



**ISBN 978-973-0-22205-0**

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## INTRODUCTION

Searching for a job is a process, and it can sometimes be a lengthy one. It involves drawing on skills you've developed over time including reflection, research, planning, writing, speaking, problem solving and self-advocacy. To be successful in the job search it's not easy and depends on many factors, including those internal as external too. So the job searching is reasonable investment of time and energy. Before writing resumes and cover letters, job boards and social media, it's hard to know how and where to start.

Depending on the career sector and profession you choose to work in, there could be very specific skills, abilities and knowledge needed to do the job. During the job application and interview process, employers look for applicants with two skill sets: hard and soft skills. Hard skills are teachable abilities or skill sets that are easy to quantify. Those could include for example a degree or certificate, typing speed, machine operation, computer programming or proficiency in a foreign language. Soft skills relate to the way you relate to and interact with other people, the examples could be patience, ability to team working, communication, flexibility or time management.

But what determine the success in job searching process is also how you are prepared to do it and what is your strategy? The ability to prepare correctly all documents needed in recruitment process is essential for searching job. To assess the candidate the employer can use a range of different method, but the candidate decides how to present and “sell” him/herself.

The course described in this dissertation is intended to give you a solid beginning how to prepare to searching job process or / and if you want be self-employed – how to start-up your own business. It is fundamental knowledge for every graduate starting in the labour market.



# CHAPTER I

## APPLYING FOR A JOB

### 1.1. A Curriculum Vitae

A Curriculum Vitae (also known as a vita or CV) is a passport to employment. The Latin words curriculum vitae mean literally the course or outline of your life. A CV is an organized list of your personal details and achievements and experiences in the areas of education and professional experience. Its main purpose is to convince a potential employer to interview you and consider you for a position.

A well-composed CV is easy to read and contains information about your strongest attributes and experiences. Present your qualifications and achievements in a clear and concise way. Use topical headings. Names and dates should appear in the same place within each entry. Start with the most recent information and work backward. Also, liberal use of white space and judicious use of bold type can help make your CV a swift and pleasant read.

**Typical CV headings may include some or all of the following:**

- Personal/Contact Information (name, address, phone number, phone number)
- Academic Background/Education
- Degrees, institutions, and degree dates
- Work Experience
- Professional Development (conferences, workshops, grants, other activities)
- Interests
- Memberships
- Foreign Language Abilities/ Computer Skills
- Volunteer Work
- References

## **A personal statement**

A personal statement is a few sentences that appear at the top of your CV. It is sometimes referred to as a ‘career summary’ or a ‘personal mission statement’. It explains where your career experience has taken you to this point and what your ambition is for your next job. The purpose is to show why you would be ideal for the job, so it is important that you tailor your personal statement to the job you are applying for.

## **Education and work experience**

A CV should not provide details about everything you have ever done. Think about what is relevant for the job you are currently applying for. List both education and employment achievements with the most recent and most relevant first in terms of skills, knowledge or experience.

Give details on the title of your qualification, where you studied, and the date you achieved it. You can include qualifications for which you are currently working as long as you make it clear that you have not completed them yet.

While writing employment history including the full job title, a brief summary of responsibilities, and start and finish dates. Tailor them for each job you apply for, because you will show that your experience from previous jobs makes you ideal for this one.

This is your opportunity to sell yourself. Think of your CV as a way to market your own skills, experience and knowledge.

## **Additional Information and References**

Hobbies/interests can also make a good talking point in an interview, so include them and be prepared to talk about them. These sorts of activities can illustrate that you have a creative and active personality.



Choosing the right referees is important. It should be someone who is nice to you. He or she may be asked to comment on your work. Make sure you ask the person for his/her permission before using their name.

You can see also percentages of parts of a CV which employers pay attention.

45%	Vocational experiences
35%	Capabilities and abilities
25%	Easy readable
14%	Punctuation and grammar
9%	Education background
9%	Intend for success and feeling of passion
3%	Aims
1%	Information of Communication
1%	Personel experiences
1%	ICT Knowledge

## 1.2. A Covering Letter

Just like a CV, a good covering letter is essential when looking for work. A covering letter (*in British English*) or a cover letter (in American English) is a letter to an employer.

If you want to make a good first impression, construct your letter well. It will make an employer want to read your CV. It will encourage the employer far more if you do some research to show that you know what the job involves and what the organisation requires, what the company/organisation does, their competitors and where they are placed in the market. Not only does this research give you the knowledge to tailor your covering letter, it also demonstrates that you have a real interest in the company itself and that you are the best person for it. So be as specific as much as you can about your skills and qualities and how they match the job or organisation's needs.

## Structure of a covering letter

### First paragraph

The opening paragraph should be short and state the job you are applying for. It is also useful to include where you found out about it.

### Second paragraph

Why are you suitable for the job? Briefly describe your professional and academic qualifications that are relevant to the position you are applying for and refer to each of the skills listed in the job description.

### Third paragraph

Here is your opportunity to emphasise what you can do for the company. Summarise your strengths and how they might be an advantage to the organisation.

