FALL 2020 DEADLINES

Online Application Opens: Friday, August 21, 2020
MOS Completion: Friday, September 18, 2020
Online Application Deadline: Tuesday, September 22, 2020 at NOON (12 PM)
Notification of Decision: Wednesday, October 14, 2020
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PART 1: OVERVIEW

DANIELS SECONDARY ADMISSION PROCESS
Daniels requires a Secondary Admission process for undergraduate students not admitted directly to the business school upon entry to the university. Undergraduate students interested in pursuing a business major will be eligible to apply upon successful completion of pre-requisite coursework and professional development requirements. Application cycles are offered in fall, winter, and spring quarters. Students are encouraged to work with a Daniels advisor to ensure appropriate timing of their application.

Application Components:
☐ Online application which includes Honor Code statement, Conduct Disclosure, and Major selection
☐ Professional Resume (upload in PDF format)
☐ Cover Letter specific to Daniels interest (upload in PDF format)

THE DANIELS MISSION
To benefit the public good by developing business pioneers through impactful scholarship, challenge-driven education and lifelong learning.

THE DANIELS VISION
Pioneering business for the public good.

THE DANIELS CORE VALUES
Culture of innovation and engagement:
❖ Learn through doing
❖ Interact with integrity
❖ Diversity and inclusion as a source of strength
❖ Global action and influence

The mission, vision and values are the foundation that links the Daniels, DU and global communities together as a cohesive unit with a shared past, present and future. We will hold ourselves and each other responsible for leading professional lives that uphold these tenets.

Learn more at: https://daniels.du.edu/about/
ACADEMIC INTEGRITY POLICY

Students in the Daniels College of Business are expected to uphold the values of Integrity, Respect, and Responsibility as expressed in the University of Denver Honor Code. Engaging in plagiarism and other types of academic misconduct is a violation of this code. Plagiarism includes “any representation of another’s work or ideas as one’s own in academic and educational submissions.” Other forms of academic misconduct may include, but are not limited to, false representation of facts, or an actual or attempted effort to assist another student in carrying out academic misconduct.

The University of Denver Honor Code can be found at: http://www.du.edu/studentlife/studentconduct/honorcode.html

PLAGIARISM SCREENING

As a means of ensuring that students uphold the values of Integrity, Respect, and Responsibility, Secondary Admission application materials will be submitted to Turnitin®, a web crawler that compares students’ submissions to a database of published materials and web pages, as well as other student materials previously submitted for Secondary Admission. Turnitin® screens for plagiarism and provides a report which notes the percentage of a student’s submission that is not original work, based on matches to the materials in the database. Students acknowledge and consent that their papers will be included in a secure repository, strictly for comparison to papers submitted in the future. This also protects their intellectual property and deters plagiarism by others.

To learn more about Turnitin®, visit: www.Turnitin.com

Penalty

In the event that a Turnitin® report indicates that a student has not submitted his/her own work, or if a student is suspected of engaging in another form of academic misconduct, the case will be submitted to the University of Denver Office of Student Conduct. Through a conduct review, the Office of Student Conduct will determine whether the accused student is responsible for a violation of the University of Denver Honor Code. The Office of Student Conduct is responsible for maintaining all official University records related to student conduct and keeps records of all cases in which a student is charged with academic misconduct. More information regarding these records can be found at: http://www.du.edu/studentlife/studentconduct/records/html

Students found responsible for engaging in academic misconduct will be denied admission to the Daniels College of Business.
Daniels Student Characteristics: What Do We Look For?

Daniels looks for motivated and committed scholars who are interested in adding to the Daniels community in ways that will leave the college a better place for those who follow. A holistic set of criteria will be used to evaluate each applicant in the following categories:

- **Academic Performance**: An evaluation of a student’s cumulative DU GPA and the subset GPA of the prerequisite courses required for admission. Previously admitted students’ DU GPA average was **3.2**.

- **Academic Drive**: Student demonstrates academic potential, a passion for learning, and an appreciation of academic challenge.

- **Adaptability & Resiliency**: Student demonstrates the ability to adjust readily to ever changing, adverse conditions.

- **Community Engagement**: Student demonstrates meaningful involvement in campus or community organizations.

- **Inclusiveness**: Student demonstrates his/her values, engages and acknowledges the rich diversity of people and all the valuable social dimensions that they bring to campus, including but not limited to race/ethnicity, sexual orientation, gender identity, gender expression, religion, nationality, age, and disability.

- **Integrity & Ethics**: Student portrays strength and firmness of character.

- **Interest in Business**: Student can articulate his/her interest in business and future career goals.

- **Leadership**: Student demonstrates experience with leadership positions and involvement.

