellows. For more information, visit <http://www.rhsmith.umd.edu/programs/undergraduate-programs> and click on Fellows Programs.

General Tips

- Pursue your passions. Take classes that interest you, and learn about what kind of career best suits you. Go to clubs that appeal to you. Can't find one that you're interested in? Start your own! College is a time for you to explore. Don't hold yourself back.
- College is an investment. Stay engaged during your classes—ask questions, discuss news articles, and learn more than just the textbook material. Take advantage of the knowledge your professors have to offer.
- Learn from your fellow students. Your peers in the classroom come from a variety of backgrounds. Embrace the differences and learn from them.
- Be proactive—put yourself out there, & network with professionals and students. Attend club meetings, & build contacts with others.
- Be sure to follow the OCS on Facebook, Instagram, & Twitter: @SmithOCSterps
- Most importantly, enjoy your college experience! This is an once-in-a-lifetime opportunity, so make the most of it.

Sophomore year



Sophomore year is the time to begin thinking about your future plans and how to plan accordingly. You have selected your major, learned about the different career paths, and are now ready to intern and acquire experience.

Internship Search



You have prepared all of your application materials, and now it is time to start submitting applications. There are several resources on campus that you can use to learn about different positions available.

Career Fair

There are two major career fairs on campus for business majors each year: In the **Fall** and **Spring**, the OCS hosts the Smith Undergraduate Career Fair.

The university-wide career fair is held each semester as well. **Note:** Make sure to bring several copies of your resume to hand to recruiters and follow-up with them afterward.



HireSmith **HIRESMITH**

What is it?

The Smith School's job search database, it's a great place to start looking at the many companies who recruit at Smith and opportunities they have available.

How is it used? You can filter by major to see what positions are open to you and submit applications as well. You can also view and RSVP for OCS workshops and employer.



Networking

- Ask your friends if they know of any positions that would suit your interests
- Many professors have worked in industries of interest
- Ask them if they know of any opportunities or where to get started
- Take advantage of existing network, and work on expanding it

USA Jobs



If you are interested in **government internships**, USA Jobs (<https://www.usajobs.gov>) is the US government's official database for federal jobs. It features postings for positions at the Treasury Department, the Securities and Exchange Commission and many more.

Note: Some government agencies do not publish their positions on USA Jobs, so be sure to check agencies' websites for internship opportunities.

Information Sessions



- Companies hold information sessions to educate students about their firms and the application process
- Present great opportunities to network with recruiters and employees

Putting Your Application Together



Tips for Polishing Your Resume and Cover Letter

Are you using **strong action verbs** in your bullet points?

Is your formatting consistent and easy to read?

Are your resume/cover letter tailored to each position? Do they highlight relevant skills from the job description?

Does your cover letter expand on your resume and demonstrate why you are a good fit for the company?

Is your most up-to-date resume on HireSmith?

For assistance editing your resume or cover letter, visit the Office of Career Services (OCS).

Interviews

- Practicing early and often can reduce your nerves by making you more acclimated to answering questions and thinking on your feet
- Ask friends to conduct a mock interview or sign up for a mock interview with OCS through HireSmith
- Getting feedback on your responses can help you construct stronger answers for interviews

Miscellaneous Materials

Sometimes companies will request other materials from you, such as a letter of recommendation or an official transcript. Because some of these take a while to prepare and process, check the application information well in advance to ensure you are not missing anything.

Get Involved at Smith

There are several opportunities at Smith to help you throughout your college experience. Here are some organizations you can join to help you get started.

Clubs

Junior year is the ideal time to start looking for **leadership opportunities** in clubs at Smith or across campus. Executive board positions can help to develop leadership skills, while also allowing you to take an active role in a club of your choice. Learn about the election process in your clubs, and consider which position interests you the most.



Fellows Program

There are several Fellows programs open to juniors. These programs give you a chance to explore different areas of your majors **in-depth**. Applications open **early spring semester**. Fellows programs often have special networking sessions and guest speakers. They also provide opportunities to learn more about and get involved with **specialized industries** within your major field.



Study Abroad

Many study abroad opportunities exist through the university and the Smith School in the **Office of Global Initiatives**. If you would rather not take a **semester** away but would still like to travel, Smith also offers **short term study abroad** trips over winter and spring breaks. Speak to an OCS career coach to discuss how to make the most of your study abroad experience while maximizing job and internship opportunities



Future Plans

Post-graduation life may seem years away, but start planning now to make sure you are on the right track. Do you want to go to graduate school or find a job? Begin researching to see what you need.

Jobs

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Junior year

Junior year is the time to begin thinking about your future plans and how to plan accordingly. You have selected your major, learned about the different career paths, and are now ready to intern and acquire experience.

Internship Search



You have prepared all of your application materials, and now it is time to start submitting applications. There are several resources on campus that you can use to learn about different positions available.

Career Fair

There are two major career fairs on campus for business majors each year: In the **Fall** and **Spring**, the OCS hosts the Smith Undergraduate Career Fair.

