



MOORE SCHOOL OF BUSINESS (MSB) – OFFICE OF CAREER MANAGEMENT (OCM)

Resume Instructions for Masters of Science in Business Analytics Students (MSBA)

Introduction

Developing your resume is the first step you will take to achieve your goal of obtaining employment upon graduation. At the Moore School, the Office of Career Management (OCM) is available to help you craft an effective, relevant resume.

When you are ready to create and use your new MSBA resume, first read, and follow these instructions. Create a draft using the “type over” Resume Template enclosed with these instructions. This DMSB template is consistent with those used in the best graduate programs in the USA and reflects employers’ expectations for graduate-level candidates.

When you have finished your draft, send to your Graduate Career Coach, Diane Cumbie, at MSBAresume@moore.sc.edu. Diane will review your draft and work with you to refine it. Once Diane approves your resume, you may post it to Handshake and to 12Twenty as directed.

Over the years, you will edit and revise your resume often as you gain experience, master new skills, take on professional challenges, earn promotions within your current organization, or seek to change employers. Think of your resume as a working document that requires routine edits.

Please read the following instructions before you create the first draft of your resume.

- Use the MSBA “Resume Template” that is provided.
- Expedite the resume approval process by carefully reviewing and following the instructions below.
- Reference the Professional Summary attachment to develop your personal Professional Summary.
- Even after initial “Approval” following these instructions, consider your resume as a continual work in progress.

1. Guidelines for Your Resume’s Content

- a. A resume is not your biography. Employers want specifics on what you can do for them, not what you want from them.
- b. Describe your **accomplishments** using **action verbs** and **quantify** each. Employers want to know what you have done and what **value** you bring to the position and company. Do not simply list the duties you have performed in your work history.
- c. Most employers scan resumes for key words and phrases, so use exact words and short phrases used in job descriptions as well as terms specifically related to the type of work you are seeking. (Think about buzz words in your profession.)
- d. Careless errors such as misspelled words, misused words, formatting inconsistencies, etc., demonstrate poor work habits and a lack of attention to detail, both of which turn off employers. Carefully proofread your resume each time you revise your document. Use spellcheck, but do not depend on it. Do your final check on hard copy, not the computer. Read it aloud.

2. Guidelines for Your Resume’s Format

- a. Use the MSBA Resume Template. This template is based on the versions used by the top 20 b-schools in the US.
- b. Follow all template format requirements, including font type and size. **The approved Moore School font is Calibri, size 10.**
- c. Your resume should be one page unless you have at least 10 years of professional experience, not including internships.

- d. Italicize business descriptions, foreign words, and titles of publications only. Do not underline.
- e. Use .5" left margins for headings and .75" left margins for body of information within each heading.
- f. Begin sentences with action verbs like "planned," "organized," "managed," "led," or "directed." Be positive and brief. Utilize the available keyword list for inspiration.
- g. End all sentences, including accomplishment statements, with a period. If written correctly, they are complete sentences with an *implied* pronoun "I." Do not use the pronoun "I" on a resume.
- h. Use correct and consistent **hyphens** throughout your resume.
Reference link: <http://www.thepunctuationguide.com/em-dash.html>
- i. Use a **comma** to separate items in a list. Do not use semicolons.
- j. Use the tabs that are built into the resume template.
- k. Write out all numbers up to and including nine. Use numerals for 10 to 999,999.
- l. Couple the words "proven" or "demonstrated" with "ability" or "capability."
- m. Do not use personal pronouns. Remember to begin phrases with action verbs.
- n. Do not use abbreviations. Exceptions are American and foreign state abbreviations and USA.
- o. Do not use periods in abbreviations. Wrong = U.S.A. Correct = USA
- p. Use US letter-size paper, 8 ½ x 11. Do not use A4 paper size format. A4 is used in many countries outside the USA. q. Do not insert columns, tables, or text boxes.
- q. Do not insert columns, tables or text boxes.
- r. Do not exceed two lines for accomplishment statements. One line is preferred.
- s. Do not use any discriminatory information for US job search resumes. It may, however, be appropriate to include some personal information on the resume if you are seeking employment outside the US.

3. Description of Each Section of the Resume Template

HEADER SECTION- do not use the header or footer formatting features. *ATS systems may not read them.*

This section is designed to give your reader quick, easy access to your name and contact information. Be accurate.

NAME Center your name at the top of the page. It should appear as it does on your passport. Place your abbreviated address, email, phone, and LinkedIn address under your name as shown on the template.