- **Professionalism**: Student displays professionalism in his/her work and interactions with others and submits high quality work with attention to detail.

- **Work Experience**: Student demonstrates work experience through jobs or internships relating to business or future career goals.
PART 2: HOW TO APPLY

APPLICATION REQUIREMENTS

Academic Requirements

1. Cumulative GPA of **3.0 or higher preferred, minimum cumulative GPA of 2.5 required** to apply. Downward academic trends are noted. Students on academic warning or probation are not eligible to apply.

2. A **Pass Plus** or letter grade of **C- or higher**, is required for business core Secondary admission prerequisite coursework to count towards eligibility for Daniels Secondary Admission. A non-GPA impacting grade of P or NP will require a re-take.

3. All application components are reviewed. Admission is not guaranteed, and it is important to consider other majors outside of business in case you are not admissible.

To apply for admission, the following prerequisite courses must be completed prior to application: *

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 1440</td>
<td>The Fourth Industrial Revolution</td>
</tr>
<tr>
<td>BUS 1099</td>
<td>Daniels Professional Development Program, Part 1</td>
</tr>
<tr>
<td>ECON 1020</td>
<td>Intro to Micro- and Macroeconomics</td>
</tr>
<tr>
<td>INFO 1010</td>
<td>Analytics I: Data Management &amp; Analysis to include Microsoft Excel 2019 **</td>
</tr>
<tr>
<td>INFO 1020</td>
<td>Analytics II: Business Statistics &amp; Analysis to include Microsoft Word &amp; PowerPoint 2019 **</td>
</tr>
<tr>
<td>MATH 1200/MATH 1951</td>
<td>Business Calculus/Calculus 1</td>
</tr>
<tr>
<td>FSEM 1111</td>
<td>First-Year Seminar (transfer students exempt)</td>
</tr>
<tr>
<td>WRIT 1122</td>
<td>Academic Writing</td>
</tr>
<tr>
<td>WRIT 1133</td>
<td>Writing and Research</td>
</tr>
</tbody>
</table>

*All transferred credits must be reflected on your DU Degree Audit. If not, contact the Registrar’s Office as soon as possible. You will not be able to apply to Daniels until transferred prerequisite courses are reflected on your degree audit.**

**Contact MOSCertification@du.edu to verify that your scores have been received and processed. It is your responsibility to ensure that MOS scores are received and processed prior to the MOS deadline.

To apply for admission, the following prerequisite courses must be completed prior to application: *

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*All transferred credits must be reflected on your DU Degree Audit. If not, contact the Registrar’s Office as soon as possible. You will not be able to apply to Daniels until transferred prerequisite courses are reflected on your degree audit.**

**Contact MOSCertification@du.edu to verify that your scores have been received and processed. It is your responsibility to ensure that MOS scores are received and processed prior to the MOS deadline.

Additional Requirements

- Obtain sophomore standing (45 credits)
- Meet with Janeen Todd prior to application. *(Refer to Daniels Undergraduate Programs Canvas page for dates and times).*
- Prepare a Cover Letter and Resume **specific to secondary admission**.
- Schedule a meeting with a Daniels Career Services Advisor via the **Appointments** tab in **Pioneer Careers** to refine resume and cover letter. Submit online application,
APPLICATION DEADLINES
Daniels requires a Secondary Admission process for undergraduate students not directly admitted to the business school upon entry to the University of Denver. Most students will be eligible to apply in the fall quarter of their sophomore year. Application cycles are offered in fall, winter, and spring quarters. Students should work with a Daniels advisor to ensure appropriate timing of their application.

**FALL 2020**

<table>
<thead>
<tr>
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<tr>
<td>Friday, August 21, 2020</td>
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<td></td>
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</tr>
</tbody>
</table>

Dates are subject to change. Students will be notified of any changes via email and Canvas in a timely manner.

Important Transfer Information
For those transferring prerequisite courses from other institutions, transcripts/grades must be received and processed by the DU Registrar’s Office PRIOR to the application deadline.

*If you have taken an MOS exam at an outside Certiport Authorized Testing Center, exam scores must be received and processed by Daniels Undergraduate Programs PRIOR to the Microsoft Certification Deadline.

**Applications will not be accepted after these deadlines.** If you fail to meet the application deadline, you must wait until the following quarter to apply. You are encouraged to work closely with your Daniels advisor to determine the best cycle for you to apply.
SUBMITTING YOUR APPLICATION

The application, available via PioneerWeb, needs to be completed without exiting the online system. If you exit, your work will not be saved, and you will need to start a new application. Therefore, it is essential that applicants have all materials ready to upload at the time of application. Once an application has been submitted, no changes will be able to be made.

