

2023 | ESB Business School

# Application Guide Career Center



Hochschule Reutlingen  
Reutlingen University





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# Introduction

# Introduction to Application Guide

This Application Guide will help you in your job application process. **Read it carefully** and **start the process well on time.**

Don't hesitate to contact us for more detailed personal consultations!

## Contact details:

### E-mail:

[esb-careercenter@reutlingen-university.de](mailto:esb-careercenter@reutlingen-university.de)

### Virtual sessions:

- For appointments, e-mail us on [esb-careercenter@reutlingen-university.de](mailto:esb-careercenter@reutlingen-university.de)
- Or book an appointment on [JobTeaser](#)

We wish you lots of success!

Bianca Fecker & Carolien van der Hulst

ESB Career Center



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# Job Search

# The process of your Job Search

## Plan

Take these career tests to find out which industry/company/departments/functions you are looking for:

- Career Test: Which career type are you?
- Job orientation for graduates (only German)
- MARCO and FREYA on JobTeaser – find your interests and motivation as well as values (links in your profile)
- Also, you can ask your student colleagues for info through our Internship database



## Search

- Start your **job search** on our online job portal
- Complete your profile / CV on JobTeaser and let companies find you via the **online CV Catalogue**
- Use our yearly **career fairs** Firmenforum and International Business Fair to inform yourself, connect and apply to companies directly
- Sign up through JT for our numerous **company presentations and workshops** with companies



## Prepare

- Prepare your CV – detailed instructions can be found on the following pages
- Prepare your application letter – detailed instructions can be found on the next pages
- Remember to tailor your application for each position and make sure to highlight the following issues: **Why this company? Why this position? Why should they hire you?**

# Here you can find important Job Portals

## 1. Online job exchange of ESB Business School (JobTeaser):

- Registration free of charge for ESB students: <https://esb-business-school.jobteaser.com/en>
- Only possible with **Reutlingen University E-Mail Account**
- The Career Center is in regular contact with regional and international companies, organisations and associations, who are using the Career Center service for internships and job offers when looking for qualified young talents. Our online job portal is updated daily.

## 2. Career section of company websites

- Do you have a concrete vision of the industry you want to work in?  
Then have a look at the company websites directly. There you will often find separate pages for jobs, trainee positions and internships.

## 3. Job advertisements in newspapers and journals

## 4. Various other job portals, see next page ...

# Other German and international Job Portals

## General

- > [Monster](#)
- > [StepStone](#)
- > [Indeed](#)
- > [Stellenangebote](#)
- > [WISU](#)
- > [Meta Search Engine](#)

## Specific departments/industries/regions

- > [Finance Jobs](#)
- > [Engineering Jobs](#)
- > [Marketing Jobs](#)
- > [Academic Jobs](#)
- > [Jobs in Baden-Württemberg](#)
- > [Jobs in Start-Ups](#)
- > [Jobs in medium-sized companies](#)

## For Graduates

- > [Berufstart](#)
- > [Staufenbiel](#)
- > [UNICUM Karrierezentrum](#)
- > [Experteer](#)
- > [Absolventa](#)

## International

- > [EFMD](#) - use your student e-mail address to register
- > [Worldwide](#)
- > [France](#)
- > [Great Britain](#)
- > [USA](#)
- > [Mostly Europe](#)

## Side jobs:

<https://de.jooble.org/stellenangebote-student>



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# Application documents

# Cover Letter - Formality

## 1. Address

- Sender with contact details
- The company to which your application is directed
- Date
- Subject:
  - Without the word ,subject‘
  - Bold font
  - The position for which you are applying
  - Job number when given

## 2. Direct form of address of the contact person

## 3. Main Body

- Structured → Paragraphs/ 1 page max
- Smallest font size 10/ The same font as in your CV
- Do not begin the text with ,I‘
- Begin directly and show your motivation and relevant skills

☹ Hereby I am applying for the position ....

☹ with great interest in the position xxx ...

☺ As a ...student interested in... (something related to the company/position)  
with excellent ...skills, I believe I am a strong applicant for the position of...

## 4. End of the Cover Letter

- When required: possible start date, salary suggestion
- Delight/pleasure/ looking forward to the interview
- Greeting & Signature

# Cover Letter - Content

## Questions which your cover letter should answer

- Why are you interested in this company/department?
- What experience, skills and knowledge do you have, which are important for the position?
- Which compulsory and additional requirements do you fulfil?
- Why should the company want to get to know you?