PROFESSIONAL SUMMARY

Tip: For a quick start, take all work experience content- but excluding dates and location information, and task Chatgpt, Microsoft co-pilot or other to generate a professional summary, but edit it into your unique voice.

FOR MSBA STUDENTS SEEKING A FULL-TIME POSITION

The Professional Summary is a concise statement that summarizes your experience, areas of expertise, technical or professional skills, traits, and distinctions. **It provides the strongest arguments for hiring YOU, and the body of the resume provides evidence of the statements you make about yourself in the summary.** Remember to **use buzzwords and key descriptors that match what your target market desires.** These are usually found in the job posting as requirements or qualifications.

*****Examples of strong Professional Summary statements are included on the Professional Summary attachment.*****

NOTE: FOR MSBA STUDENTS SEEKING AN INTERNSHIP BEFORE GRADUATION

Create a Professional Summary Statement as described above but include in the TITLE line the word “OBJECTIVE.” The first line should include a one-line CONCISE indication of your field of interest for the internship. Examples:

OBJECTIVE AND PROFESSIONAL SUMMARY

MASTER OF SCIENCE IN BUSINESS ANALYTICS candidate seeks 2022 summer internship focused in marketing or business development department, or, **MASTER OF SCIENCE IN BUSINESS ANALYTICS** degree candidate with finance undergraduate degree seeks 2022 corporate finance analytics internship, or, Trilingual **MASATER OF SCIENCE IN BUSINESS ANALYTICS** degree candidate seeks internship in global supply chain or project management.

After your internship objective, then follow on with the remainder of your **PROFESSIONAL SUMMARY**.

EDUCATION

List each Degree with the actual or target graduation date. List each educational experience in reverse chronological order.

- Use all caps for “MOORE SCHOOL OF BUSINESS” and use initial caps for “University of South Carolina.”
- Under your **MSBA** Graduate Degree, insert your focus area if applicable: Finance, Accounting, Economics, Marketing, Operations and Supply Chain, International Business, or Human Resources.
- Show undergraduate GPA in this format: **GPA 3.65 /4.0** (with a space after the GPA number and before slash). Do not include grade point averages unless at or above a 3.2. If you graduated with honors, put the honor after the degree, italicizing any Latin words. For example: Bachelor of Arts. Graduated *Summa cum laude*
- Add your GPA after you have earned your first set of grades, and then update the GPA following each term.
- Consider adding a “Courses include” section if you are changing careers or have limited relevant experience and need to boost your credibility including buzzwords and/or keywords.
- Indent education information for a school where intensive training has been done abroad or at another location.

EXPERIENCE- use job scope statements. Similar job titles do not require the same duties.

This is where you showcase your background relevant to your career goals. This is also where you identify and promote your skills, competencies and qualifications in various accomplishment statements using action verbs. Do this by listing your previous work experience in reverse chronological order. Each position will be formatted and the content crafted in the following way:

Company Name Should be in all CAPS, not bolded, not underlined.
City, State and COUNTRY should be right justified using right end tabs.

Title of Position Should be **bolded** but not italicized. Use following format for Dates of Employment, right justified:

March 2012 – May 2015

Job Scope Statement Develop a Job Scope Statement for each position. Place directly under position title. Scope is not bulleted. It is not a list of duties. It is a general overview of the role. The following are examples.

Regional Director

Directed the planning, staffing, budgeting and operations of a 4-site logistics and warehousing operation for this \$650 million automotive products distributor. Managed a staff of 55 through six supervisors. Controlled a \$6.5 million annual operating budget.

Assistant Project Manager

Contributed to project management team by preparing survey-related documents, legal descriptions, construction calculations, and exhibits for various presentations.

Marketing Associate

Reported to Director of Marketing for a global manufacturer of telecom, energy cables and systems, and tires. Managed and conducted marketing research for Access Network Systems (ANS), a startup within Pirelli that provides fiber optic solutions for the “last mile.”

Finance Assistant

Developed budgets and drafted monthly pro forma financial statements, assisting the Comptroller.

NOTE: Start with a strong action verb, use past tense unless presently employed, and end each statement with a period.

Accomplishment Statements Under each Job Scope Statement, place 2-4 accomplishment statements per job. The more recent the job, the more bulleted statements you should craft. Do not include more than four per position.

Here you will craft statements that highlight your experiences and demonstrated skills. Statements **should always include an “action”** (what you did for the company), a **“result”** (how you positively impacted the company), and **answer the question, “So what?”** Ensure that statements are relevant to the criteria and qualifications listed in the job descriptions. These statements will lead to “STAR” stories that you will develop and then tell in interviews to provide evidence of skills and competencies required for the job you want.