The university-wide career fair is held each semester as well. **Note:** Make sure to bring several copies of your resume to hand to recruiters and follow-up with them afterward.



HireSmith **HIRESMITH**

What is it?

The Smith School's job search database, it's a great place to start looking at the many companies who recruit at Smith and opportunities they have available.

How is it used? You can filter by major to see what positions are open to you and submit applications as well. You can also view and RSVP for OCS workshops and employer.



Networking

- Ask your friends if they know of any positions that would suit your interests
- Many professors have worked in industries of interest
- Ask them if they know of any opportunities or where to get started
- Take advantage of existing network, and work on expanding it

USA Jobs



If you are interested in **government internships**, USA Jobs (<https://www.usajobs.gov>) is the US government's official database for federal jobs. It features postings for positions at the Treasury Department, the Securities and Exchange Commission and many more.

Note: Some government agencies do not publish their positions on USA Jobs, so be sure to check agencies' websites for internship opportunities.

Information Sessions



- Companies hold information sessions to educate students about their firms and the application process
- Present great opportunities to network with recruiters and employees

Putting Your Application Together



Tips for Polishing Your Resume and Cover Letter

Are you using **strong action verbs** in your bullet points?

Is your formatting consistent and easy to read?

Are your resume/cover letter tailored to each position? Do they highlight relevant skills from the job description?

Does your cover letter expand on your resume and demonstrate why you are a good fit for the company?

Is your most up-to-date resume on HireSmith?

For assistance editing your resume or cover letter, visit the Office of Career Services (OCS).

Interviews

- Practicing early and often can reduce your nerves by making you more acclimated to answering questions and thinking on your feet
- Ask friends to conduct a mock interview or sign up for a mock interview with OCS through HireSmith
- Getting feedback on your responses can help you construct stronger answers for interviews

Miscellaneous Materials

Sometimes companies will request other materials from you, such as a letter of recommendation or an official transcript. Because some of these take a while to prepare and process, check the application information well in advance to ensure you are not missing anything.

Get Involved at Smith

There are several opportunities at Smith to help you throughout your college experience. Here are some organizations you can join to help you get started.

Clubs

Junior year is the ideal time to start looking for **leadership opportunities** in clubs at Smith or across campus. Executive board positions can help to develop leadership skills, while also allowing you to take an active role in a club of your choice. Learn about the election process in your clubs, and consider which position interests you the most.



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With graduation just around the corner, you will soon be looking to transition into your future after undergrad. As a senior, it is vital to make sure that you are well-prepared for the transition from college to postgraduate life. Here are some tips to make sure you are ready for your many options after college.



JOB SEARCHING

If you are seeking full-time employment graduation, there are several factors to consider as you decide what you would like to do.

Industry, Company, and Position

As you look for a job, keep a long-term plan in mind. A job is much more permanent than an internship so take careful consideration in your choice. Conduct research through informational interviews, and try to learn about what interests you the most. Once you narrow down an industry, think about the companies within the industry that align with your values. Keep your skill set in mind, and leverage your resume as you apply for positions.

Some questions to keep in mind are:

- What are your interests?
- What kind of lifestyle would you like in the future? How many hours would you like to work? Is there a lot of travel involved?
- In what industry or position do you ultimately want to end up? What position can help you get there?



Other Office of Career Services opportunities to consider:



- Annual Fall Undergraduate Career Fair
- In-office career coaching
- Visiting employer networking events
- Annual Spring Virtual Career Fair
- CareerLeader assessment tool

Location



- Besides the industry, thinking about where you would like to work is extremely important as well. Do you want to move to a completely new city or town? Or would you rather stay close to home? Sites such as findyourspot.com and other online quizzes may help you decide which area would suit you best.

Here are some key factors to consider:

- Transportation: Is there public transportation, or will you need a car? What would the general expenses for either option be?
- Activities: Do you want to live in a slower suburban lifestyle, or does the fast-paced city life appeal to you more?
- Cost of living: Will you be able to support yourself? There are several cost of living calculators online that allow you to compare different cities. You can also look up the average salary in an industry or position on Glassdoor.com to gain an idea of what your finances would look like.

Job Search

- Searching for a job is often a stressful task. Expand your job search beyond on-campus tools like HireSmith and Careers4Terps, and apply to different companies that interest you. Don't limit yourself by applying only to companies who recruit at UMD or Smith. Nearly every company offers online applications for its job openings. If you are particularly passionate about a company and it does not recruit at UMD, go online to apply for the position. For federal jobs, look at USAJobs.com, where several government agencies post available positions.