**Online Application**

1. Log into PioneerWeb account with your student ID number and password.
2. Select **MyWeb > Student > Daniels Undergraduate Secondary Admission**
3. Follow the on-screen directions to choose major, confirm the honor code statement, upload Secondary Admission cover letter and resume in PDF format, and submit the application.
   - If asked to pay for the application or asked for additional testing scores, this is the wrong application. Reference step 2 & 3. **There is no application fee for this process.**
   - If a message stating you are not eligible to apply appears, contact Daniels.Undergrad@du.edu or 303.871.6910.
   - Applicant transcripts will be pulled directly into the system. Submission of transcripts are not needed with the Daniels application.

**Microsoft Certification**

By completing Microsoft Office Certification at the University of Denver, exam scores will automatically be recorded. Exams taken outside of DU, must have scores submitted and processed prior to the required deadline. Contact the Microsoft Certification Program at MOScertification@du.edu for instructions.

**BUS 1099 Requirement**

Attendance at BUS 1099 eligible workshops will be automatically recorded and processed. It is the student’s responsibility to ensure that they check-in with staff at BUS 1099 workshops to receive attendance credit.

**Resume and Cover Letter**

Resume and Secondary Admission cover letter are uploaded during the admission process. These documents must be in PDF format. *Note: your required BUS 1099 cover letter may NOT be used as your Secondary Admission cover letter.* See the Resume and Cover Letter section for more information about the Daniels Career Center and advice on building a resume and Secondary Admission cover letter.
FAST TRACK ADMISSION

Students who meet the following criteria will not be required to undergo the Secondary Admission process and will, due to their demonstrated academic success, be eligible for Fast Track Admission to Daniels. To be eligible, students must:

- Have completed at least two quarters at DU with full-time status* ** (minimum 12 credits/quarter), and a cumulative GPA of 3.5 or higher.
- Successful completion of MATH 1200/1951 (Calculus) with a C- or higher.

Students who are eligible for Fast Track admission will be notified via email by a Daniels Undergraduate Programs advisor.

*For students who already completed two full-time quarters at DU prior to Spring 2020, only successful completion of Calculus and the 3.5 cumulative GPA will need to be considered following spring grades.

**For students who have not yet completed two full-time quarters at DU, for Spring 2020 to be considered for Fast Track Admission, students must have a minimum of 12 hours of GPA-impacting coursework from Spring 2020, in addition to meeting the other criteria.

Fast Track Admission for International Students

In addition to the DU cumulative GPA of 3.5 or higher and successful completion of Calculus, international students must have 12 hours of GPA-impacting, non-ENGG coursework in each of two separate quarters for consideration towards Fast Track Eligibility. This is necessary to determine readiness for university and business coursework. This is not a new policy, however with the move of ENGG coursework from occurring prior to DU matriculation to occurring after DU matriculation, it is important to expressly state our criteria.

Fast Track Fine Print

- GPA must be 3.5 or higher and will NOT be rounded.
- This policy is contingent upon available undergraduate capacity within Daniels.
- Students who were previously denied and are re-applying to Daniels are not eligible for Fast Track admission and must participate in the Secondary Admission process.
- Review of student eligibility will occur on a quarterly basis by Undergraduate Programs Staff.
FREQUENTLY ASKED QUESTIONS

Who do I contact for special accommodations?
Students needing special accommodations should contact University Disability Services at dsp@du.edu, 303.871.3939 or visit: du.edu/studentlife/disability-services/index.html

Why does Daniels have a separate application process?
Demand for business degrees is on the rise nationwide and at the University of Denver. It is necessary to have a Secondary Admission process to support academic quality, small and engaged classes, and strong student-faculty interaction.

When can I apply to Daniels?
Upon successful completion of the application requirements, students apply at the beginning of fall, winter, or spring quarters. Most students become eligible to apply in fall of their second year.

When is the latest in my undergraduate career that I can apply to Daniels?
The majority of applicants apply during their sophomore year, and it is recommended to apply prior to junior credit status. Graduation may be delayed for those applying later. A Daniels advisor can assist with mapping academic plans.

Do I need to declare my major when I apply to Daniels?
There is a section of the application where students can indicate his/her choice of major when filling out your application. Upon acceptance, the application will serve as the major declaration form. For a list of majors and minors, visit daniels.du.edu/undergraduate-programs/majors-minors/

If I switch away from a business major, but then decide to return to Daniels as a business major, do I have to go through Secondary Admission?
Yes. If a student changes to a major outside of Daniels, and then decides later to return to a business major, the student will need to work through the Secondary Admission application process or become eligible via Fast Track criteria.