## The text of the cover letter

- Each statement must be backed up (Experience → where? -> Argue with examples)
- ☹ In my internship I gained many interesting insights.
- ☹ I did internships in order to get an insight into the working world.
- 😊 I have gathered practical experience in Personal Development during an internship with xxx. The following were some of my main tasks xxx.....
- 😊 In my internship .... I worked independently on the project ..... and was responsible in particular for .....
- Respond to the job description
- Respond to requirements (you do not have to fulfill them to 100% in order to apply)
- Work out overlaps between the past experience and future tasks
- Write an individual cover letter for every application/ company
- Do not repeat what you have said in your CV
- Active formulation → verbs
- No subjunctive → Self belief
- No slang words (cool), no abbreviations
- Do not give too many details

# Max Musterstudent

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Musterroad 1  
12345 Mustercity  
Tel. 01234/ 56 47  
E-Mail max@muster.de

**Mustercompany**  
Ms. Lisa Muster  
Musterroad 5  
45689 Mustercity

Reutlingen, September 18th, 2021

**Application for an Internship in International Supply Chain Controlling**  
**Reference 12345**

Dear Ms. Muster

Why am I applying for this position?

Why should the company hire me? (Knowledge, skills, Competencies → examples!)

Why do I want to work for this company?

I am looking forward to hearing from you.

Yours sincerely

Max Musterstudent

# CV - Formality

## Formality

- Max 2 pages
- Complete contact information (including e-mail address and telephone/mobile number)
- Chronologically descending order
- Thematic blocks:
  1. Personal data
  2. Education
  3. Work Experience
  4. Extracurricular activities
  5. IT skills
  6. Languages
  
- Time period on the left-hand side (consistent style: month/year), work/activities on the right-hand side
- Including date and signature
- Written in the same font as the cover letter

## Photo

- Still recommended on a German application
- Professional photo taken by a photographer, in a (casual) business outfit/ or taken by a friend but with a neutral background
- Up-to-date

# CV - Content

<b>Education</b>	<ul style="list-style-type: none"><li>○ Clearly state course of studies</li><li>○ Selected study focus areas</li><li>○ Possibly thesis topic</li><li>○ Possibly special project work, if relevant</li></ul>
<b>Work experience</b>	<ul style="list-style-type: none"><li>○ State main responsibilities in bullet points</li><li>○ 2 – 4 bullet points -&gt; the most current, extensive and relevant experience should be described using more bullet points</li><li>○ Possibly adjust tasks to job advertisement -&gt; delete some points, include others</li></ul>
<b>Extracurricular activities</b>	<ul style="list-style-type: none"><li>○ Position and activity/ project</li><li>○ Describe activity/ project</li><li>○ State main responsibilities in bullet points, if relevant</li></ul>
<b>Languages</b>	<p>Assess level</p> <ul style="list-style-type: none"><li>☺ Native speaker – business fluent– fluent – very good – good – basic</li><li>☹ 7 years in school -&gt; validity not proven, levels differ from school to school</li></ul>
<b>IT Skills</b>	<ul style="list-style-type: none"><li>○ State the software/applications and if possible, assess level as well.</li><li>○ Advanced – intermediate - beginner</li></ul>
<b>Interests</b>	<ul style="list-style-type: none"><li>○ Hobbies/activities/ topics</li></ul>

Professional picture

## PERSONAL DATA

Date and place of birth:  
Nationality:

## CONTACT DATA

PHONE:  
0678 55 50 10 3

ADDRESS:  
Musterstrasse 1  
01234 Musterstadt

E-MAIL:  
[firstname.lastname@email.com](mailto:firstname.lastname@email.com)

## LANGUAGES

English – native  
German – business fluent  
French – very good

## IT-SKILLS

MS Office  
(Word/ Excel/PPT) – safe handling  
Photoshop – very good

## SKILLS

Communication skills  
Intercultural competencies  
Analytical skills  
...

# MAYA JACKSON

BSc International Business

## EDUCATION

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Since 09/2020  
**ESB Business School, Hochschule Reutlingen**  
BSc International Business  
Current average grade: 2,0

07/2019  
**Sample highschool**  
High School Diploma Equivalent (2,1)

## WORK EXPERIENCE

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Since 10/2020  
**Example GmbH - Assistent**  
Office support

07/2020 – 08/2020  
**ABC SE, Copenhagen, Denmark – Marketing Internship**  
Preparing market analysis  
Maintaining social media channels  
Creating presentations in Powerpoint und Prezi

09/2019 – 03/2020  
**Muster AG, Musterstadt – HR Internship**  
Application management  
Support during interviews  
Preparing career fairs

## EXTRACURRICULAR ACTIVITIES/ AWARDS

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Since 09/2021  
**ESB Business School – Organisation of the International Business Fair/ Communication Team**  
Creating a communication plan  
Maintaining and creating content for social media channels

