

AGGIELIFE

THE BATTALION

Page 3 • Tuesday, April 8, 2003

Mind your manners

Students should practice etiquette when job hunting

By Lyndsey Sage
THE BATTALION

At ten minutes before class, the average college student rolls out of bed, throws on a T-shirt and jeans, grabs a soda on his way to the bus stop and makes it late to class. As students start the process of job hunting, they soon learn that isn't how it works in the business world.

Jenny Reif, a junior finance major, has been steadily interviewing for internships this semester.

"It is very competitive," she said. "Most internships or job vacancies, especially in the economy right now, have only two or three spots that you are competing for against about 40 to 50 other students just from Texas A&M, plus all the other students from across the nation."

Kelli Shomaker, director of the Business Fellows program, said students who display the proper business etiquette skills distinguish themselves to potential employers.

"A student who can use etiquette properly certainly advances their chances of being looked at a second or third time by a company and, the ultimate process, of being hired," Shomaker said.

Carol Evans, author of "Essentials of Business Etiquette", said her experience as a student at the Washington School of Protocol and her instrumental role in opening the Texas A&M Faculty Club aided in developing her knowledge of business etiquette.

After a student called the Faculty Club to inquire if any courses on business etiquette were offered by the Faculty Club, Evans became aware of the need for students to be educated on this issue.

"(Students') future success depends on business etiquette," she said.

Evans said students must develop "a keen awareness for the need of personal development." Included in this, she said, is the acknowledgment of courtesy and consideration for others. She said using "please" and "thank you" is a good start.

"Develop an image of good character traits and practice them," she said.

Another important aspect of business etiquette is proper dining etiquette. Aside from learning the proper table setting and dining behavior, Evans said students should be familiar with the process of ordering wine because many companies and employers entertain.

Personal appearance is also essential in business etiquette, Evans said.

"Pay attention to good grooming and wardrobe," she said. "In his book 'Dress for Success,' John Molloy said, 'Dress for the job that you want.'"

Evans recommends purchasing a tailored suit or presentable business attire to wear to business dinners, conferences, seminars, career fairs and interviews.

In a highly competitive employment environment, learning interviewing skills and protocol as part of career planning is another feature of business etiquette, she said.

Evans advises that students prepare for an interview by researching the company.

"Know what the company does, ask questions about the company such as: Do they have advancement policies or training policies?" she said. "A good way to learn something about a company is to get their annual report."

Shomaker also said it is important to have prior knowledge of the company and the industry before an interview. She said Web sites are

useful resources to find.

Students should inquire about the interview process before an interview, she said.

"Ask about the type of person interviewing you, the dress for the day, the agenda for the day," she said. "Don't think it's presumptuous to ask those questions when called by a company. They won't think less of you; they may even be impressed."

When preparing for an interview, students should know their strengths and weaknesses, be familiar with their capabilities and engage in conversation.

"Be well read," Evans said. "The largest part of a good conversation is to be knowledgeable of anything, especially current events. Pull from things you enjoy and that will create conversation."

Shomaker said one thing students don't realize is the importance of a written thank-you note.

"I've received a lot of feedback from corporations about how impressed they are with the Fellows students because they received a written thank-you note," she said.

Besides written correspondence, other areas of business etiquette students should study include telephone etiquette, communication skills, office protocol, and understanding of the business environment, Evans said.