How and when will I be notified of my admission status?
Admission decisions will be made in a timely manner after all applications have been reviewed. Applicants will be notified via email at their DU email address.

Can I still apply if I am unable to meet all the requirements during my first year?
No. Successful completion of all requirements listed is required prior to applying.

Is it possible to apply to Daniels while I am abroad?
Yes. All prerequisites and requirements must be completed before leaving the country. Work with your Daniels advisor to determine eligibility, and notify Janeen Todd, Enrollment Manager (Janeen.Todd@du.edu), of your intent to apply.
What grade-point average (GPA) do I need to be admitted?
The ideal Secondary admission candidate will be applying with a cumulative GPA of 3.0 or higher. **A minimum cumulative GPA of 2.5 is required to apply.** Students on academic warning or probation are not eligible to apply.

What happens if I’m not admitted to Daniels?
If a student is denied admission to Daniels for not meeting the expected academic standards, **OR** if found responsible for academic misconduct by the DU Conduct Review Board, the student may reapply **one time**.

- Students denied for not meeting academic standards may reapply only when there have been **significant improvements in their credentials and academic achievement**. Daniels advisors will work continually with students who are not admitted providing guidance on improving their academic profile and to ascertain when a significant improvement has been made.

- Students denied for academic misconduct reasons may reapply during the next Secondary Admission cycle. Students should work with their Daniels advisor throughout the process.

*For assistance with selecting majors outside of business, contact the Office of Academic Advising at advising@du.edu or 303.871.2455.*
PART 3: MICROSOFT OFFICE CERTIFICATION

OVERVIEW
The Microsoft Office Specialist (MOS) certification requirement is designed to help students take advantage of the full features and functionality of Microsoft’s Excel, Word, and PowerPoint applications. This industry-standard certification program includes online learning to support classroom instruction, practice tests, and software designed to teach you the concepts necessary to master each program. For each program you are required to complete a project-based certification exam that reflects real world application and comprehension, not just memorization of individual skills.

Academic Benefits
Knowing the tools of business is important to your academic success. Mastery of the various Microsoft Office applications allows you to work more efficiently and produce professional and compelling deliverables. Developing validated Excel, Word, and PowerPoint skills early in an academic career helps students prepare for upper-level business courses where lack of proficiency can impede learning. By investing in this knowledge, these are skills that will carry throughout Daniels and beyond.

Career Benefits
Microsoft certification serves as a tangible differentiator for Daniels students, allowing them to gain a competitive hiring advantage over other internship or job applicants, no matter the industry.

Aside from these advantages, Microsoft certification is required for the application for Secondary Admission and graduation. Failure to complete this requirement will delay the ability to apply to Daniels, enroll in most business courses, and graduate.

FREQUENTLY ASKED QUESTIONS
How do I complete my Microsoft requirement?
Microsoft certification is completed in labs associated with INFO 1010 (Excel) and INFO 1020 (Word and PowerPoint) coursework. If the INFO courses requirement has been met through AP/IB/Transfer credits, register for INFO 1011 and INFO 1021 zero-credit labs. If INFO 1010 and 1020 courses have not been completed, do NOT register for the 1011 or 1021 labs without speaking to a Daniels academic advisor.

What if I have previously taken a Microsoft Office training course?
While many may have taken courses in high school or elsewhere that centered around the Office applications, all students are required to complete the Microsoft Office Specialist (MOS) licensed exams through Certiport. Other courses may give extra preparation for the certification exams, but they do not fulfill the MOS requirement.
Why is there a lab fee and what does this lab fee cover?
There is a $325 lab fee associated with both the INFO 1010/1011 and 1020/1021 courses. This fee covers the cost of testing, customized learning materials, practice software, Teaching Assistant availability and proctoring exams.

What if I do not pass my certification exam?
The course fee provides two attempts at each exam. Additional attempts can be purchased for $50 per attempt.

Will the exam schedule fit within my class schedule?
The certification exams are offered on multiple days/times throughout the week. Exam dates will be announced at the beginning of each quarter. Testing must be done during the scheduled times, otherwise this will result in forfeiture of an exam attempt. Make-up exams are only for students with university approved conflicts.

Is there a deadline to complete my certification exam?
Students should make every effort to pass the exam when enrolled in the course. Students will not be allowed to apply for Secondary admission until passing scores for all three exams have been received and processed.

Can I complete the certification exam outside of DU?
Completing a certification exam at a Certiport Authorized Testing Center (CATC) that offers Microsoft Office Specialist exams in English is possible. We recommend contacting MOScertification@du.edu for instructions if you would like to pursue this option.

