



SERVICES CULTURE ÉDITIONS  
RESSOURCES POUR  
L'ÉDUCATION NATIONALE

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**Campagne 2009**

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SESSION 2009

## BTS TERTIAIRES – GROUPE 1

ÉPREUVE ÉCRITE DE LANGUE VIVANTE

# ANGLAIS

Durée : 2 heures

Management des unités commerciales		coefficient 1,5
Assurance		coefficient 1
Banque		coefficient 1
Communication des entreprises		coefficient 1
Professions immobilières		coefficient 1

*Dictionnaire bilingue autorisé*

*Calculatrice interdite*

## TRAVAIL À FAIRE PAR LE CANDIDAT

### I. COMPRÉHENSION

10 points

À rédiger en **FRANÇAIS**

Après avoir lu attentivement l'article, vous en dégagerez les idées essentielles en 170 mots (+ ou – 10 %).

Vous indiquerez le nombre de mots utilisés.

Toute présentation sous forme de notes sera pénalisée.

### II. EXPRESSION

10 points

Vous devez répondre aux **deux** questions en **ANGLAIS**

5 points

**A)** In your opinion, what do employers look for when they recruit someone?

(100 words at least)

5 points

**B)** For your first job, would you prefer a traditional job or a non-traditional job (temping, part-time, contract work, self-employment ...)? Explain why.

(100 words at least)

## Look for Work, Not a Job

*The trend toward non-traditional employment is putting a new spin on conventional careers*

1 When we look at how the majority of people earn a living, the 20th Century, in retrospect, was the century of the full-time, permanent job. The 21st Century, for an increasing number of people, will be the century of self-employment.

5 Recent figures show that, depending on the industry sector, 25 to 40 percent of the workforce is employed in non-traditional roles - as temps, part-timers, contract workers or self-employed consultants. And their numbers are growing.

10 Which means that today it makes more sense to look for WORK, as opposed to looking for a JOB. But because our society is still centered on the full-time job, most people don't know how to implement this new strategy. Many are psychologically unwilling to accept the notion of earning a living outside of the traditional full-time, permanent job model that's served us for about 100 years.

15 Looking for work is a much different challenge than looking for a job. Since most people don't understand that, they do exactly what they would have done ten or twenty years ago. They don't understand that even if their ultimate goal is still to find a job, one of the most effective ways is first to pursue work.

Today, most of the employment opportunities are to be found in small companies. But if you approach these companies with a mindset<sup>1</sup> that the only thing you'll accept is a full-time, permanent job, you might be shooting yourself in the foot. They may be able to use the skill set<sup>2</sup> you have, but be unable to commit to hiring you on a permanent basis.

20 There's also the question of your expectations. If you're looking for security, that's something the business owner and management probably can't provide. The only security they typically have is the firm orders they have for their products or services over the next several months.

25 The most common approach used by people seeking employment is to solicit potential employers with a traditional resume. The general theme of most resumes is "Here's what I did yesterday." To be effective in the 21st Century workplace, the theme has to be "Here's how I can help you today." Your communication has to be very focused on their needs and how you can help them. "What can you do for me today?" That's what decision makers are most interested in. Not what your title was in your last job or what you've been doing for the  
30 past twenty years.

Adapted from *California Job Journal*, February 11, 2007

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<sup>1</sup> Mindset = attitude / idea

<sup>2</sup> Skill set = all the competences you have