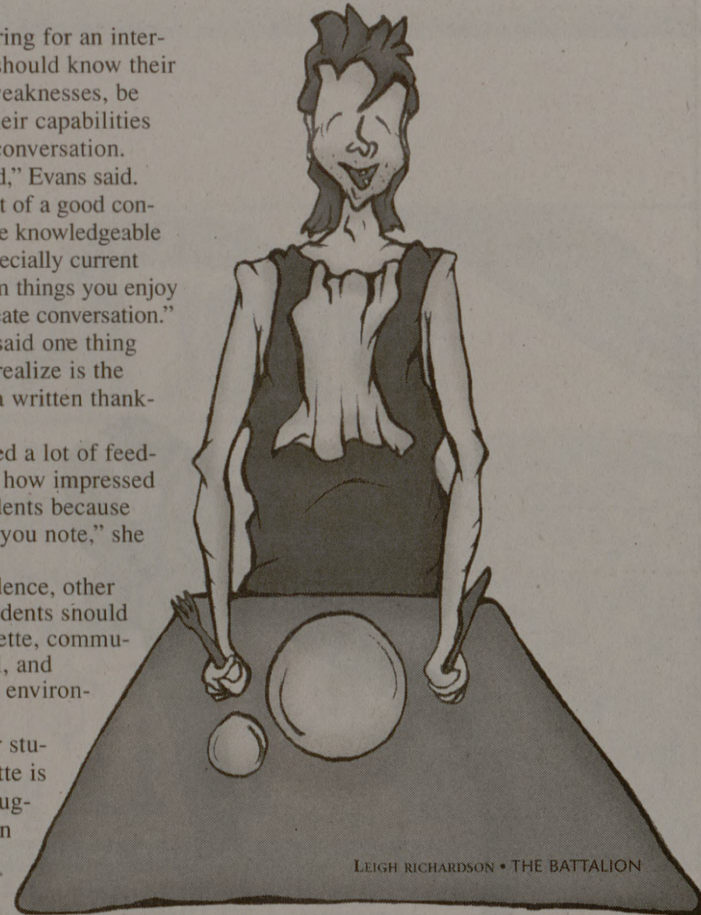
The most effective way for students to learn business etiquette is through practicing it. Evans suggests that students purchase an etiquette book, such as "Business Etiquette for Dummies," as well as attend

workshops and seminars that many organizations host. The Career Center also provides resume critiques and interview practice as well as general advice on business etiquette.

The Career Center will hold a business etiquette class, teaching the basic principles for the real world, Thursday, April 10 from 5:30-7 p.m. in Koldus 111.

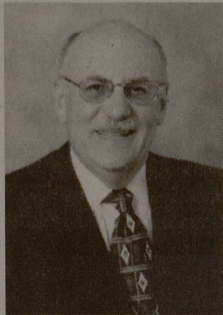
"(Students') future success depends on business etiquette."

—Carol Evans
author of "Essentials of Business Etiquette"



LEIGH RICHARDSON • THE BATTALION

M.B. ZALE VISIONARY MERCHANT LECTURE SERIES SIXTH ANNUAL LECTURE



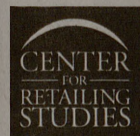
Dr. Jeffrey L. Bleustein
Chairman of the Board & Chief Executive Officer
Harley-Davidson, Inc.



April 9, 2003 8:00 p.m.
George Bush Presidential Conference Center

This year, Harley-Davidson celebrates a century of riding. In 1903 William Harley and Arthur Davidson produced three motorcycles in a small wooden shed and today the Milwaukee-based company boasts the world's most unique and beloved motorcycles. The Harley Owners Group® is the world's largest motorcycle enthusiast club, with members in 115 countries.

Jeffrey Bleustein joined Harley-Davidson in 1975 and has led the company to innovations in both engineering and retailing. He transformed the dealer-owned retail stores into modern retail establishments and launched an aggressive licensing program that improved the Company's image while establishing a new and successful profit center. Under Bleustein's leadership, Harley-Davidson has been named Forbes' "Company of the Year" and Fortune has placed the company on its lists of "Most Admired Companies" and "Top 100 Companies to Work For."



TEXAS A&M
UNIVERSITY

The lecture is free to the public.
Motorcycle owners are encouraged to ride their bikes to the event.
(979) 845-0325 www.crstamu.org

The Center for Retailing Studies is pleased to sponsor the M.B. Zale Visionary Merchant Lecture through a generous endowment from the M.B. & Edna Zale Foundation.

Spend this Parents' Weekend with some of
Texas A&M's most talented students...

MSC Variety Show

Hosted by



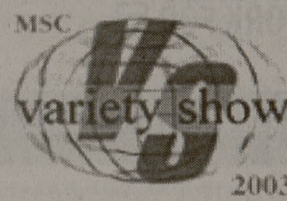
FREIDIAN
STEP

❖ **This Friday!** ❖
April 11th, 7:30 pm
Rudder Auditorium
Tickets \$8 at MSC Box Office

Performing:

Apotheosis
Big Man on a Little Bike
Bobby Mayes on the
Hammered Dulcimer
Free Parking
Kyle "Abboff" Carter &
Joey "Costello" Rigney

Percussion Studio
Philippine Students
Association
Showtime Nate Rogers &
the Vagabond Troupe
Tuesday's Anthem
♦ Special Appearance by
Ballet Folklorico



2003