How should I prepare for my exams?
Students who attend lab are more than twice as likely to pass their exam as students who do not attend. Labs provide hands-on practice with various features of each program. Students will also have access to online video tutorials, homework and practice software to study outside of lab. Teaching Assistants hold weekly office hours for individualized support.

How do I prepare if I have a Mac?
Per the specific technology requirements for Daniels, all students intending to pursue a business major must be able to run Windows and Office 2019 for their business coursework. While we strongly encourage PCs, there are options available to run Windows on Macs. Free software to run Windows will be provided only while enrolled in the labs. Options for permanent software that can be purchased should be discussed with IT. (be sure to tell them you are a Daniels student).

Who do I contact if I have other questions? Direct questions to MOScertification@du.edu
PART 4: RESUME & COVER LETTER

OVERVIEW

A resume is a concise document that highlights your most relevant credentials for admission to college, consideration for a scholarship, fellowship, employment or other professional purposes.

An effective resume:
- Is ONE page in length.
- Persuades your readers that you are the best candidate and deserve an interview.
- Constructs your professional image and establishes your credibility.
- Provides a sample of your written communication skills and specific examples of your proven experiences.

A cover letter supplements your resume and goes into specific detail about what you hope to get out of the experience and what skills you have to offer.

An effective Secondary Admission cover letter:
- Is addressed to the Daniels College of Business; describes what you hope to major in and why, as well as your career goals.
- Provides specific examples of how your skills, experience and personal attributes will contribute to your eventual success as a Daniels student.

Identify & Describe Your Accomplishments

For an effective resume and cover letter, it is important to know your abilities, what skills you have developed, and what you can offer a potential employer or school.

Refer to “What We Look For” on page 3, then compile a list of your skills and accomplishments. Ask yourself these kinds of questions:

- What skills have I developed through my involvement?
- What strengths have I acquired or enhanced?
- What have I accomplished?
- Why should someone hire me?

Resumes must be submitted to VMock at Vmock.com/Daniels for content and layout assessment. A minimum VMock score of 70 is recommended.

For more information on VMock, visit Daniels Professional Development in Canvas. Students are encouraged to meet with Daniels Career Services for assistance in fine-tuning their resume and/or for a cover letter review. For additional resources, visit the Daniels Career Services website at: www.danielscareers.com
SAMPLE COVER LETTER FORMAT

YOUR NAME
City, ST • xxx-xxx-xxxx • first.lastname@du.edu • www.linkedin.com/in/yourname

Date (Ex.: January 1, 2020)
(double space)

Secondary Admission Selection Committee
Daniels College of Business
2101 S. University Blvd.
Denver, CO, 80210

Dear Secondary Admission Selection Committee:
(double space)

Introductory Paragraph: This is the attention grabber that should arouse the reader’s interest. Compliment the school. This paragraph may include your knowledge of the school and specific program you’re interested in, why you want to be a Daniels student and what you intend to major in. Most introductory paragraphs are short, so be brief and clear. (3-4 sentences).

Middle Paragraph(s): This is your sales pitch. It is the longest of your paragraphs (may be split into two paragraphs) where you attempt to persuade the committee that you have the necessary qualifications to be a Daniels student. Present specific abilities, skills, leadership roles, academic achievements, and work experience that make you an attractive candidate. Reveal a long-term goal that shows your interest in business. Prove that your skills and abilities match the Admission Criteria.

Final Paragraph: Reiterate your interest in attending Daniels. Mention how you will fit in with the school’s culture (values, mission, vision, etc.). Thank them for their time and consideration.
(double space)

Sincerely,
Your Name
JOE DANIELS
Denver, CO • 720-555-1234 • joe.daniels@du.edu • www.linkedin.com/in/JoeDaniels

EDUCATION
University of Denver
Candidate for the Daniels College of Business
Expected Graduation: June 2021
Bachelor of Science Business Administration – Finance

Roseville Area High School, Roseville, MN
Graduated: June 2017

PROFESSIONAL EXPERIENCE
Hockey Camps LLC
Coach
March 2018 – Present
• Coach children ages 5 - 10 on technical skills needed to be successful in the sport of hockey
• Create lesson plans and administer them to 10 fellow coaches on a daily basis
• Communicate consistently with parents, students, and colleagues to ensure student safety

Daniels College of Business, University of Denver
Research Assistant
January 2018 – June 2018
• Compiled data and assisted in mathematical analyses on macro-economic study of wage compensation
• Published results in Quarterly Journal of Economics
• Recruited, hired, and trained 5 new lab assistants on duties and specific responsibilities

LEADERSHIP EXPERIENCE
Delta Sigma Pi
Member
University of Denver
January 2018 – Present