The point here is to *show how you made a positive difference to the organization*. For example, how did you make money? Or save money or time? Or improve a process? What was the outcome of *your* project? Was data that you generated used by upper management to make a decision? If you cannot qualify or point to a specific quantifiable result, it does not need to be a bullet point. Please note that these may change as your objective is fine-tuned or altered in the future.

Be honest about your accomplishments and present them in the best light, but do not overemphasize your skills or accomplishments. Be specific about achievements. Overemphasizing your skills may be perceived as “boasting,” particularly within some international cultures.

Well-crafted Examples

- Increased product turnover by 15% and sales 25% in 5 months, by collaborating with staff and vendors.
- Saved \$550,000 annually after working with financial managers to restructure two subsidiaries.
- Reduced rework 20% after introducing continuous improvement and quality management programs.
- Developed and implemented a new process that improved department efficiency by 12%.
- Completed 6-month training program in two months, followed by rapid promotion to Assistant Manager.

Poor Examples

- Trained new employees, interfaced with subordinates and vendors, and took care of correspondence.
- Responsibilities included implementation of policies and procedures.
- Handled customer service issues. Various sales activities.
- Assisted the public with questions and concerns.

- Worked on consumer marketing surveys and input data.

NOTE: Start with a strong action verb, use past tense unless presently employed, and end each statement with a period.

LEADERSHIP EXPERIENCE [optional section]

This is an optional section where you can showcase your contributions on campus and volunteer work in the community. Include this section **if you have limited professional experience** after graduation, or **if you have mostly internship or part-time experience** prior to starting your graduate degree. Recruiters look for leadership in applicants of all ages! Your positions can be formatted in the same manner as your professional work (above), or, if your roles are many and resume space is limited, you can list them in abbreviated format as shown on the template and the examples here:

LEADERSHIP EXPERIENCE

Position-Title (bold), Organization Name, short description if relevant, (Year – Year)

President, Student Association, University of South Carolina, (Year – Year)

Event Chair, National Association of Black Accountants, secured and introduced 35 luncheon speakers, (Year – Year)

Captain, USC Women’s Basketball Team that achieved #1 SEC ranking, (Year – Year)

Treasurer and Philanthropy Chair, xx fraternity/sorority, (Year – Year)

Drum Major, Newberry College Marching Band, rehearsals + 30 games home and away during the year, (Year – Year)

ADDITIONAL INFORMATION

This is the final section. **Include only the categories that are relevant to your experience and professional goals.**

LANGUAGES If applicable, use the following definitions to specify fluency.

Native: Has been using the language since infancy or perhaps, grade school. If fully bi-lingual from childhood, show both languages as Native.

Fluent: Converses easily in the language using appropriate vocabulary and tenses. Can read, write, and speak.

Verbally Fluent: Converses easily in the language using appropriate vocabulary and tenses but writing in the language presents a challenge.

Proficient: Can communicate effectively in the language but makes some grammatical errors.

Advanced Beginner: Basic understanding of language and able to communicate using basic Beginner phrases.

Example: giving directions or simple conversations. You are NOT ready for an interview. This may be a language you studied for several years in high school but not recently, or a language in which you were once proficient but have not used it in a long time and have forgotten a great deal.

CERTIFICATIONS List any formal certifications that you have earned, e.g. CPA, CFA, or recognized language certifications as relevant to job search. Do not repeat certifications included in your Professional Summary or in progress and shown under your IMBA-MBA degree in the Education section.

SKILLS Include each type of software you know, and the highest level. Students with extensive IT experience may wish to create several generic categories for platforms and programming languages. For example:

General Applications	Excel (macros, modeling, pivot tables, Solver), Word, PowerPoint, Outlook, Project
Accounting	Peachtree, PFX Tax Software, QuickBooks, Sage, Blackbaud Financial Edge, BNA Fixed Assets
Finance-Research	Bloomberg, Yield Book, Capital IQ, ThompsonONE, Gartner, LexisNexis, PrivCo, Hoover's
Data Analysis	Tableau, R, Hadoop, regression, mixed integer programming, process modeling, SPSS, Stata, SAS, StatPro, Value Stream Mapping, SIPOC, Kano Analysis, DMAIC, ANOVA
Marketing-Design	CAD, AutoCAD, Publisher, EventBrite, Blogger, WordPress, Tumblr, Twitter, YouTube, Digg, Flickr, MailChimp, Web Analytics software, point-of-sale retail, Publisher, Photoshop
ESA-ERP-CRM-EPM	SAP, Oracle, Hyperion, Salesforce,
Database-Programming	SQL, VBA, C, C++, C#, Java, DOS, Basic, FORTRAN, COBOL

Or explain the various skill areas. Left justify and stack the bolded title areas to optimize space:

Data Analysis and Visualization: Proficient in data wrangling, statistical analysis, predictive modeling, and visualization using tools like Excel (macros, pivot tables, Solver), PowerPoint, Power Query, Power BI, R, and SQL

Machine Learning & Optimization: Experience in regression modeling, machine learning, and code optimization for decision making.

