

College of  
BUSINESS  
ADMINISTRATION



# BUSINESS

FA

# NEWS

FOR THE  
BUSINESS  
STUDENT

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The past year has

inevitable turnaround, which will give them a competitive advantage. A new survey, the 2009 EDGE Report from Robert Half International and CareerBuilder, provides answers to many of the lingering questions surrounding today's economy and job market: Where will jobs be added first in the recovery? What challenges will employers face in recruitment? How will compensation be impacted? And how will employers retain the talent they've preserved during this difficult time?

To take advantage of an improving economy, employers that cut staffing levels extensively are taking a close look at the core skills needed in new hires in order to rebuild their rosters once the economic recovery takes hold. Fifty-three percent of employers said they plan to hire full-time employees in the next 12 months, while 39 percent will add part-time employees, according to a new survey. Forty percent will hire contract, temporary or project professionals.

Here are several key other findings from the report:

### Where jobs will be added first

Hiring managers currently consider customer service as the most critical to the company's success, followed by sales, marketing/creative and technology. Public relations/communication, business development and accounting/finance round out the list.

When the economy does start to rebound, respondents said technology, customer service and sales

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## EMPLOYERS PREPARING FOR POST-RECESSION JOB MARKET

BY MATT FERGUSON  
CEO OF CAREERBUILDER.COM

undoubtedly brought many changes and challenges to both employers and employees. Layoffs, pay cuts and furloughs have been widespread, thus contributing to a job market saturated with qualified candidates competing for fewer jobs. Despite this steep competition among candidates, employers struggle to find professionals with in-demand skill sets. Along with these continued battles, employers face a new challenge: ensuring their companies are prepared when the economy does make an

departments will add positions first, followed by marketing/creative, business development, human resources and accounting/finance. In the meantime, hiring managers continue to appreciate employees who can perform multiple functions. Employers cited multitasking, initiative and creative problem-solving as the most valuable characteristics in ideal new hires.

### Retaining talent

Although many business leaders have plans to add new employees to their organizations in the coming months, they also have to consider

*Continued inside*



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**EMPLOYERS PREPARING FOR...** *Continued*

how their decisions during the financial crisis have impacted job satisfaction and loyalty of their current staff. Fifty-five percent of workers polled have plans to change careers, find a new employer or go back to school once the economy recovers. Forty-nine percent said that the most effective way to keep them on board will be with pay increases; in fact, 28 percent plan to ask for a raise. Employers are aware that competitive pay and benefits will play a critical role in retaining talent. Forty percent of employers said that they plan to increase pay when the economy improves and 20 percent said they hope for better benefits and perks.

**Continued challenges in recruitment**

Although there is a greater pool of available talent among job seekers, employers are still having trouble finding qualified professionals for open positions: 47 percent of employers cited under-qualified applicants as their most common hiring challenge. Employers said that, on average, 44 percent of the résumés they receive are from unqualified candidates. As a result, employers are open to paying for great talent; 61 percent said their companies are willing to negotiate a higher salary for qualified candidates. A common complaint from job seekers is the amount of time the hiring process takes; however, this is one area where employers won't budge. The average time it takes to recruit a new full-time hire is 4.5 to 14.4 weeks. Employers say that in order to avoid costly hiring mistakes, it's necessary to take their time reviewing and screening a high volume of résumés, and also to carefully evaluate those invited for interviews.

**HOW NEW GRADUATES CAN USE  
PART-TIME WORK TO GAIN  
VALUABLE JOB SKILLS**

BY SUSAN KENNEDY  
MONSTER CONTRIBUTING WRITER

If you're a recent college graduate who's working a part-time job to earn money while looking for your first post college full-time job, you can take advantage of that part-time position to develop marketable career skills and build your resume.

"College graduates don't realize the benefits of working part-time while they are looking for a job," says Pam Caplin, former vice president of human resources at Fidelity Investments. "I prefer candidates who are working, because it shows initiative and a work ethic."