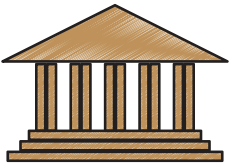
Negotiations



- Know what the average salary is for a position or industry by looking it up on [Glassdoor](http://Glassdoor.com), and use that as a reference throughout the process
- Don't begin negotiating before you have received the offer, and always be cautious
- Know what your skills are worth and what you bring to the table to show the company that you are worth the added investment
- Tread carefully and never lie to gain an advantage
- Remember not to let a salary solely be the deciding factor – many entry-level positions compensate well or competitively within the industry
- Keep in mind that this position is only one step along your career path

Post-graduation Plans

- Even once you have landed a job, don't stop preparing for the future. Here are some questions to consider:
- **What kind of licenses does your career path require, and when do you need to successfully pass the exam?** For instance, if you need a CPA to advance, begin planning your study schedule to accommodate your new working life. Find out if your prospective job will provide accommodations to assist you.
- **Do you want to pursue an MBA or an MS?** If you need to take graduate entrance exams such as the GMAT and the GRE, start studying early so you are not bogged down with work in the future.
- Who will you ask to write your letters of recommendation?



Graduate School

If you would like to continue your schooling in the future, make sure you begin preparing early. Some schools have rolling admission; so applying early can only help your application. Ask your professors and contacts if they are willing to write you a letter of recommendation a few weeks before the deadlines so they have ample time to write you a great letter. Write a draft of your personal statement and essays as soon as possible, and ask your friends and professors to take a look. Take another glance on your edited resume; it can help you cover different facets of your qualifications and capabilities.



Location

Similar to job hunting, finding the right location is important when choosing a graduate school. Keep in mind what you are studying and where most jobs in the industry are clustered. As a graduate student, you may also continue interning and working. Make sure there are many opportunities available near your school. Jobs in corporate finance for energy and utility companies, for instance, are likely situated in very different areas than jobs in investment banking.

TRANSITION PERIOD

It can be stressful when you are transitioning after college but have not yet decided what you would like to do. Focus on narrowing down what you would like to do and develop your strategy in the meantime.

Informational Interviews

If you are having trouble deciding your future plans, conducting an informational interview can give you more insight into an industry or position. Connect with a contact, and ask about his/her experience and what he/she likes or dislikes about it. This can help you learn about what positions or industries suit you and where you should focus your attention.

Internships

Internships are always a great way to gain hands-on experience while expanding your network without the commitment of a full-time job. Use internship experience to build your resume and continue learning new skills. As always, HireSmith is a great tool for searching for internships, but also look at company websites, professional association sites, and USAJobs for more positions.

General Tips

- Begin early—timing is everything when it comes to job searching or applications. Make sure you don't miss a deadline or recruiting season.
- Don't forget to maintain your resume regularly, even after you have begun a new job. You never know when an opportunity might turn up; so make sure your resume is always up to date. Constantly reviewing your resume can help familiarize you with your different accomplishments, so you are always ready to showcase why you are valuable.
- Don't give up! Whether you are applying for a job or graduate school, applications are always difficult. Strive to be the best you can be, and be positive in your job search.
- Whatever you choose to do, continue to be active in your workplace, in graduate school, or in your community; and participate in clubs and events.

The School's Office of Career Services is committed to providing support and resources to our alumni population. In the era of continued education and networking, your resources through the Smith School do not end at graduation. Although we do not provide every service you received as an undergraduate, there are ample opportunities to stay connected online.

CAREER FAIRS:

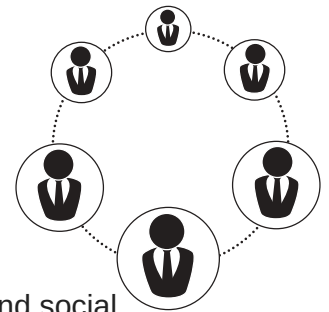
1. Fall Career Fair:

The Smith School annual undergraduate career fair is among our largest recruiting events. It is a great opportunity to discover new job opportunities, network with employers, and reconnect with old colleagues. While the career fair is unique in that it is only for Smith Students, we invite our Smith Alumni to attend as well.

BENEFITS OF CAREER FAIRS POST-GRADUATION:

1. Career fairs can be valuable resources for all alumni. Whether you are looking for a new career or simply looking to advance your career, taking advantage of these opportunities can provide numerous benefits including:

- Navigating alternative career paths
- Growing your personal network contacts
- Discussing available positions directly with employers
- Learning about new hiring and recruitment trends
- Gaining exposure to multiple industries and companies



ADDITIONAL RESOURCES TO STAY CONNECTED:

- Alumni are strongly encouraged to stay connected with Smith through our online and social media outlets. We are committed to providing our alumni with continued strategic career management and lifelong professional career development. Check out these resources to stay informed daily.

1. HireSmith: <https://rhsmith-umd-csm.symplicity.com/index.php?au=&ck=%3f3e3ea140>

Find our event schedule, search for job postings, and manage your recruiter interviews through our online job search database

2. Office of Career Services Website: <http://www.rhsmith.umd.edu/office-career-services>

Stay up to date with OCS news and use our online resources

3. LinkedIn: <http://www.linkedin.com/company/robert-h.-smith-school-of-business>

Stay connected with faculty, staff, students, and other alumni

4. Facebook:

Join the growing Smith follower base to see what is going on in the Smith community, and get tips and current updates from OCS

Smith OCS Page: <https://www.facebook.com/SmithOCSUndergraduate>

Smith Business School Page: <https://www.facebook.com/smithbusinessschool>