Rebuilding Together Metro Denver
Denver, CO
Team Captain Beta
September 2017 – Present

Yearbook Staff
High School Editor
Roseville Area
September 2016 – June 2017

Varsity Hockey
Captain
Roseville Area High School
September 2016 – June 2017

SKILLS
Language: Proficient in German
Computer: Certified in Microsoft Excel, Word and PowerPoint
COVER LETTER & RESUME FREQUENTLY ASKED QUESTIONS

What is VMock?
VMock is an online instant resume feedback application. It quickly analyzes your resume and provides feedback regarding content and layout. VMock is designed to work with resumes from different industries, majors and fields and ensures that your resume meets Daniels resume guidelines. www.vmock.com/daniels.

Where can I get help with my resume and cover letter?
The best way to prepare is to schedule an appointment with Daniels Undergraduate Career Services. Career advisors are available to assist with the development of resumes and cover letters. Schedule via the Appointments tab in Pioneer Careers.

How can I build a resume if I have no work experience?
Not all experience gained is on the job. Highlight your volunteer work and use bullets for detailing your responsibilities. Also include details on academic awards or recognitions, extra-curricular activities, and leadership positions and skills. A job is recommended between your first and second year to enhance your application.

What is the rule of thumb on resume length?
Keep your resume to one page. After you’ve acquired five to 10 years of post-graduation work experience, you can extend it to two pages.

Should I include my GPA on my resume if it’s below 3.0?
Generally, you should not include your GPA on your resume unless it is 3.5 or higher.

Do I need to include my high school involvement?
Generally, no; however, there are exceptions for relevant experiences. Your resume needs to highlight your college experiences and accomplishments.

ADDITIONAL CAREER RESOURCES
The Daniels Career Center offers numerous resources. They are available on the Daniels Career Center webpage: www.danielscareers.com Schedule via the Appointments tab in Pioneer Careers with Catherine Kelley or Angie Jimenez.

CONTACT INFORMATION

QUESTIONS?
Visit the Daniels College of Business, Undergraduate Programs, Margery Reed Hall, 107, email Daniels.Undergrad@du.edu or call 303.871.6919.
APPENDIX

COVER LETTER WORKSHEET

COVER LETTER

A cover letter provides the opportunity to make a case to the admission committee as to why you should be admitted to Daniels. In your cover letter, you should highlight your passions and strengths, providing examples with your previous experience. When crafting your cover letter, it is important to consider the skills and characteristics needed for the position you are applying for - in this case a Daniels student. It is also a good idea to consider the values and mission of the organization and how you exemplify those values. *To learn more about the characteristics, values and mission, refer to the Secondary Admission Handbook.

Format
- Your cover letter should be concise (one page in length) and formatted as a business letter. Use the same header as your resume.
- Demonstrate a professional, simple and direct writing style while also expressing personal interest and excitement.
- As with your resume, your cover letter is a writing sample. Proofreading for grammatical and spelling errors, typos, and content/style is important.

Introduction
The goal of the introductory paragraph is to make a connection with the reader. Introduce yourself and explain your long term career goals.

Why Daniels?
Express to the reader why you want to be a student at Daniels. How does a business major fit into your academic and career goals?

Why You are a Good Candidate
Convey to the reader why you should be admitted to Daniels. Highlight and explain your accomplishments, achievements, skills and/or experiences. Discuss how you can contribute to Daniels both in and out of the classroom.

Additional Information
If you feel there is any additional information you wish to share with the reader, you may do so. Make sure to keep this paragraph relevant to your application and do not include any information that has already been addressed.

Closing
In one or two sentences express your enthusiasm and thank the reader for consideration of your candidacy.
GUIDED COVER LETTER WORKSHEET
Answering the following questions will help build your cover letter.

1. Why does the Daniels College of Business interest you?

2. What are your long term career goals?

3. How can Daniels help you accomplish your education and career goals?

4. What activities have you been involved in and how have they contributed to the development of your personal skills and strengths?