Suppose you're a recent graduate who wants to pursue a career in advertising. You haven't found an advertising job yet, so you take a job waiting tables to make ends meet. While you didn't go to college to be a restaurant server, you can still develop skills employers value while in that role that, including:

- Dealing with customers.
- Managing multiple priorities.
- Solving problems.
- Thinking on your feet.

Properly phrased on your resume, those job skills can give you an edge when applying for an entry-level account management position in advertising. Those same skills could also translate into a sales position -- tips equate to commissions, after all. What server isn't motivated by tips?

"If an applicant arrives with work experience -- full- or part-time -- they have shown that they can market themselves, learn on the job, interact with others and keep a schedule," says Tom McGowan, a human resources generalist most recently with DHL Express. "Those are skills that are valuable in most jobs."

**UPCOMING CBA EVENTS**

DATE	EVENT	LOCATION
9/30	Accounting Night	MSR 130
11/4	Meet the Firms Night Fall Job Fair	Acacia Court Lobby Stockton Center

## Part-Time Payoff

To maximize the payoff from a part-time job, define the job you're ultimately seeking. Next, review job postings, Monster's Career Snapshots and the *Occupational Outlook Handbook* to identify the skills you'll need to land that job.

Now you're ready to look for part-time jobs that would help you build skills. For instance, if your goal is an entry-level sports marketing job, pursue a part-time position at a local gym. Although you may start with checking in members, you could offer to help coordinate the facility's member events. Doing so would let you demonstrate strong work communication skills, as well as multitasking and event-planning skills.

Other possibilities include:

Part-Time Job	Skills You Can Acquire	Potential Careers
Retail sales	Communication Customer service Sales Problem solving	Accounting Finance
Bookkeeping	Attention to detail Organizational skills	Sales Sales management
Landscaping	Attention to detail Teamwork (if part of a crew)	Customer service Advertising

## Bringing Your Skills to the Job Search

Once you've developed these skills, you need to convey them effectively in your job search. Here are some pointers:

**On Your Resume:** Feature your newly acquired skills in your Qualifications Summary. In addition, a bulleted work skills list helps recruiters see if you have the skills they're looking for. Mary Gibbs, an HR recruiter for 12 years, says she reviewed so many resumes that she could spend only a few minutes on each one. "Being able to easily see the skills I [was] looking for [made] my job easier," she says.

**In the Interview:** Prepare behavioral-based stories that articulate how you developed and used those skills. "Once I see that a candidate has solid work experience, I want to know how they optimized that experience," McGowan says. "What did they do to set themselves apart while benefiting the employer?"

For instance, an interviewer may ask, "Tell me when you had to solve a customer's problem." If you worked at a sporting goods store, you could describe a situation involving a dissatisfied customer. For example: "A customer came in looking for a particular brand of kayak that we didn't carry in our store. I really wanted this customer to go away happy, so I used our online marketing and inventory system to see where he could find the kayak. The only place he could get it was at a store in Denver, so I gave him the contact information and he ordered it over the phone. That customer now comes to the store regularly because of the service I provided. It made me realize the importance of personalized customer service, and I look forward to using that skill in this position."

"They may be applying for an entry-level position, but employers want to see more, including past proof of their ability to perform and advance," McGowan says.

# DEVELOPING YOUR SELLING POINTS

BY BETH BRACCIO HERING  
CAREERBUILDER WRITER



Imagine you are an advertising executive assigned the task of getting people to try a new soft drink. Before you pitched the product to consumers, chances are you'd examine the item carefully. How does it taste? Is it lower in calories than other beverages? What features distinguish it from other drinks?

The process is much the same for job seekers -- only this time you are both the marketer and the product being peddled. Before trying to "sell" yourself to prospective employers, it is worth taking time to evaluate your attributes and the best ways they can be presented.

## Pinpointing strengths

Experts agree that honest self-assessment is paramount when seeking to identify your selling points. Enlisting the help of a few trusted friends and colleagues who know you well also can be helpful, but ask them to give specific examples to back up the strengths they list. (Evidence will help keep the comments truthful rather than just supportive or nice.)

