



LKBDU Unit 2 Plan

Unit 2 - Sell Yourself (27 Hours)

Unit Description:

This unit introduces students how to sell themselves (find a job). Students are expected to learn how to understand themselves better, how to do self-introduction effectively, how to write appropriate resumes and cover letters, how to create their own e-Portfolios, and how to do job interview effectively. Specifically, this unit consists of the following topics:

Understand yourself better & effective self-introduction

Introduction to Canadian universities and university programs

Job search & Job ad analysis

Resume writing

Cover letter writing

Self-branding; How to build an e-Portfolio & e-Portfolio presentation

Job interview skills & mock job interview

By the end of the unit, students will be able to

- better understand their own strengths and talents; have more knowledge of universities and university programs; know how to analyze job ads and do effective job search; have a better command of job-hunting skills; use better communication skills at the job market; know how to do self-branding and promotion; write appropriate resumes and cover letters; create their own e-Portfolios; have better presentation skills
- demonstrate an understanding of information in the target language about aspects of culture in diverse communities where the target language is spoken and other communities around the world, and of sociolinguistic conventions in the target language used in a variety of situations and communities.



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- communicate information and ideas effectively, using a range of strategies, appropriate language structures, and level-appropriate language suited to the purpose and audience;
- identify the purpose(s), characteristics, and aspects of style of a variety of adapted and authentic text forms; determine meaning in a variety of texts in the target language, using a range of reading comprehension strategies;
- write texts in the target language for different purposes and audiences, using a variety of forms and knowledge of language structures and conventions of the written language appropriate for this course; use the stages of the writing process – including pre-writing, producing drafts, revising, editing, and publishing – to develop and organize content, clarify ideas and expression, correct errors, and present their written work in the target language effectively; in their written work in the target language, demonstrate an awareness of aspects of culture in diverse communities where the target language is spoken and other communities around the world, and of the appropriate use of sociolinguistic conventions in the target language in a variety of situations.

Overall Expectations:

By the end of this unit, students will be able to

- better understand their own strengths and talents;
- be more knowledgeable of universities and university programs;
- know how to analyze job ads and do effective job search;
- have a better command of job-hunting skills;
- use better communication skills at the job market;
- know how to do self-branding and promotion;
- write appropriate resumes and cover letters;
- create their own e-Portfolios;
- have better presentation skills



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Lessons			
Time (hours)	No.	Title	Specific Expectations Covered
3	1	Understanding yourself better & Effective self-introduction	<ol style="list-style-type: none">1) VIA Character Strengths Survey2) 16 personalities survey3) TypeFocus survey4) Research skills5) Group discussion skills6) Presentation skills7) Effective self-introduction skills
3	2	Introduction to Canadian universities and university programs	<ol style="list-style-type: none">1) Better knowledge of dream universities and relevant programs2) Group work in discussing dream universities and programs3) Research skills4) Public speaking skills5) Presentation skills: Introducing your dream university and program to peers
3	3	Job search & Job ad analysis	<ol style="list-style-type: none">1) Exploring career goals2) Pair work in searching jobs3) Job ad analysis - samples4) Job search skills5) Employment rules and regulations in Canada
3	4	Resume writing	<ol style="list-style-type: none">1) Resume format and samples2) Working on write your own resumes both in English and Chinese3) Reflection: How can my resume stand out among hundreds of resumes?
3	5	Cover letter writing	<ol style="list-style-type: none">1) Cover letter format and samples2) Working on write your own cover letters both in English and Chinese



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			3) Reflection: How can my cover letter impress the HR manager?			
3	6	Self-branding & How to build an e-Portfolio	<ol style="list-style-type: none"> 1) Knowledge of Self-branding and promotion 2) Learn how to create e-Portfolio – format and contents 3) Analyze samples of e-Portfolio 4) Create one's own e-Portfolio 			
3	7	e-Portfolio presentation	<ol style="list-style-type: none"> 1) Students do their own e-Portfolio presentation 2) Feedback and suggestions 			
3	8	Job interview skills	<ol style="list-style-type: none"> 1) Introduction to job interview 2) Discussion on job interview skills 3) Job interview tips 4) Prepare for mock job interviews 			
3	9	Mock job interview	<ol style="list-style-type: none"> 1) Students do mock interviews in groups 2) Feedback and suggestions 3) Reflections on learning in Unit 2: What are the most impressive/ useful knowledge/ skill for you? What are your findings about yourself? Do you feel you are better equipped with clearer self-understanding and career goals as well as better job-hunting knowledge and employment rules and regulations? 			
Evaluations						
Title	Overall Expectations Covered	P/O/C	Categories Covered			
			K	T	C	A



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Individual presentation on a e-Portfolio (10 minutes)	<ol style="list-style-type: none">1. Public speaking & presentation skills2. Slide or website preparation					
Quizzes	<ol style="list-style-type: none">1. Review after each class and have a good command of knowledge explored in class					
Resume and Cover letter	<ol style="list-style-type: none">1. Understand of format of Resume and cover letter2. Write resume and cover letter with appropriate format, style and contents					
Job interview role play	<ol style="list-style-type: none">1. Having mock job interviews in groups2. Enhance job interview skills					

Note:

- Add more rows for more lessons and evaluations.
- Copy and paste table for more units.