



CPSC 2910 – Lesson 2

Real-world Readiness: Business and Resumes

Carrie L Russell | Clemson University, Spring 2023

Real World Readiness

- **What do you want to do?**
- **Resume and Cover Letter Guidance**
- **Understanding businesses**
- **Researching companies**
- **Your online presence**

Being honest with yourself

What do you want to do?

- Get a good job and make a lot of money?
- Get a job and see the world, or at least another part of the country?
- Get an advanced education (MS/PhD)?
- According to a January 2020 [report from the Bureau of Labor Statistics](#), the average person changes jobs ten to fifteen times (with an average of 12 during their career).

Roles / Job Considerations

Things to consider -

- Build product, build tools, build internal systems
- Location – physical location (country or state), urban/rural, remote allowed
- Travel required - customer facing
- Coding, coding, coding – front end, back end, full stack
- Business analysis – talking to internal or external customers, user stories, specifications
- Testing – coding is part of testing!
- DevOps – scripts, build tools, dev tools
- Systems/IT

You can only get the job you apply for!

Resumes

Tailor your resume to the job you want / are applying for -

- Examples – (file in Canvas)
- Only show your GPA if 3.0 or higher
- It is okay if you don't have experience – you are still in college!
- Github link is **important** if you want a coding job
- LinkedIn link is **required** for the class resume
- Leverage your network (wait, I don't have one....)

Start building your network now – how can you do that at Clemson?

- Professors, TAs, lab directors, student clubs, other students

Cover Letter

Only submit if requested or for name dropping -

- Use to make a more direct connection with the company and introduce yourself – sometimes required as part of the application process
- If you have a contact at the company – be sure to mention by name
 - “following up on a call with” or “Carrie Russell, Professor of Practice in the School of Computing, mentioned what a great company...”, etc.
 - If you name drop, be absolutely certain the person you mention has a good reputation at that company **AND** will give you a good recommendation if someone follows up
- Keep it short, use precise language

Understanding Businesses

Do your homework before applying -

- What does the company do? What makes them money?
 - Will help you understand the impact of your possible role
- Is the business public or private?
- Are they making money?
- If private, who funds the company? If public, what is their stock listing?
- Who runs the company? Who is in their c-suite?
- Who oversees the company? (BoD)

Understanding Businesses, cont.

Do your homework before applying -

- What are the values of the company – do they align with yours?
- Where are they located? Can you work remotely?
- What type of benefits do they provide?
- What is in the news about them?
- Do you have a connection there already?
- What languages / tech do they use?
- Glassdoor research – salaries, employee ratings, etc.

Researching Companies

Career Fair info on the Clemson website –

https://career.sites.clemson.edu/career_fairs/student_info/

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Online Presence

What would I find if I did a Google search of you?

- Volunteers?
- Create a LinkedIn account with a picture – NOTE: this is required in the second draft of your resume

Homework

Due next week (dates and rubrics in Canvas) -

- Online Presence Assessment – provide an assessment of your current online presence (what would I find if I looked you up online?). Specify pros and cons of your online presence and a plan to improve. Use the rubric in Canvas.
- Career Fair Preparedness – Feb 6 – 8 – review the companies attending the career fair, and choose the top three companies you are the most interested in talking to. Specify why you chose each company, showing in your answer that you conducted thorough research. Use the rubric in Canvas. https://career.sites.clemson.edu/career_fairs/student_info/

Looking Ahead

Next week – Resume Feedback and Interviewing

- Resume 2nd Draft – based on guidelines from discussions/materials in class and feedback from the instructor, TA, and classmates, you will need to update your resume and submit again online. Use the rubric in Canvas.

Questions?

Use our teams channel first – this is preferred for general questions!

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