5. How will these strengths and skills benefit Daniels and DU?

6. What work-related experiences do you have and how will it add to your value as a Daniels student?
RESUME TEMPLATE

Name
City, ST ● Phone Number ● Email ● Personalized LinkedIn URL

EDUCATION
School Name, College Name (If applicable), City, ST [Graduation] Month YYYY
Bachelor of Science Business Administration -- [Major], [2nd Major, if applicable]
  • Minor(s):
  • Major GPA: [#.##]; Overall GPA: [#.##]
  • Relevant Courses/Course Projects: [Course Name, Course Name, Course Name]

School Name, City, ST Month – Month YYYY
Study Abroad Program OR [Significant High School Accomplishment]

PROFESSIONAL EXPERIENCE
Employer
Job Title
City, ST
Month YYYY – Present
  • Bullet point – Action, Impact, Result (include quantitative data where you can)
  • Bullet point – Action, Impact, Result (include quantitative data where you can)
  • Bullet point – Action, Impact, Result (include quantitative data where you can)

Employer
Job Title
City, ST
Month YYYY – Month YYYY
  • Bullet point – Action, Impact, Result (include quantitative data where you can)
  • Bullet point – Action, Impact, Result (include quantitative data where you can)
  • Bullet point – Action, Impact, Result (include quantitative data where you can)

Employer
Job Title
City, ST
Month YYYY – Month YYYY
  • Bullet point – Action, Impact, Result (include quantitative data where you can)
  • Bullet point – Action, Impact, Result (include quantitative data where you can)
  • Bullet point – Action, Impact, Result (include quantitative data where you can)

LEADERSHIP EXPERIENCE
Organization Name
Role
City, ST
Month YYYY – Present
  • Bullet point – Action, Impact, Result (include quantitative data where you can)
  • Bullet point – Action, Impact, Result (include quantitative data where you can)

Organization Name
Role
City, ST
Month YYYY – Month YYYY

SKILLS
Computer: [Include any computer certifications or specialty programs with your proficiency level]
Language: [Include any second-languages you speak and your proficiency level]
Technical: [Include any skills you have which are directly related to your career field]
WRITING STRONG BULLET POINTS

UNIVERSITY CAREER CENTER

Writing Strong Bullet Statements

When drafting resume descriptions, it is critical to start your bullets with action verbs that are the best skills you used in that job. Incorporate additional skills into your descriptions as well, not just tasks.