### Fourth paragraph

Indicate you would like to meet with the employer for an interview. Thank the employer and say you look forward to hearing from them soon. Sign off your covering letter with your name.

### Addresses

When writing a covering letter you should always try to address the letter to the person handling job applications. This is usually listed in the job advertisement. If you are unsure of the right contact, call the company to ask for a name or the recruitment agency and ask who the employer is.

Put your name and contact details at the top of your cover letter. You have to give your email and phone number. Make sure your email address is a professional sounding one.

### Format

A covering letter must be an illegible document. A typed document in an easy-to-read font is recommended. Also, keep it short. One side of A4 should be sufficient. Do not contain any spelling mistakes or bad grammar structures.

### 1.3. Ways of applying for a job

We distinguish two ways of applying for a job – inline and in person.

#### **Online**

In order to apply for a job online, you'll need an email address, Internet access, an up-to-date resume and a covering letter for some jobs. Below there are several ways of applying for a job online.

- **Online application forms**

Companies often use online application forms for finding potential employees, which is an easy and convenient way. Some companies even allow you to save your form and complete it later.

- **Downloadable application forms**

You can download and complete an application form on your device and then send it by email or through the company website. You also have the option to print out the application form and post it to the employer.

- **Email**

All your emails should be as professional as if you were sending written correspondence. Your messages need to be properly formatted and should include a relevant subject line and your signature. You should attach your CV and (if needed) cover letter.

- **Profile**

Some companies give you the opportunity to create your own personal profile on their website where they can go back to if a position matching your interests arises. This also gives you the chance to regularly update any information on your profile page.

- **Video**

Some employers are now asking for Video CVs. A presentation describing your skills and experience on a short video is another great and dynamic way to stand out from other applicants.

## **In person**

Before you apply for a job in person, determine if it is required by the employer, because in today's world the vast majority of job applications is accepted online. Some businesses will post a sign on their entrance stating "Help Wanted". If you see a sign like this, it is a clear indication you can inquire about a position in person.

You have to provide the required materials in order to be considered seriously when you apply for a job. Most jobs will require a resume, which is a catalogue of your professional experience, and a cover letter, which is a letter in which you explain your interest in the position and why you are qualified to fill it.

You will sometimes be asked to bring additional materials. These might vary depending on the requirements of the job, but it might include a writing sample or a portfolio of creative work. You should also include a list of references or even letters of recommendation if they are requested.

Be polite and brief. Make sure you look presentable when you go inside, even if you just plan on asking about a job instead of submitting a CV or cover letter. Have clean, brushed hair, fresh breath, and suitable clothes. When you enter the office, smile and introduce yourself to the administrative assistant at the front desk or reception area. Explain that you want to submit your application materials for the position. Do not ask to take a tour of the office or meet with your potential boss. This will be viewed as an imposition on the workers at the office. Similarly, do not harass the secretary about the status of your application after you have submitted it. If the company wants to interview you, they will contact you. After your interview, be sure to send a thank you note or email to your interviewer.

## 1.4. Syllabus of the course

**Topic:** Application forms: A covering letter.

**Lesson objectives:**

Student is able to:

- write an application form: a covering letter,
- classify jobs advertisements (newspapers, websites, etc.) in terms of the requirements of employers,
- make choices independently,
- participate actively in a lesson.

**Teaching methods:** the activating method: discussion, brainstorming, groupwork, individual work: writing a cover letter

**Teaching materials:** job advertisements, sheets of paper, flipchart, pens

**Time:** 45 min

## **Lesson**

### Warm-up:

Students talk about their strengths, skills and competences and make a list

### Presentation:

Teacher provides students with rules of writing a covering letter to an employer

### Practice:

Teacher distributes job advertisements (newspapers, websites) Students analyse job ads in terms of employers' requirements

Students make a list of the requirements and match with their skills and competences

### Production:

Students choose an ad and write a covering letter to the employer

Homework: Students type their covering letter

## CHAPTER II

# USE JOB SEARCH TOOLS: THE USE OF THE INTERNET AND SOCIAL MEDIA TO JOB SEARCH

### 2.1. Job searching – General Tips

Looking for a job can be a daunting experience. The days of tedious searching through the daily paper's job section and faxing off dozens of CVs to the HR (human resources) departments are gone. In just a decade job seeking has dramatically changed. Today you can choose from a wide array of new tactics that work much better.

Job seekers can spend a lot of time surfing through job websites and sending lots of CVs without gaining much of an employer's attention let alone landing an interview. Therefore, effective job seeking and generating employer's interest requires careful thought, research and strategy. To help maximize your job search and get you on your desired career path, consider following six steps:

1. Understand your job search criteria

First, be able to articulate what it is you are searching for in a job. Figure out your top priorities – whether it is company culture or a specific job position. It's crucial to target your applications to opportunities that match your skills and ambitions.

Being flexible is equally important. If you get to the point where you're interviewing for a job at a company you want to work for but that isn't quite the right fit, be frank with the recruiter about your expertise and desire to work there. There's always the possibility of a better opportunity opening up within that company.

## 2. Create a list of jobs that meet your criteria

Once you are sure what you're looking for in a job, use these criteria to guide you in your search. Create a list to keep track of information. For example, you can use an Excel Spreadsheet to organize your job search.

## 3. Read the job description carefully

Reading the job description carefully is a major time-saver in the long run, because you won't be applying for jobs for which you are an unlikely candidate and are outside of your career bandwidth. You should apply to a position if you are confident you can do the job, just be prepared to explain precisely how your skills or experiences are applicable to the opportunity at hand.

## 4. Customize your CV and cover letter

Customize both your cover letter and CV to meet company, position and job requirements. Having multiple "versions" of your CV is an effective way of tailoring your experience to a particular role or industry.

## 5. Activate your referral network

Employee referral is the most common way of external hiring. Many job offers are not advertised, which is why attending relevant industry events and conferences, career-related lectures or training sessions can pay off. Reach out to career organizations and meet-up groups to ask about open positions. Besides, it's a good idea to contact your friends and let them know you are a job seeker.

## 6. Follow up

If you've submitted your resume and application and haven't heard a response, send a follow-up email to ensure HR or the hiring manager has received the application. Your note should be short, but you should repeat why you want to work for the company and what are your strong points. It is not only a common courtesy but it reinforces that you are genuinely interested in the



position while helping keep your name top of mind amongst those who are hiring.

While there is no magic approach when it comes to finding a job, focusing your job search on quality over quantity is the way to go. We distinguish two ways of looking for a job:

- active job searching,
- passive job searching.

## 2.2. Active job searching

Active job searching occurs when someone currently needs a new job. Active job seekers post their CV on job boards where they search and apply for jobs. In addition, job seekers who are actively seeking employment use LinkedIn, social networking sites and apps to hasten their search for a new position. Active job seekers also attend job fairs and industry events or contact friends and relatives about potential job opportunities. An active job seeker may also contact a recruiting agency or send letters of interest to specific employers.

### **PROactive vs. REactive job search**

People tend to apply for the jobs that look interesting, sign up to get job offers sent by e-mail and repeat the process the next day or the next week. While checking job offers on big websites can be an excellent research, this may not be the best way to get a job. So what's wrong with it?

- It's too limited  
It is estimated that 70% to 85% of jobs never get posted or advertised anywhere!
- It's usually too competitive  
Recruiters receive hundreds of resumes in response to job ads. You must stand out to be noticed and that takes a combination of hard work, skill, and luck.

- It's too random  
Finding the right job offer at the right employer is a hit-or-miss.
- It's hard to find a good fit  
Employers or recruiters may over-specify the necessary skills and experience needed for the job, creating a job posting with requirements that no one can meet because they receive many responses from unqualified applicants. Job seekers view it as a "why-not" opportunity; recruiters see it as dumb applicants who don't pay attention or don't understand what is required.

Studies show that successful job seekers are PROactive. Once they determine the target employers, they focus most of their job search efforts on those specific companies. You can take the following steps:

- Learn as much as you can about the target employer (products, services, staff, internal organization, benefits, and any other information they can pick up). You can also check out the various Web resources for information about the employer's financial health.
- Study the process used by the target employer to fill job openings. You should regularly check the employer's Website for job offers.

Establish the contact on the “inside” to help you with the application process. Hiring managers don't want to make mistakes – it's expensive for the employer to recruit an employee and a few "bad hires" can definitely be career-limiting events for the person doing the hiring. Employers love "employee referrals". Studies show that someone who is referred into the company is usually a successful employee.

Below are presented some tips for active job seekers:

### 1. Networking & Relationships

Your online social media profile offers much more information than a resume. You should change your focus from “I have to get my resume done!” to “Where can I go out and meet people today?”. Networking and relationships triumph over resumes.

## 2. Work History Gaps

Don't try to hide your work history gaps, simply explain what active things you did during those periods. Hiring managers value those candidates who showed initiative and tried to start their own business, even if that took time and resulted in a period of unemployment.

## 3. Electronic CVs

You have to format your CV and other job-search documents in a way that makes screen-scanning easy and effortless. Get rid of pretty fonts, fancy headers, footers, and other frills.

## 4. Social Media Presence

Testimonials of your abilities that appear on social networks seriously reduce the perceived risk of you as a candidate. Hiring the wrong person is a costly mistake. If you don't have many recommendations in your LinkedIn profile, get some before looking for a job.

## 5. Skills

How well you've prepared yourself for the job is of paramount importance. Customizing each resume and cover letter to the position you're trying to get is a good practice.

### 2.3. Passive job searching

Passive job searching occurs when someone who is currently employed is open to hearing about new career opportunities, but does not actively seek and apply for specific positions. Passive job seekers should keep their CV and LinkedIn Profile updated and may engage in casual networking with colleagues and friends at other companies. In passive job searching, employed workers wait for employers to contact them rather than searching and applying for jobs like active job seekers.

It may seem counterintuitive to consider the concept of passive job searching. After all, job search have always required a lot of effort. However, with changing attitudes about job hopping and a positive employment outlook, passive job searching is a growing phenomenon.

## Tips for passive job seekers:

### 1. Build your personal brand

Nowadays, having a personal branding statement is a must. You may suddenly get a chance to land an interview and you'll be unprepared to communicate your value unless you are aware of your personal brand.

### 2. Keep your resume updated

You should get in the habit of updating your resume regularly. This will benefit your job search, as you can document your accomplishments while they are fresh, rather than trying to remember important details months after the fact.

### 3. Be visible online

There are many social media platforms, from LinkedIn to personal blogs and websites. Use these tools to boost your personal brand and initiate communication, so hiring managers and recruiters can find you even if you're not actively looking. It's natural for a passive candidate to ignore some elements of a job search, but the reality of the job market today is that opportunity can come knocking anytime. Being prepared can lead to fantastic career growth.

## 2.4. Syllabus for a course

**Topic:** How can we look for a job in the local market?

### Lesson objectives:

Student knows labour terminology: labour market, demand, supply Students are able to:

- prepare for a job interview,
- recognize their professional abilities, skills, competences,
- look for a job (actively),
- distinguish active and passive forms of looking for a job

**Teaching methods:** the activating method: discussion, brainstorming, group work, role play

**Teaching materials:** Internet access, sheets of paper, flipchart, pens, application forms (a covering letter and curriculum vitae)

**Time:** 45 min.

## Lesson

### Warm-up:

Teacher introduces labour terminology: labour market, supply, demand, employer, employee.

### Presentation:

Teacher explains the difference between active and passive ways of looking for a job Teacher talks about application forms (a CV and a cover letter) and a job interview

### Practice:

Students are divided into four groups: Group I - looks for employers

Group II - recognises own professional skills, abilities

Group III - prepares job advertisement

Group IV - prepares a job interview

### Production:

Each group presents its work to the rest of the class

### Homework:

Students make a list of their strengths and weaknesses

## CHAPTER III

### ACE OF AN INTERVIEW

#### 3.1. How to prepare for a job interview?

There are several different types of interview:

- Telephone - initial employer call that eliminates candidates based on essential criteria.  
Potential applicants are usually invited to the one-to-one interview.
- Video - they're usually held during the initial screening process. Whether through Skype, Face Time or YouTube
- One-to-one - face-to-face encounter, after the organization decides that you are the correct candidate. They're usually formal, but can also take place over lunch.
- Panel - similar to one-to-one interviews, except two or more people - will be assessing you at the same time.
- Group - multiple candidates are interviewed together.

Before the interview you should do the following when preparing for interview:

- Anticipate potential questions and prepare answers accordingly.
- Consider how you'll explain problematic aspects of your CV, such as leaving an employer.
- Contact your references, alerting them that you'll be interviewing and that they may receive a call.
- Fully understand the role that you're applying for by revisiting the job description, identifying what skills, interests and experiences the employer is looking for.
- Prepare questions to ask the interviewer.
- Read the organization's website, ensuring that you're prepared to share your views and ideas.
- Research the news, trends, competitors, history and opportunities of the organization
- Review your CV and application form.

For the interview you should take:

- a bottle of water;
- address of the organization so that you can search Google Maps on your mobile phone;
- details of the person that you must ask for upon arrival;
- exam certificates, examples of your work;
- pen and notepad;
- photo ID the job description and person specification;
- your CV, letter of application and interview invitation;
- your mobile phone.

### 3.2. How to make a good impression?

First impressions are key in establishing a business relationship. The way you behave in your first interview will be highly important in getting your desired job. People make first impressions not only by what you say, but by what you wear. It is often said that interviewers gauge their candidates very early and hence dressing up will help in your cause. Make sure you look exceptionally nice. Pressed pants, (not jeans!) and a nice shirt will make your interviewer realize that you take this seriously.

One of the most important points of making a positive lasting impression is showing respect to your potential future employer by arriving for an interview early and on time. Arriving a bit early (ten minutes is a good guideline) also allows you time to focus and gather your thoughts. If you aren't sure where the interview is or how long it takes to get there, do a "test run" a few days ahead of time. Remember to account for traffic, time to get ready, etc.

Make sure you know what the company does, how they function, what industries they are involved in, and what your job will be. Of course, some of the information about your potential new job may only be presented at the interview, but more than likely, most of it will be available from the job description.

Generally, you should:

- answer questions clearly and concisely;
- ask relevant, thought-provoking questions at appropriate moments, as this can show that you're genuinely interested in the role and really listening to the interviewer;
- avoid talking about any personal problems;
- be as enthusiastic as possible;
- be well-mannered with any staff that you meet before the interview;
- display positive body language, speaking clearly, smiling frequently and retaining eye contact;
- don't badmouth any previous employers;
- give a firm handshake to your interviewer before and after;  
highlight your best attributes, experiences and achievements, based around the skills that you've identified as important to the organization, and evidencing them with practical examples;
- inform your interviewer(s) that you're available to answer any follow-up questions
- relax and sit naturally, but without slouching in your chair or leaning on the desk;
- show your hands, as this is a sign of honesty;
- wear smart business attire with comfortable, polished shoes.



You made your way through the interview, answering every question confidently and to the best of your ability. But nothing can kill that good energy faster than bidding your interviewer a quick goodbye and bolting towards the door. Instead, thank your interviewer for taking the time to meet with you, shake hands again, and say that you're available if he has any follow-up questions. After bidding your interviewer a good day, you can let out your breath in the hallway and pat yourself on the back for surviving a job interview — in style.