Paul Klein, director of the career services center at Cleveland State University in Cleveland, Ohio, suggests making a list of all the job responsibilities that you've had, no matter how many or few times you've done them. "For example, if you work at a fast food restaurant and spend 99 percent of your time flipping burgers, it's still very important to include the other 1 percent of your job, which might

entail opening or closing the store or taking money from the cash register to the bank. Although this only counts for 1 percent of your job, it's extremely important, as it indicates a level of management skills, trust and responsibility."

## Presenting your information

While you might be an excellent typist, an employer looking for an experienced cook is probably not going to care. Worse yet, skills that would have made a hiring manager take notice may be lost within a sea of information.

Instead of a cover letter that could be used for 25 different jobs or a résumé detailing every experience you've ever had, focus on the skills that pertain to the job in question. Take cues from the job ad as to what might be important, and show with positive language and concrete examples how your strengths match the employer's needs. To say you

have great writing skills is one thing. To state that you helped your last employer achieve greater communication between departments by creating a monthly newsletter is another.

Klein offers these tips to further help job seekers trying to decide what to include:

- If you work for a name brand employer (IBM, Microsoft) that should get highlighted on your résumé.

- If you work for a solid employer with a great reputation in the field that you're going into, that should be highlighted. If you're working for an organization that no one's heard of, emphasize the position, its responsibilities and your accomplishments.

#### **Selling yourself at the interview**

Sara LaForest, co-founder of Kubica LaForest Consulting (a management consulting and performance improvement company serving clients nationwide), notes that when your application leads to an interview, consistency across your verbal and written presentation is essential. She recommends seeking a trusted friend or coach to help with a practice interview in which you "articulate your strengths as aligned to the prospective role and use specific evidence (behaviorally-based examples) that demonstrate the outcomes of your skill strengths."

"Practice responding to questions that focus on your strengths, why you would be good for this job and 'why should we select you'-type questions," LaForest says. "Practice responding in a conversational tone -- even if the question surprises you. Exuding a calm confidence, discussing your strengths and reinforcing them in a matter-of-fact way with evidence to support your statements is powerful."

#### **Making the sale**

A last thought to consider: Just as you would be leery about a product making too many claims, so might a person making hiring decisions.

"Sell yourself responsibly," LaForest cautions. "Nobody likes a pusher. Specific to selling yourself to prospective employers, ensure you clearly understand their needs and priorities. Do this by listening sincerely and asking clarifying questions. Listen first -- and more than you talk."

## **MENTORS- DO YOU NEED ONE?**

BY BETH BRACCIO HERING  
CAREERBUILDER WRITER

"I met my mentor before I knew what a mentor was or that I would ever need one," says Debra Yergen of Yakima, Wash. Fresh out of college and conducting an interview at a hotel in Seattle as a freelance journalist, Yergen "just connected" with the establishment's public relations director. By the end of the day, the woman asked if Yergen would like to have her as a mentor. Yergen agreed, wanting to be cordial, but "had no idea what this meant."

What it turned out to mean was a 15-year relationship during which Yergen's mentor gently guided, inspired, opened doors and offered introductions. "Over the years, she taught me more than I learned in any one college course or in any one job. She was my lighthouse through every professional opportunity and storm," Yergen says. While a person doesn't absolutely need a mentor, workers who have found one are often glad they did.

#### **What a mentor can offer**

Elizabeth Freedman, author of "Work 101: Learning the Ropes of the Workplace Without Hanging Yourself" and "The MBA Student's Job-Seeking Bible," says that some of the possible benefits of having a mentor include:

**Shortening your career learning curve:** Most of us opt to work with mentors who have been around the block a few more times than we have, and this is a smart idea. When we work with someone who has more industry knowledge and expertise, or simply knows the ropes better than we do, we're giving ourselves (and our careers) tremendous advantage.

**Improving your network of contacts:** Picture everyone in your Outlook folder or contact file -- and now double it. That's what working with a mentor can do to the number of professional relationships, sales leads or other contacts in your life.

**Telling you what nobody else will:** A good mentor won't hold back. This isn't to suggest you want to work with a mentor who is overly critical or harsh when it comes to giving feedback, but a successful relationship will provide you with honest advice and candid opinions.

#### **Looking for a Mentor?**

Apply to the **Student Mentorship Program** online at [www.csustan.edu/cbassc/mentorship](http://www.csustan.edu/cbassc/mentorship).

Deadline to apply is **Tuesday, September 30th**.



## LETTER FROM THE STUDENT SUCCESS CENTER

BY SAMUEL TOUMA  
SSC COORDINATOR / ACADEMIC ADVISOR

## GET TO WORK TO GET A JOB!

Welcome to your Fall 2010 semester. The College of Business Administration has some great upcoming events that should be on your calendar so you will not forget to attend. The first event is our 22nd annual Accounting Night. This event will take place on Thursday, September 30th in MSR 130 from 6-9 pm. This event is to provide and opportunity for

recruiting employers to connect with and identify potential employees, and helps students learn about careers in accounting and finance by talking with experts in the field. Many of these recruiters are alumni of CSU Stanislaus! Freshman, sophomore, junior, and senior Accounting and Finance students are encouraged to attend to gather information and develop future

The second event is our first annual Meet the Firms Night-Fall Job Fair at the Stockton Center on Thursday, November 4th from 6-8 pm. This event is similar to our Spring Job Fair as it is a great opportunity to meet local employers and see what employment opportunities they have available from internships to full – time positions. Last year recruiters attended from: Target, Foster Farms, Frito Lay, Diamond Foods, Grimbleby Colman CPAs, Dole, Bronco Wine Co., and more. Junior, Senior, and Master students are encouraged to attend and dress in business attire. Resumes can be submitted online when you register for the event.

See the Student Success Center website for more information regarding these events and more at [www.csustan.edu/cbassc](http://www.csustan.edu/cbassc).

## TELL ME ABOUT YOURSELF

BY CAROLE MARTIN  
MONSTER CONTRIBUTING WRITER

It's one of the most frequently asked interview questions: Tell me about yourself. Your response to this request will set the tone for the rest of the interview. For some, this is the most challenging question to answer, as they wonder what the interviewer really wants to know and what information they should include.

Eleanor dreaded this question. When it was the first one asked at her interview, she fumbled her way through a vague answer, not focusing on what she could bring to the job.

"I'm happily married and

originally from Denver," she began. "My husband was transferred here three months ago, and I've been getting us settled in our new home. I'm now ready to go back to work. I've worked in a variety of jobs, usually customer service-related. I'm looking for a company that offers growth opportunities."

The interview went downhill after that. She had started with personal information and gave the interviewer reason to doubt whether she was an employee who would stay for very long.

- She's married, and when her husband gets transferred that means she has to leave; she did it once and can do it again.

- She has some work experience with customers but didn't emphasize what she did.

- She is looking to grow. What about the job she is applying for? Will she stay content for long?

The secret to responding to this free-form request successfully is to focus, script and practice. You cannot afford to wing this answer, as it will affect the rest of the interview. Begin to think about what you want the interviewer to know about you.

### Focus

List five strengths you have that are pertinent to this job (experiences, traits, skills, etc.). What do you want the interviewer to know about you when you leave? Eleanor is strong in communications and connecting with people. She has a strong background and proven success with customer relationships. Her real strength is her follow-through. She prides

herself on her reputation for meeting deadlines.

### Scripting

Prepare a script that includes the information you want to convey. Begin by talking about past experiences and proven success:

"I have been in the customer service industry for the past five years. My most recent experience has been handling incoming calls in the high tech industry. One reason I particularly enjoy this business, and the challenges that go along with it, is the opportunity to connect with people. In my last job, I formed some significant customer relationships resulting in a 30 percent increase in sales in a matter of months."

Next, mention your strengths and abilities: "My real strength is my attention to detail. I pride

myself on my reputation for following through and meeting deadlines. When I commit to doing something, I make sure it gets done, and on time."

Conclude with a statement about your current situation: "What I am looking for now is a company that values customer relations, where I can join a strong team and have a positive impact on customer retention and sales."