Accounting & Finance Applications: Expertise in financial modeling, @Risk modeling, equity valuation, capital budgeting, WACC, CAPM and financial performance analysis.

Business Analysis & Strategy: Skilled in business process analysis, budgeting, forecasting, customer retention, and developing data driven sales and marketing strategies.

Project Management: Proficient in project planning, leadership, risk management, and team collaboration. Skilled in communication, time management and conflict resolution using project management methodologies.

ACTIVITIES Current or very recent **non-academic** activities can be included as possible topics to generate discussions (e.g., Volunteer with Habitat for Humanity, Piano Player with a Jazz Quartet, Golf). Include school activities under the relevant school, (e.g., Soccer Team Captain)

AWARDS List **non-academic** awards here. List academic awards under the school where awarded.

Other headings you may wish to include: **MEMBERSHIPS, VOLUNTEER, SPORTS, INTERNATIONAL TRAVEL, CITIZENSHIP.** Showing your citizenship is not necessary if you are an American citizen seeking work in the USA. However, if your name "sounds like" you might not be a US citizen with US work authorization, include this to clear any confusion.

CITIZENSHIP "United States of America" (or possibly) "Dual citizenship in the United States of America and *Country*"

US WORK AUTHORIZATION 3 years post-graduation on F1 student visa with 2-year STEM OPT . **Citizen of *Country***

US WORK AUTHORIZATION FOR F-1 STUDENTS THROUGH CPT FOR REQUIRED SUMMER INTERNSHIP. Citizen of *Country*.

4. Complete draft resume, make recommended changes and receive "approval" of your resume

Once you have completed your resume draft using these instructions for your MSBA resume template:

1. Change all light gray words to black.
2. Ensure that the information is current or recent, and that names of all organizations are COMPLETE and CORRECT. Use a search engine such as Google to confirm names and spellings of organizations where you worked or volunteered. Ensure that spelling and grammar are correct. Use the "spell check" function but do not depend on it. Proofread and make a visual check on a printed copy. Read your resume aloud. Copy and paste into ChatGPT for suggestions.
3. Save your resume as a **Word** document and name the file in this format:

(Your) **LASTNAME FirstName. MSBA Resume yy.mmdd** [the date of this resume draft]

Filename format example: **DOE Jane MSBA Resume 18.0901**

4. Email your draft resume to MSBA Graduate Career Coach Diane Cumbie (MSBAresume@moore.sc.edu)

Email Subject Line: MSBA Resume Draft – [Insert Your] FirstName LastName

Example: MSBA Resume Draft – Jane Doe

5. Your Career Coach will review your resume and provide feedback as promptly as possible. You should expect several "back and forth" rounds of review, comments and revision. Your coach will notify you when your resume is "approved" and ready for upload into a specific **12Twenty resume book**. Handshake can be another option.

HandShake is the online recruiting system used by the Moore School and the USC- Columbia Campus that houses job postings and applications and promotes employer events. Postings are primarily for undergraduates. Use 'MBA' with your job title to populate grad-level job postings. MSBA is not currently recognized (2024). Employers do recruit here.

12twenty integrates career services and employer relationship management into one site. Find grad-level job postings and local, regional and national events listings. Create your profile and post your resume to specially named resume books.

You are expected to:

- a. Respond promptly to resume feedback and suggestions from your OCM Graduate Career Coach.
 - b. Be sure to check your SPAM or JUNK folders to ensure that you do not miss a resume feedback email.
 - c. Continue working with your Coach until you receive resume approval.
6. Once your resume has been "**approved for upload**", upload it to your appropriate places.
 7. If you use the HandShake system, make the resume visible to employers. Also, know that the system will auto-fill your profile. Check to ensure accuracy. Keep your resume and profile current. Automatic updates from the Registrar's office include the MSBA degree program and your profile GPA, but you must update any resume GPA information.