



Application Guideline

Career Center ESB Business School



Application Guide

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ESB Business School's Career Center supports ESB students in all questions regarding their careers. We will give you the chance to build and develop skills through workshops, career fairs and employer events.

Our services include:

- Online job exchange
- Recruiting fairs
International Business Fair in April and Firmenforum in November
- Career counselling
Open office hours: Tuesday 11h00 – 12h00 and Thursday 13h00 – 14h00
- Company presentations, workshops, company outings
- Online CV Portal and graduate catalogue

On the following pages, you will find a general application guideline on how to apply in the German job market

Job Search

No matter if you are looking for a specific industry or region, for a certain type of position or working time – on the internet there is the right job portal for everyone.

- **Online job exchange of ESB Business School in cooperation with ESB Alumni:**

Registration free of charge for ESB students <http://www.esb-alumni.net/new>

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.

- **Career section of company websites**

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

- **Job advertisements in newspapers and journals**
- **Various job portals, see next page**

German and international Job Portals

General

Monster: www.monster.de

StepStone: www.stepstone.de

Stellenangebote: <http://www.stellenangebote.de/?gclid=CJX4gdenw8MCFScXwwoddSIaAcA>

WISU: www.wisu.de

Meta Search Engine: <http://www.jobsuma.de/>

For Graduates

Berufstart: www.berufsstart.de

Staufenbiel: www.staufenbiel.de

UNICUM Karrierezentrum: <http://karriere.unicum.de/praktikum>

Experteer: www.experteer.de

Absolventa: www.absolventa.de

Specific departments/industries/regions

Finance Jobs: <http://www.financecareer.de/>

Engineering Jobs: <http://www.ingenieurkarriere.de/>

Marketing Jobs: <http://www.marketing-jobs.de/>

Academic Jobs: <https://www.academics.de/>

Jobs in Baden-Württemberg: <http://www.bw-jobs.de/de/home.html>

Jobs in Start-Ups: <http://www.gruenderszene.de/jobboerse/>

Jobs in medium-sized companies: <http://www.mittelstandskarriere.de/>

International

EFMD: <https://esb.higheredtalent.org> – then use your student e-mail address to register and login

Worldwide: www.iagora.com

Worldwide: <http://www.goabroad.com/intern-abroad>

France: <http://www.connexion-emploi.com>

Great Britain: www.insidecareers.co.uk

USA: <http://www.indeed.com/>

Mostly Europe: www.people-s-place.com

Cover Letter

Formal

Structured → Paragraphs

1 page max

Smallest font size 10

The same font as in your CV

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

Direct form of address of the contact person

Do not begin the text with ,I‘

Begin directly

- ☹ Hereby I am applying for the position
- ☹ with great interest in the position xxx ...

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 concrete 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 all listed requirements

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

End of the cover letter

When required: possible start date, salary suggestion

Delight/pleasure/ looking forward to the interview

Greeting

Signature

Cover Letter Sample

Max Musterstudent

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

Mustercompany
Ms. Lisa Muster
Musterroad 5
45689 Mustercity

Reutlingen, September, 18th, 2015

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, Competences)

Why do I want to work for this company?

I am looking forward to hearing from you.

Yours sincerely

Max Musterstudent

CV

Formal

Max 2 pages

Complete contact information (including e-mail address and telephone/mobile number)

Chronologically descending order

Thematic blocks

- Personal data
- Education
- Work Experience
- Extracurricular activities
- IT knowledge
- 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 vital on a German application
professional photo taken by a photographer, in a business outfit,
up-to-date

Education

Clearly state course of studies

Selected study focus areas

Possibly thesis topic

Possibly special project work, if relevant

Work Experience

State main responsibilities in bullet points

2 – 4 bullet points -> the most current, extensive and relevant experience should be described using more bullet points

Possibly adjust tasks to job advertisement -> delete some points, include others

Extracurricular Activities

Position and activity/ project

Describe activity/ project

State main responsibilities in bullet points, if relevant

Languages

Assess level

☺ Native speaker – business fluent – fluent – very good – good – basic

☹ 7 years in school -> validity not proven, levels differ from school to school

IT Skills

Interests

CV Sample

Curriculum Vitae

Personal Data

Name: Moritz Musterstudent
 Birth: 01.04.1993 in Hamburg
 Nationality: German
 Contact Data: Musterstr. 1
 01284 Musterstadt
 0123 - 9876 3456
 name.surname@email.de

Professionelles
Bewerbungs-
foto

Education

Since 10/2014 **ESB Business School**
MSc International Management
 Major: Marketing
 current average grade: 2,0

09/2011 - 06/2014 **Musterhochschule**
BSc Internationale Betriebswirtschaftslehre
 Thesis: Example Thesis (1,8)

07/2011 **Mustergymnasium**
 High School Diploma Equivalent (2,5)

Work Experience

Since 10/2014 **Example GmbH**
 Supporting the office

09/2013 - 02/2014 **ABC SE, Copenhagen, Denmark**
 Marketing Internship
 - Working on a target/actual comparison
 - Maintenance of social media channels
 - Creation of presentations in Powerpoint and Prezli

09/2010 - 01/2011 **Muster AG, Musterstadt**
 HR Internship
 - Application management
 - Support during interviews
 - Preparation of fair stand

Extracurricular Activities

Since 09/2014 **ESB Business School**
Organisation of the International Business Fair
 Communication Team
 - Creation of a brochure where the 70 participating firms presented themselves, using InDesign
 - Maintenance of the homepage

03/2011 - 09/2013 **TSV Musterdorf**
 Coach of a junior volleyball team

Language Skills

English Business fluent
 French very good
 Danish good

IT-Skills

MS Office safe handling
 InDesign very good
 Photoshop good

Awards

Since 09/2014 Deutschlandstipendium

08/2013 University prize for a marketing project within my bachelor course

Interests

Travelling, politics

Place, Date
 Signature

Appendix / References

Your application is complete with your references.

The following documents should be attached at the end of your application (after your CV):

- 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.)

Interview

Classic phases of an Interview

Greeting and small talk

Employer Presentation/ Questions for the employer

Self-presentation

Questions about CV

Questions about professional and personal skills

Clarification of starting date/salary etc.

Questions for the applicant

Next steps in the application process

Farewell

Preparation

Short presentation of your career

- 3 Min.
- As much as possible in relation to the position → highlight important points related to the position
- Concentration on the essentials/basics
- End: your current situation

Think of some examples for your skills

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 of?

... 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 achievement motives

Describe your work style

In what area do you feel you have weaknesses? How could you improve them?

Where do you see yourself in 5 years

... 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/weakness?

... 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?

Your Contacts

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72762 Reutlingen

<http://www.esb-business-school.de/en/school/institutions-bodies/career-center/>