### Practice

Practice with your script until you feel confident about what you want to emphasize in your statement. Your script should help you stay on track, but you shouldn't memorize it - you don't want to sound stiff and rehearsed. It should sound natural and conversational. Even if you are not asked this type of question to begin the interview, this preparation will help you focus on what you have to offer. You will also find that you can use the information in this exercise to assist you in answering other questions. The more you can talk about your product -- you -- the better chance you will have at selling it.

## INTERVIEW TAKE-ALONG CHECKLIST

BY CHRISTINE F. DELLA MONACA,  
MONSTER STAFF WRITER

You're interviewing for a job tomorrow, and you think you've done all the interview preparation you need to do. You've practiced your answers to a multitude of common interview questions and have a few questions of your own for the interviewer. Your interview suit is pressed and ready. But what do you bring to the interview?

We've created this handy checklist, with the help of Monster Interview Expert Marky Stein, so you won't forget a thing.

### Interview Checklist Items for Your Briefcase

**Your Resume and Job/Professional References:** But don't just throw these crucial documents in your bag. According to Stein, linguists and psychologists have found that 93 percent of all communication is nonverbal. How you present this information says a lot about you.

To that end, Stein recommends you buy an inexpensive two-pocket folder in blue, since this color appeals to both men and women and conveys a business feel. On the left side, place your resume, and on the right, your letters of recommendation and reference list. When you get to the interview, say, "I wanted to bring an extra copy of my resume -- here it is," and open the folder, turning it around for the interviewer to read.

"This is a sign you are open and honest as well as organized," Stein says. "The more you show you are prepared, the more you are showing respect."

**Pad and Pen:** Taking a few notes during your interview (while being careful not to stare at your notepad the whole time) is another sign of respect. "It makes them

feel you are listening," Stein explains.

**Business Card:** People either take in information visually, audibly or through touch. "The more you give them to touch, the more real it seems to them," she says.

**Directions:** "These lower your anxiety," Stein says, adding that it's preferable to drive to your interview location in advance and park so you can see how long the journey takes.

**Cell phone:** You can always leave this bit of modern life in your car, but if you must take it with you, make sure it stays turned off and in your briefcase; it's a huge sign of disrespect to be interrupted during an interview or give the appearance you'll be interrupted. "If you're a man, don't even wear it on your belt," Stein recommends. "Keep it hidden."

### The Intangibles

**Company Research:** In almost every interview, you'll be asked what you know about the company, Stein says. To prepare for this question, she recommends Hoovers.com. You can also check out companies on Monster.

**A Smile:** It may sound sappy, but this nonverbal clue is an immediate rapport-builder. Interviewers are often nervous, too. "In one-sixteenth of a second, we assess whether someone will harm, help or hurt us," Stein says. "(A smile) immediately tells someone that you're not going to hurt them."





# 23<sup>rd</sup> Annual **ACCOUNTING NIGHT**

Thursday, September 30, 2010  
CSU Stanislaus, MSR 130 6-9 pm

**Purpose:** This event is to provide an opportunity for recruiting employers to connect with and identify potential employees, and helps students learn about careers in accounting and finance by talking with experts in the field. Many of these recruiters are alumni of CSU Stanislaus!

**Who is invited:** Freshman, sophomore, junior, and senior Accounting and Finance students are encouraged to attend to gather information and develop future contacts. Students are encouraged to actively talk with each recruiter during the reception.

**Register for the Event:** You can register online at [www.csustan.edu/cba/accountingnight](http://www.csustan.edu/cba/accountingnight), or contact CBA Student Success Center at (209) 667-3864 no later than September 23rd.

**Business Attire Required  
for Admittance!**

For more information, call  
667-3864 or e-mail [Stouma@csustan.edu](mailto:Stouma@csustan.edu)

## **BUSINESS NEWS**

This publication is brought you by the CBA Student Success Center. A one-stop resource for business students, the center facilitates the educational and career goals of all business students. It provides multiple student services including academic advising, career information, and scholarship information.

For more information, contact Samuel Touma at 209.667.3864 or e-mail: [stouma@csustan.edu](mailto:stouma@csustan.edu)



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