If you truly want to impress employers, create something that will truly set you apart from other candidates. One way to do this is create a proposal for a project relative to the position you're interviewing for. For example, if you're applying for a web application developer position, create a mock-up version of a mobile app for the company. This is a unique way to show your skills and display to the employer your eagerness to land the position.

What is important - don't speak badly of a past employer! You have no idea what sort of relationship your interviewer has with your past employer, if any. It's never a good idea to speak badly of a past employer because your potential employer does not want to hire someone who displays disloyal behavior, regardless of what caused it. If you have to explain why you left a job, there are a variety of great reasons. Just make sure you are truthful. Don't lie and say you quit when you were indeed fired because these things can be easily verified. Instead, if you did quit your job, you can use phrases like "I wanted to seek out new opportunities," "I wanted a new challenge," because essentially, that's what you wanted.

After a job interview, send a thank you letter. Thank the person who conducted the interview and who arranged for the interview. Remember to mention that you would be a good match for the job and that your skills reflect what they are looking for (if they do, of course!) But remember, the point of a thank you letter is to thank them for their time. Make sure that's the main focus of the letter.

Leaving a positive impression with a potential employer is more than just attending an interview and answering questions. Being friendly, positive, arriving on time, and being prepared show your potential employer that you care, you are considerate, and you respect their time. And those things leave a positive lasting impression.

### 3.3. Something about yourself.

One of the most common questions in an interview is “Tell me about yourself.” Actually, it is not even a question--it is an invitation. It is an opportunity to share with the interviewer whatever you think is important in their hiring decision.

The second important question is “Why should we hire you?”. You need to not only share how you meet almost all the criteria they seek, but also have two to three additional abilities that they might not even know they need. They need to know you are a candidate who can meet their needs now, but also be valuable for where they want to go.

The third most common question is “Where do you see yourself in 5 or 10 years?”. The employer wants to hear that in five years you should have made a significant impact to the company’s bottom line. The point is how you can achieve this in the role you’re interviewing for. In technology careers, advancing your skills is important, too. You should be able to share what areas you want to strengthen in the near term.

"What's your greatest weakness?" is the question that no one ever quite knows how to prepare to answer. This single question has the power to determine in one swift blow whether you are a potential asset or a liability to a prospective employer. The worst answer in this case is

"I don't have any weaknesses."

The employer is trying to figure out if your weakness will make it hard for you to do a good job or fit into the organization. They are also interested in how you handle a tough question like this one. When you prepare for this question, you can answer for example:

I feel that my greatest weakness is that I am very critical of my own work. I have always prided myself on producing excellent and error-free work.

I have also found that I can easily waste time checking and rechecking. Now I am aware of what to look for in being such a stickler, so I am always making a conscious effort to trust myself and my quality focus more and not be so incredibly critical of my work.

It is important to present yourself effectively within the interview and need to match positive answers with positive tone of voice and body language.

Questions about your strengths are often paired with the weakness questions. These are also an invitation to explain why you are the best-qualified candidate for this job. Answering, develop the list of your strengths. Think about the aspects of your work that make you feel the most successful, especially:

1. What accomplishments are you proudest of (even if no one else seemed to notice)?
2. What have you been recognized for by an employer -- either in a performance review, a salary increase, or a bonus?
3. What other internal reward or recognition have you received -- like employee of the month?
4. What external reward or recognition have you received?

Characteristics that employers prefer for their employees are presented in the frame below:

Honest/trustworthy	Intelligent	Reliable	Likeable	Positive	Independent
(vs. needing close management)	Problem-solver	Detail-oriented	Hard-working	Team player	Quick learner
Good communicator	Flexible	Creative	Passionate about doing a good job	Organized	

The most important thing are emotions. The ABC model is a simple diagnostic tool which helps to identify any thinking errors you might make before or during the interview.

A as ADVERSITY (the challenge – your personal goal). Try to identify which specific aspects of the forthcoming interview are causing you concern. This will help you to tackle each one head on rather than being overshadowed by a vague sense of unease on the day.

B as BELIEFS (thoughts or beliefs about the situation). Use the list of unhelpful thinking styles above as a reference and define any other negative thoughts you may have. Try to be as objective as possible challenging these thoughts on the basis of their evidence, realism and usefulness. Once you have done this, develop a more constructive thinking strategy that will boost your confidence at interview.

C as CONCEQUENCES (how you feel and act). Notice the way you feel when engaging in unhelpful thinking (increased anxiety). Do these thoughts and feelings undermine your preparation for the interview (through lack of focus)?

## CHAPTER IV

# THE IDEA OF YOUR OWN BUSINESS – HOW TO START A BUSINESS?

### 4.1. Types of business

Today's economic development offers a lot of opportunities for setting up new business. If you want to start a business or become self-employed, it is relatively easy to register at the appropriate town or community administrative office. There are many types of business available to choose from - depending on the number of people involved, amount of invested money and the business risk, you need to make a decision which type of company is the most suitable for you and your idea. Here are described the main differences between types of business available:

1. **Self-employment** – most of people choose this type of one person company. This kind of business is based on individual founder as an operator of small firm. There is no minimum capital needed and entrepreneur is liable for his/her debts and obligations with his or her entire property. In this case tax return is based on Personal Income Tax (PIT) declaration.
2. **Civil partnership** – this type must be established by at least two people, but similarly as in self-employment there is no minimum capital needed. A partnership is set up according to the general principles of the Civil Law. Each partner is jointly liable for the debts and obligations of the partnership without limit to the extent of his or her entire property. In order to be effective, a deed of partnership must be executed in writing; each partner is obliged to register as an entrepreneur in the Business Activity Register. Tax return is also based on Personal Income Tax (PIT) declaration.
3. **Registered Partnership** - established for the purpose of operating business on a larger scale by minimum of two individuals or legal people. This is formal partnership without minimum capital needed. Each partner is liable without limitation, for the debts and obligations of the partnership, jointly with other partners and the partnership, to the extent

of his or her entire property. In order to be effective, a deed of partnership must be executed in writing, whereupon the partnership should be entered into the National Court Register. Each partner pays taxes separately based on Personal Income Tax (PIT) declaration and Corporate Income Tax (CIT) declaration.

4. **Limited Partnership** – based on personal partnership and established for the purpose of conducting business under its own business name. Must be established and conducted by at least two individuals or legal persons. At least one partner is liable to the creditors for the debts and obligations of the partnership without limitation (the general partner) and at least one partner has a limited liability. However, if a business name of a limited partnership includes a name or a business name of a limited partner, this partner is liable for obligations of a partnership without any limitation. The statutes of the partnership should be executed in a notarized form and signed by all general partners, whereupon the partnership should be entered into the National Court Register. There are PIT and CIT declarations and each of the partners is paying taxes separately.
5. **Limited joint stock partnership** - established for the purpose of conducting a larger- scale business by at least two individuals or legal persons. At least one partner is liable to the creditors for the debts and obligations of the partnership without limitation (the general partner) and at least one shareholder is not liable for debts and obligations of a partnership. However, if a business name of a limited joint- stock partnership includes name or a business name of a shareholder, this shareholder is liable for obligations of a partnership without any limitation. There are PIT and CIT declarations and each of the partners is paying taxes separately.
6. **Professional Partnership** - established for the purpose of pursuing a profession in the form of a partnership, which conducts business under its own business name, by at least two individuals qualified to pursue the given profession. No minimum capital needed. A partner is not liable for the debts and obligations of the partnership incurred by the pursuit of a profession by other partners, or resulting from the actions or omissions of the partnership's employees who at the time of providing a service related to the company's business were commissioned by and answerable to another partner. The deed of partnership may provide that one or more

partners are liable for the debts and obligations of the partnership to the same extent as that of a partner in a registered partnership. The deed of partnership should be executed in a notarized form, whereupon the partnership should be entered into the National Court Register. Only PIT declaration.

7. **Limited liability company** – it is a legal entity established for the purpose of conducting a business and any other purpose allowed by law. May be established by one or more individuals or legal persons. However, it may not be established solely by another single-member limited liability company. The Company is liable for its debts and obligations with its whole property without any limitations and the shareholders are not liable for the company's obligations, they bear a risk up to the value of shares contributed. Only Corporate Income Tax (CIT) declaration.
8. **Join stock company** – legal entity that may be established by one or more persons. The only one exception is that it may not be established solely by a single-member limited liability company. The Company is liable for its debts and obligations with its whole property without any limitations. The shareholders are not liable for the company's obligations, they bear a risk up to the value of shares taken up. Establishment process is the same as in the case of limited liability Company (click for details). However, due to the complexity of this process, you are recommended to seek legal assistance. Only Corporate Income Tax (CIT) declaration<sup>1</sup>.

## 4.2. From an idea to the real business.

Before you choose the type of company you will operate, take some time to think about your business strategy. Think about what's unique about you, what you do best, and what you like to do. Then think about whom you want to sell to and what types of people and apply strategic focus.

You will need a tool which forces you to review everything at once: your value proposition, marketing assumptions, operations plan, financial plan and staffing plan. This is **business plan** - a formal statement of business goals, reasons they are attainable, and plans for reaching them. It may also contain background

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<sup>1</sup> <http://www.foreignersinpoland.com/> (access February, 26 2016 r.)

information about the organization or team attempting to reach those goals. In some cases (for example start-ups financed by European Community funds) the business plan is obligatory before applying for money.

In its simplest form, a business plan is a guide—a roadmap for your business that outlines goals and details how you plan to achieve those goals. The most classic business planning scenario is for a startup, for which the plan helps the founders break uncertainty down into meaningful pieces, like the sales projection, expense budget, milestones and tasks. In this case, the business plan is focused on explaining what the new company is going to do, how it is going to accomplish its goals, and—most importantly—why the founders are the right people to do the job. A startup business plan also details the amount of money needed to get the business off the ground, and through the initial growth phases that will lead to profitability<sup>2</sup>

Your business plan should conform to generally accepted guidelines regarding form and content. Each section should include specific elements and address relevant questions that the people who read your plan will most likely ask. A business plan should be presented in a binder with a cover listing the name of the business, the name of the principal, address, phone number, e-mail and website addresses, and the date. If you have a logo, you can also use it.

The first part of business plan should be **executive summary**. It should be no more than half a page in length and should touch on the following key elements:

1. A concept describes the business and its product, the market and the business' competitive advantage; this part is important because shortly demonstrates that you have done thorough market analysis. It should include information about a need or gap in your target market, and how your particular solutions can fill it. The reader should be convinced that you can succeed in your target market, then address your future plans.
2. Financial features and financial requirements state how much capital is needed for startup or expansion, how it will be used and what collateral is available.

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<sup>2</sup> <http://articles.bplans.com/what-is-a-business-plan/> (access February 29, 2016)



The next step if you want to make up your business plan is **business description**. This section usually begins with a short explanation of the business. Firstly, write which sector it falls into (wholesale, retail, food service, manufacturing, hospitality and so on), and whether the business is new or established. Then write whether the business is civil or limited partnership, limited liability company or other listed in the first part of this chapter. Next, list the business' principals and state what they bring to the business. Continue with information on who the business' customers are, how big the market is, and how the product or service is distributed and marketed. In the next step state the mission of your business, which describes, in succinct terms, the reasons why your practice exists. A mission statement is a brief description of a company's fundamental purpose. It answers the question, "Why does our business exist?"

Below are the examples of mission statements:

To provide one stop progressive economic development services through partnerships on behalf of shareholders and the community

ABC helps people around the world save money and live better - anytime and anywhere - in retail stores, online and through their mobile devices

Then write your vision statement. A vision statement is inspirational and describes what success will look like for your practice.

Below you have examples of vision statement of various companies:

To emerge from the position of domestic leader to leading global player in the energy sector by adopting best practices from mine to market with due care to environmental and social sustenance.

Be the global leader in customer value.

The difference between a mission statement and a vision statement is that a mission statement focuses on a company's present state while a vision statement focuses on a company's future.

This section of your business plan provides a high-level review of the different elements of your business. It should contain the following elements:

- description of the nature of your business and list the marketplace needs that you are trying to satisfy,
- explanation how your products and services meet these needs,
- list of the specific consumers, organizations or businesses that your company serves or will serve.
- explanation of the competitive advantages that you believe will make your business a success such as your location, expert personnel, efficient operations, or ability to bring value to your customers.

**Description of the product and services** is the next step of the business plan. It should explain how people use your product or service and talk about what makes your product or service different from others available in the market. The important thing in this part is to be specific about what sets your business apart from those of your competitors. Explain how your business will gain a competitive edge and why your business will be profitable. Define the factors that make the business successful. If your business plan will be used as a financing proposal, explain why the additional equity or debt will make the firm more profitable. Give hard facts, such as "new equipment will create an income stream of 20000 Euros per year" and briefly describe how.<sup>3</sup>

If you have a particular pricing strategy, provide details on how your strategy will work and your reasons for choosing this strategy over other alternatives. To help you develop your pricing strategy, you could refer to your customer research, market position, anticipated demand and costs/expenses to get an idea. Whatever strategy you use when setting your price, you will also need to adhere to any relevant fair trading legislation or codes of conduct. Then detail the

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<sup>3</sup> <http://www.entrepreneur.com/encyclopedia/business-plan> (access March 05, 2016)

anticipated percentage growth of your products/services in the future and explain what you expect will drive this growth. To help you determine this growth potential, you could refer to your research to get an idea of any industry/regional growth that could affect your business in a positive way.

**The market analysis** section of your business plan should illustrate your business and market knowledge as well as any of your research findings and conclusions. It will help you define your prospects as well as help you establish pricing, distribution, and promotional strategies that will allow your company to be successful vis-à-vis your competition, both in the short and long term. Begin the market analysis by defining the market in terms of size, demographics, structure, growth prospects, trends, and sales potential. Next, determine how often your product or service will be purchased by your target market. Then figure out the potential annual purchase. Then figure out what percentage of this annual sum you either have or can attain. Especially you should focus on following characteristics:

- Market share
- Strengths and weaknesses
- How important is your target market to your competitors?
- Are there any barriers that may hinder you as you enter the market?
- What is your window of opportunity to enter the market?
- Are there any indirect or secondary competitors who may impact your success?
- What barriers to market are there (e.g., changing technology, high investment cost, lack of quality personnel)?

The **operations and management** component of your plan is designed to describe how the business functions on a continuing basis. It highlights the logistics of the organization, such as the responsibilities of the management team, the tasks assigned to each division within the company, and capital and expense requirements related to the operations of the business<sup>4</sup>. Financial components of business plan contain financial projections - the income statement, cash flow statement, and balance sheet. The income statement is a simple and straightforward report on the business' cash-generating ability. It is a scorecard on the financial performance of your business that reflects when sales are made and when expenses are incurred. The sample is presented below:

Sales	_____
Direct Cost of Sales	_____
Other Production Expenses	_____
Total Cost of Sales	_____
Gross Margin	_____
Gross Margin %	_____
Expenses	_____
Payroll	_____
Marketing & Other Expenses	_____
Depreciation	_____
Leased Equipment	_____
Utilities	_____
Insurance	_____
Rent	_____
Payroll Taxes	_____
Other	_____
Total Operating Expenses	_____
Profit Before Interest & Taxes	_____
EBITDA	_____
Interest Expense	_____
Taxes Incurred	_____
Net Profit	_____
Net Profit/Sales	_____

The cash flow statement takes into account just when revenues are actually collected and when expenses are paid. When the cash you have coming in (collected revenue) is greater than the cash you have going out (disbursements), your cash flow is said to be positive. And when the opposite scenario is true, your cash flow is, well negative. Ideally, your cash flow statement will allow you to recognize where cash is low, when you might have a surplus, and how to be on top of your game when operating in an uncertain environment. The cash flow statement should be prepared on a monthly basis during the first year, on a quarterly basis for the second year, and annually for the third year.

Balance sheets are used to calculate the net worth of a business or individual by measuring assets against liabilities. If your business plan is for an existing business, the balance sheet from your last reporting period should be included. The sample is presented below:

Assets	_____
Current Assets	_____
Cash	_____
Inventory	_____
Other Current Assets	_____
Total Current Assets	_____
Long-term Assets	_____
Long-term Assets	_____
Accumulated Depreciation	_____
Total Long-term Assets	_____
Total Assets	_____
Liabilities and Capital	_____
Current Liabilities	_____
Accounts Payable	_____
Current Borrowing	_____
Other Current Liabilities	_____
Subtotal Current Liabilities	_____
Long-term Liabilities	_____
Total Liabilities	_____
Paid-in Capital	_____
Retained Earnings	_____
Earnings	_____
Total Capital	_____
Total Liabilities and Capital	_____
Net Worth	_____

As you research and prepare your business plan, you'll find weak spots in your business idea that you'll be able to repair. Only by putting together a business plan can you decide whether your great idea is really worth your time and investment.

### 4.3. Registration of your business

If you want to start a business, it is relatively easy to register at the appropriate town or community administrative office. The first step of the registration process is an application for an entry into the register of trade. To register a business, you need to choose one or more categories from the classification of activity. After you receive a written confirmation of a trade registration, you have to go to the National Statistics Agency to apply for a REGON number. The REGON is used on a number of other forms so you will be blocked without it. You will then need to register at the ZUS (social insurance) and apply for a tax number (NIP) at the tax office.

You should remember that some activities require licenses, concessions and special permits. The example list of those activities is presented as following:

- wholesale trade and production of alcoholic beverages;
- conducting economic activities in special economic zones;
- establishment of an investment fund or a pension fund;
- operation of a bank;
- operation of an insurance company or brokerage agency;
- operation of casinos, organization of lotteries and gaming;
- railway transport;
- road transport;
- private investigation services;
- operation of a customs agency;
- tourism agency activities.

After the registration process the investor should concern employment of workers

## 4.4. Syllabus of a course.

**Topic:** How to write a good business plan?

**Lesson objectives:**

Student knows business terminology: business plan, business description, mission statement, vision statement, market analysis

Students are able to:

- state a mission and a vision of business,
- describe a business,
- make basic market analysis,
- distinguish components of a business plan

**Teaching methods:** the activating method: discussion, brainstorming, group work, role play

**Teaching materials:** Internet access, sheets of paper, flipchart, pens, application forms (a covering letter and curriculum vitae)

**Time:** 45 min.

### Lesson

Warm-up:

Teacher introduces business plan terminology: business plan, business description, mission statement, vision statement, market analysis

Presentation:

Teacher explains content of business plan. Teacher talks about each section of business plan. Practice:

Students are divided into four groups: Group I –describe the business

Group II –state business's vision and mission Group III –make market analysis

Group IV –make financial prognosis

Production:

Each group presents its work to the rest of the class

Homework:

Students make a list of their strengths and weaknesses of the firm

## CONCLUSIONS

Nowadays, in the jungle of job seekers and various recruitment methods it is not enough already just send a CV to get the job. It is very important to find the best way how to present yourself and your skills to prove you are the best candidate for the position. It is so important for youths to have a possibility of learning how to identify the types of jobs they'd like, position themselves for these jobs, figure out what employers are looking for, develop relationships with prospective employers, stay connected throughout the decision-making process and fix any problems that might arise, and complete their search. It will be useful for everyone who is actively looking for employment or considering a career change. Looking for a job isn't easy. It takes time, patience and a lot of work. The proposal of the course presented above provides a basis for effective start job searching for every pupil of high school. It can be used in every school, independently from school profile. Having completed this course the learner will be able to:

- Secure a full-time job or an internship;
- Choose a potential career path;
- Prepare all documents needed for recruitment process;
- Identify exactly what you want to do and not want to do;
- Distinguish passive and active form of job searching;
- Develop strategies for how to talk about gaps in a truthful and positive way;
- Write a business plan in case of a self-employment idea;
- Register the business.

It seems to be very important to develop all these skills during high school education process.