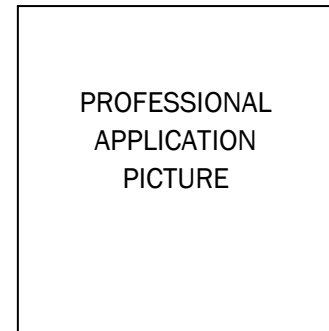
Place, Date  
Signature

# Curriculum Vitae

## Personal Data

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Name: Jack Jackson  
Date and place of birth: 01.04.1993 in Hamburg  
Nationality: American  
Contact Data: Sample Street. 1  
01234 Sample City  
0123 - 9876 3456  
name.surname@email.de



## Education

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Since 09/2019 **ESB Business School**  
**BSc. International Business**  
*Major: Marketing*  
current average grade: 2,0

07/2019 Sample High School  
High School Diploma Equivalent (2,5)

## Work Experience

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Since 10/2021 **Example GmbH**  
*Supporting the office*

09/2020 - 02/2021 **ABC SE, Copenhagen, Denmark**  
*Marketing Internship*

- Working on a target/actual comparison
- Maintenance of social media channels
- Creation of presentations in Powerpoint and Prezi

09/2017 - 09/2019 **SAMPLE AG, sample city**  
*Side job as office support*

- Taking phone calls
- General office management



## Extracurricular Activities

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Since 09/2020	<b>ESB Business School</b> <b>Organisation of the International Business Fair</b> <i>Communication Team</i> <ul style="list-style-type: none"><li>- Creation of a brochure where the 70 participating firms presented themselves, using InDesign</li><li>- Maintenance of the homepage</li></ul>
03/2016 – 09/2019	<b>TSV Sample City</b> Coach of a junior volleyball team

## Language Skills

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German	native
English	business fluent
French	very good
Danish	basic knowledge

## IT-Skills

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MS Office	safe handling
InDesign	very good
Photoshop	good

## Awards

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Since 09/2019	Deutschlandstipendium
06/2021	University prize for a marketing project within my bachelor course

## Interests

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Travelling, politics

Place, Date  
Signature

# Complete application documents

**If employers ask for complete application documents, make sure following documents are attached:**

- Transcript of records ESB Business School and/or partner university
- Abitur / university entrance qualification
- Job references of former employments/internships
- Certificates for activities that are stated in the CV (e.g. language certificates, scholarships, etc.)

**Most companies wish for one complete PDF document including all documents. Order:**

1. Cover letter
2. CV
3. Appendices according to the order in the CV

# Interview

## Classic phases of an interview

1. Greeting and small talk
2. Employer Presentation/ Questions for the employer
3. Self-presentation
4. Questions about CV
5. Questions about professional and personal skills
6. Clarification of starting date/salary etc.
7. Questions for the applicant
8. Next steps in the application process
9. Farewell

## Preparation

### Short presentation of your career (3 min.)

- In relation to the position → highlight important points related to the position
- Concentration on the essentials/basics
- End: your current situation

### Company knowledge

- Inform yourself about the company (Company homepage)
- What are the current themes?
- What do you know about the branch in which the company is active?

### Look over your cover letter once more

- What are the main points
- How can you prove that with your experience you can fulfil the requirements of the job?

### English/ Foreign languages important for the position

- The ability to carry out the job in English
- Look at the English version of the homepage

# Example questions

## ... about the company/ your motivation for applying

- What do you know about our company?
- Do you know about our competition situation?
- Why did you apply for this position?
- Why do you think you are suitable for the position?

## ... about education

- Why did you decide to study xxx at the Xxx University?
- What situation in your career has shaped/affected you the most?
- Where have you experienced failures? How do you deal with them?

## ... about practical experience

- Why did you decide on the internship at xxx/ in the xxx department?
- What is the most important thing you learned during your internship at xxx?
- Which job-relevant achievement are you most proud?

## ... about your specialized knowledge

- How do you keep up with current topics?
- What is your opinion with regards to the inventions of the last century?

## ... about expectations

- What do you expect from the job/occupation
- What does your ideal position look like, in regards to work, team culture etc.

## ... about your personality

- How would you briefly characterize yourself?
- Name 3 positive things your classmates would say about you.
- How do you deal with criticism?
- Describe a situation where you reached your goals under difficult circumstances.
- What is your biggest strength?

## ... Work style

- Why is your office door open/closed?
- Can you take instructions well?
- In what situations do you coordinate/check with your supervisor and when do you not?
- What do you value in a team?



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**Thank you and  
wish you success!**