Application Guideline
Career Center ESB Business School
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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 3-4pm, Wednesday 10-11am, Thursday 1-2pm
- 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.de/new](http://www.esb-alumni.de/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](http://www.monster.de)
- StepStone: [www.stepstone.de](http://www.stepstone.de)
- Stellenangebote: [http://www.stellenangebote.de/?gclid=CJX4gdenw8MCFSccXwwoddSIAcA](http://www.stellenangebote.de/?gclid=CJX4gdenw8MCFSccXwwoddSIAcA)
- WISU: [www.wisu.de](http://www.wisu.de)

**For Graduates**
- Berufstart: [www.berufsstart.de](http://www.berufsstart.de)
- Staufenbiel: [www.staufenbiel.de](http://www.staufenbiel.de)
- UNICUM Karrierezentrum: [http://karriere.unicum.de/praktikum](http://karriere.unicum.de/praktikum)
- Experteer: [www.experteer.de](http://www.experteer.de)
- Absolventa: [www.absolventa.de](http://www.absolventa.de)

**Specific departments/industries/regions**
- Engineering Jobs: [http://www.ingenieurkarriere.de/](http://www.ingenieurkarriere.de/)
- Academic Jobs: [https://www.academics.de/](https://www.academics.de/)
- Jobs in Baden-Württemberg: [http://www.bw-jobs.de/de/home.html](http://www.bw-jobs.de/de/home.html)
- Jobs in Start-Ups: [http://www.gruenderszene.de/jobboerse/](http://www.gruenderszene.de/jobboerse/)
- Jobs in medium-sized companies: [http://www.mittelstandskarriere.de](http://www.mittelstandskarriere.de)

**International**
- Worldwide: [www.iagora.com](http://www.iagora.com)
- France: [http://www.connexion-emploi.com](http://www.connexion-emploi.com)
- Great Britain: [www.insidecareers.co.uk](http://www.insidecareers.co.uk)
- USA: [http://www.indeed.com/](http://www.indeed.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
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**

<table>
<thead>
<tr>
<th>Formal</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max 2 pages</td>
<td>Clearly state course of studies</td>
</tr>
<tr>
<td>Complete contact information (including e-mail address and telephone/mobile number)</td>
<td>Selected study focus areas</td>
</tr>
<tr>
<td>Chronologically descending order</td>
<td>Possibly thesis topic</td>
</tr>
<tr>
<td>Thematic blocks</td>
<td>Possibly special project work, if relevant</td>
</tr>
<tr>
<td>• Personal data</td>
<td></td>
</tr>
<tr>
<td>• Education</td>
<td></td>
</tr>
<tr>
<td>• Work Experience</td>
<td></td>
</tr>
<tr>
<td>• Extracurricular activities</td>
<td></td>
</tr>
<tr>
<td>• IT knowledge</td>
<td></td>
</tr>
<tr>
<td>• Languages</td>
<td></td>
</tr>
<tr>
<td>Time period on the left hand side (consistent style: month/year), work/activities on the right hand side</td>
<td></td>
</tr>
<tr>
<td>Including date and signature</td>
<td></td>
</tr>
<tr>
<td>Written in the same font as the cover letter</td>
<td></td>
</tr>
</tbody>
</table>

**Photo:** still vital on a German application professional photo taken by a photographer, in a business outfit, up-to-date

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<table>
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<tr>
<th>Work Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>State main responsibilities in bullet points</td>
</tr>
<tr>
<td>2 – 4 bullet points -&gt; the most current, extensive and relevant experience should be described using more bullet points</td>
</tr>
<tr>
<td>Possibly adjust tasks to job advertisement -&gt; delete some points, include others</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Extracurricular Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position and activity/ project</td>
</tr>
<tr>
<td>Describe activity/ project</td>
</tr>
<tr>
<td>State main responsibilities in bullet points, if relevant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess level</td>
</tr>
<tr>
<td>😊 Native speaker – business fluent – fluent – very good – good – basic</td>
</tr>
<tr>
<td>😓 7 years in school -&gt; validity not proven, levels differ from school to school</td>
</tr>
</tbody>
</table>

| IT Skills | |
|-----------| |
| |

| Interests | |
|-----------| |
CV Sample

Curriculum Vitae

Personal Data
Name: Mortz Musterstudent
Birth: 01.04.1993 in Hamburg
Nationality: German
Contact Data: Musterstr. 1
01234 Musterstadt
0123 - 9876 5456
name.surname@email.de

Education
Since 10/2014
ESE Business School
MSc International Management
Major: Marketing
Current average grade: 2.0

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

07/2011
Mustergymnasium
High School Diploma Equivalent (2,0)

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 Prezi

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

05/2011 - 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
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 Xx 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 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 Contact

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