Sample Action Verbs & Skills

<table>
<thead>
<tr>
<th>Accommodate</th>
<th>Critique</th>
<th>Hypothesize</th>
<th>Problem solve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurate</td>
<td>Critical Thinking</td>
<td>Implement</td>
<td>Process</td>
</tr>
<tr>
<td>Achieve</td>
<td>Cross Cultural</td>
<td>Improve</td>
<td>Produce</td>
</tr>
<tr>
<td>Adapt</td>
<td>Understanding</td>
<td>Incorporate feedback</td>
<td>Professional</td>
</tr>
<tr>
<td>Adjust</td>
<td>Customer Service</td>
<td>Initiate</td>
<td>Promote</td>
</tr>
<tr>
<td>Advertise</td>
<td>Customize</td>
<td>Innovate</td>
<td>Program</td>
</tr>
<tr>
<td>Advise</td>
<td>Delegate</td>
<td>Interpersonal Skills</td>
<td>Provide</td>
</tr>
<tr>
<td>Allocate</td>
<td>Demonstrate</td>
<td>Interpret</td>
<td>Publish</td>
</tr>
<tr>
<td>Analyze</td>
<td>Design</td>
<td>Launch</td>
<td>Publicize</td>
</tr>
<tr>
<td>Appraise</td>
<td>Detailed</td>
<td>Lead</td>
<td>Recruit</td>
</tr>
<tr>
<td>Articulate</td>
<td>Determine</td>
<td>Learn Quickly</td>
<td>Reliable</td>
</tr>
<tr>
<td>Assertive</td>
<td>Develop plans</td>
<td>Listen</td>
<td>Report</td>
</tr>
<tr>
<td>Assess</td>
<td>Device</td>
<td>Maintain</td>
<td>Represent</td>
</tr>
<tr>
<td>Arrange</td>
<td>Direct</td>
<td>Make decisions</td>
<td>Research</td>
</tr>
<tr>
<td>Audit</td>
<td>Display</td>
<td>Manage</td>
<td>Resolve</td>
</tr>
<tr>
<td>Balance</td>
<td>Document</td>
<td>Market</td>
<td>Conflict</td>
</tr>
<tr>
<td>Brainstorm</td>
<td>Draft</td>
<td>Measure</td>
<td>Restructure</td>
</tr>
<tr>
<td>Budget</td>
<td>Edit</td>
<td>Mediate</td>
<td>Review</td>
</tr>
<tr>
<td>Build</td>
<td>Educate</td>
<td>Meet Deadlines</td>
<td>Schedule</td>
</tr>
<tr>
<td>relationships</td>
<td>Calculate</td>
<td>Mentor</td>
<td>Sell</td>
</tr>
<tr>
<td>Chair</td>
<td>Empathize</td>
<td>Microsoft Office</td>
<td>Simplify</td>
</tr>
<tr>
<td>Coach</td>
<td>Encourage</td>
<td>Monitor</td>
<td>Social Media</td>
</tr>
<tr>
<td>Collaborate</td>
<td>Engineer</td>
<td>Motivate</td>
<td>Strategize</td>
</tr>
<tr>
<td>Collect data/info.</td>
<td>Enhance</td>
<td>Motivated</td>
<td>Strengthen</td>
</tr>
<tr>
<td>Communicate</td>
<td>Establish</td>
<td>Multitasking</td>
<td>Structure</td>
</tr>
<tr>
<td>Compare</td>
<td>Estimate</td>
<td>Negotiate</td>
<td>Summarize</td>
</tr>
<tr>
<td>Complete</td>
<td>Evaluate</td>
<td>Network</td>
<td>Supervise</td>
</tr>
<tr>
<td>Complete</td>
<td>Examine data</td>
<td>Obtain</td>
<td>Support</td>
</tr>
<tr>
<td>Compose</td>
<td>Expedit</td>
<td>Observe</td>
<td>Survey</td>
</tr>
<tr>
<td>Compute</td>
<td>Explain</td>
<td>Operate</td>
<td>Synthesize</td>
</tr>
<tr>
<td>Computer Skills</td>
<td>Facilitate</td>
<td>Organize</td>
<td>Systematize</td>
</tr>
<tr>
<td>Conceptualize</td>
<td>Flexible</td>
<td>Oversee</td>
<td>Tailor</td>
</tr>
<tr>
<td>Conduct meetings</td>
<td>Forecast</td>
<td>Patient</td>
<td>Teach</td>
</tr>
<tr>
<td>Confident</td>
<td>Formulate</td>
<td>Perform</td>
<td>Test</td>
</tr>
<tr>
<td>Confidentiality</td>
<td>Friendly</td>
<td>Persistent</td>
<td>Train</td>
</tr>
<tr>
<td>Construct</td>
<td>Gather</td>
<td>Persuade</td>
<td>Transform</td>
</tr>
<tr>
<td>Consult</td>
<td>Generate</td>
<td>Pilot projects/plans</td>
<td>Translate</td>
</tr>
<tr>
<td>Cooperate</td>
<td>Graph</td>
<td>Plan</td>
<td>Tutor</td>
</tr>
<tr>
<td>Coordinate</td>
<td>Guide</td>
<td>Positive Attitude</td>
<td>Verbal Ability</td>
</tr>
<tr>
<td>Counsel</td>
<td>Handle logistics</td>
<td>Prepare</td>
<td>Work</td>
</tr>
<tr>
<td>Courteous</td>
<td>Host</td>
<td>Present</td>
<td>Independently</td>
</tr>
<tr>
<td>Create</td>
<td></td>
<td>Prioritize</td>
<td>Write</td>
</tr>
</tbody>
</table>
Use the three part “formula” below to create a great bullet statement. Brainstorm information within each category and add the details and skills most relevant to your job target.

<table>
<thead>
<tr>
<th>Action Verb/Best Skill</th>
<th>Add Details &amp; Skills</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start with your best skill!</td>
<td>Who? What?</td>
<td>What was the positive outcome of your effort?</td>
</tr>
<tr>
<td>Communicated... Designed...</td>
<td>What skills did you use?</td>
<td>How did it help the client/org?</td>
</tr>
<tr>
<td>Analyzed...</td>
<td>Can you quantify?</td>
<td></td>
</tr>
</tbody>
</table>

Example 1:

<table>
<thead>
<tr>
<th>Action Verb</th>
<th>Details/Skills</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicated</td>
<td>Students and staff (who)</td>
<td>Positive customer experience</td>
</tr>
<tr>
<td></td>
<td>Appointments/questions (what)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Professional/friendly (skills)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Problem solved (skills)</td>
<td></td>
</tr>
</tbody>
</table>

Before: Answered phones

After: Communicated with students about appointment scheduling and problem solved issues in a professional manner to ensure a positive customer experience.

Example 2:

<table>
<thead>
<tr>
<th>Action Verb</th>
<th>Details/Skills</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Researched</td>
<td>Protein folding (what)</td>
<td>Presented results at research symposium</td>
</tr>
<tr>
<td></td>
<td>With faculty (who)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Collaboration (skills)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Analyzing data (skills)</td>
<td></td>
</tr>
</tbody>
</table>

Before: Assisted faculty with research

After: Researched and analyzed protein DNA interactions in collaboration with faculty member and presented results at the Denver Research Symposium.

Personal Example:

<table>
<thead>
<tr>
<th>Action Verb</th>
<th>Details/Skills</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

Sample Bullet Statement: