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Ректор Института бизнеса
и инновационных
технологий

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«29» июля 2023 г.

РАБОЧАЯ ПРОГРАММА ДИСЦИПЛИНЫ

Иностранный язык для делового общения

Специальность: **38.05.01 Экономическая безопасность**

Специализация: **Экономическая безопасность хозяйствующих субъектов**

Квалификация: **Экономист**

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Рабочая программа дисциплины составлена в соответствии с требованиями федерального государственного образовательного стандарта высшего образования по направлению подготовки 38.03.02 Менеджмент, утвержденным приказом Министерства науки и высшего образования Российской Федерации от 12.08.2020 N 970.

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«Институт бизнеса и инновационных технологий»

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1. Организационно-методический раздел. Аннотация

Цель освоения дисциплины Иностранный язык для делового общения - развитие иноязычной коммуникативной компетенции.

Задачи освоения дисциплины:
- подготовка высказываний, в письменной и устной формах, в сфере деловой коммуникации,
- получение информации из иноязычных источников.

Дисциплина относится к обязательной части учебного плана. Изучение дисциплины базируется на знаниях и умениях, полученных при изучении дисциплин: Иностранный язык, Русский язык и культура речи

Освоение дисциплины способствует выполнению научно-исследовательской и выпускной квалификационной работы.

2. Перечень планируемых результатов обучения

Результаты освоения ООП: код и формулировка компетенции (в соответствии с учебным планом) или ее части	Код и формулировка индикатора достижения компетенций	Планируемые результаты обучения по дисциплине
<p>УК-4 Способен применять современные коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия</p>	<p>УК-4.1 Выбирает стиль общения и язык жестов в процессе межличностной и групповой коммуникации в деловом взаимодействии с учетом цели и условий общения</p>	<p>Знает: -стили, виды и средства общения на иностранном языке. Умеет: -строить высказывания о результатах своей деятельности и по профессиональным вопросам на иностранном языке.</p>
	<p>УК-4.3 Выполняет перевод официальных и профессиональных текстов с иностранного языка на русский язык в целях расширения профессиональной информации</p>	<p>Знает: -средства и современные нормы иностранного языка. Умеет: -интерпретировать информацию в области профессиональной деятельности из иноязычных источников .</p>
	<p>УК-4.5 Устно обсуждает результаты своей деятельности и профессиональные вопросы на иностранном языке с учетом деловой этики и культурных норм</p>	<p>Знает: -средства и современные нормы иностранного языка -стили, виды и средства общения на иностранном языке. Умеет: -строить высказывания о результатах своей деятельности и по профессиональным вопросам на иностранном языке.</p>

3. Примерный тематический план дисциплины

Очная форма обучения - 4 семестр

Вид занятия	Часов по учебному плану
Контактная работа с преподавателем:	46
-занятия лекционного типа, в том числе:	0
практическая подготовка	0
-занятия семинарского типа:	
-семинарские/практические, в том числе:	44
практическая подготовка	0
-лабораторные, в том числе:	0
практическая подготовка	0
-консультации, в том числе по курсовой работе (проекту)	2
Самостоятельная работа:	98
в т.ч. курсовая работа (проект)	
Промежуточная аттестация:	
зачет	
Общая трудоемкость	144

Заочная форма обучения - 3 курс

Вид занятия	Часов по учебному плану
Контактная работа с преподавателем:	20
-занятия лекционного типа, в том числе:	0
практическая подготовка	0
-занятия семинарского типа:	
-семинарские/практические, в том числе:	16
практическая подготовка	0
-лабораторные, в том числе:	0
практическая подготовка	0
-консультации, в том числе по курсовой работе (проекту)	4
Самостоятельная работа:	120

в т.ч. курсовая работа (проект)	
контрольная работа	+
Промежуточная аттестация:	
зачет	4
Общая трудоемкость	144

Очная форма обучения

№	Раздел / Тема дисциплины	Количество часов по видам учебной работы					
		ВСЕГО	СР	контактная работа с преподавателем			
				занятия лекционного типа	занятия семинарского типа:		консультации, в том числе по курсовой работе (проекту)
семинарские/практические	лабораторные						
1	Особенности межличностной и межкультурной деловой коммуникации	12	6	0	6	0	
2	Лексика деловой сферы	22	14	0	8	0	
3	Выбор карьеры	28	20	0	8	0	
4	Основы публичной речи в деловой сфере (презентация)	28	20	0	8	0	
5	Совещания и переговоры	26	20	0	6	0	
6	Деловое общение по телефону	16	12	0	4	0	
7	Деловое общение в письменной форме	10	6	0	4	0	
Подготовка и защита курсовой работы (проекта)							
Промежуточная аттестация (зачет)		0	0				0
ИТОГО		144	98	0	44	0	2

В том числе: практическая подготовка	0		0	0	0	
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Заочная форма обучения

№	Раздел / Тема дисциплины	Количество часов по видам учебной работы					
		ВСЕГО	СР	контактная работа с преподавателем			
				занятия лекционного типа	семинарские/практические	лабораторные	консультации, в том числе по курсовой работе (проекту)
1	Особенности межличностной и межкультурной деловой коммуникации	22	20	0	2	0	
2	Лексика деловой сферы	26	24	0	2	0	
3	Выбор карьеры	30	26	0	4	0	
4	Основы публичной речи в деловой сфере (презентация)	22	20	0	2	0	
5	Совещания и переговоры	16	14	0	2	0	
6	Деловое общение по телефону	12	10	0	2	0	
7	Деловое общение в письменной форме	8	6	0	2	0	
Подготовка и защита курсовой работы (проекта) / подготовка контрольной работы							
Промежуточная аттестация (зачет)		4	4				0
ИТОГО		144	124	0	16	0	4
В том числе: практическая подготовка		0		0	0	0	

4. Содержание учебной дисциплины

Тема 1. Особенности межличностной и межкультурной деловой коммуникации

Понятие делового общения. Сущность, особенности делового общения. Цели и функции общения. Виды и средства деловой коммуникации.

Тема 2. Лексика деловой сферы

Характерные особенности языка официально-делового стиля. Ключевые правила современного делового этикета. Установление контакта и налаживание отношений с деловым партнером. Светская беседа, ее национальные особенности: допустимые темы и темы-табу. Использование этикетных формул в устной и письменной коммуникации (приветствие, прощание, поздравление, извинение, просьба).

Специфика общения с представителями стран изучаемых языков.

Тема 3. Выбор карьеры

Основные шаги: выявление профессиональных склонностей и интересов, сбор информации о вакансиях, составление резюме, собеседование.

Структура и формат резюме. Собеседование при приеме на работу. Подготовка к собеседованию. Поведение во время собеседования. Лексические единицы и клише, необходимые для подготовки резюме и прохождения собеседования.

Тема 4. Основы публичной речи в деловой сфере (презентация)

Технология подготовки к публичному выступлению и презентации. Составление плана презентации. Выбор стратегии выступления в зависимости от цели выступающего, интересов аудитории.

Логика построения текста выступления. Структура публичного выступления и презентации. Этапы презентации. Задачи каждого этапа.

Подготовка текста выступления. Лексические единицы и клише, необходимые при проведении презентации. Отличия разговорного и письменного языка. Подготовка к произнесению речи.

Визуальная поддержка презентации. Особенности подготовки электронной презентации в MS Power Point.

Тема 5. Совещания и переговоры

Процесс проведения делового совещания. Порядок проведения переговорного процесса. Особенности коммуникативных умений и навыков участников совещания и переговоров.

Обсуждение предложений, ведение дискуссии, отстаивание мнений, работа с возражениями, согласование позиций и выработка договоренностей, принятие решений.

Лексические единицы и клише, необходимые при проведении делового совещания и переговоров.

Тема 6. Деловое общение по телефону

Составление плана телефонного разговора. Правила ведения делового телефонного разговора. Преимущества и сложности проведения переговоров по телефону. Приемы преодоления барьеров. Речевые клише, использование невербальных аспектов коммуникации. Этикет деловых телефонных переговоров.

Тема 7. Деловое общение в письменной форме

Стиль делового письма. Структура и формат делового письма. Лексика и обороты, используемые в деловой корреспонденции. Культура оформления деловых писем. Этикет делового письма.

Виды делового письма: письмо-запрос, ответ на запрос, письмо-предложение, заказ, письмо-претензия, благодарственное письмо, резервирование билета/номера в гостинице. Электронная переписка.

5. Перечень основной и дополнительной учебной литературы, необходимой для освоения дисциплины

Основная учебная литература

- 1 АВETИCЯН HEЛЛИ ГУРГЕНОВНА. Английский язык для делового общения. Тесты = Test your Business English : учеб.пособие / АВETИCЯН HEЛЛИ ГУРГЕНОВНА, К. Ю. Игнатов. - 2-е изд.,доп. - М. : КноРус, 2015. - 192с. - (Бакалавриат и магистратура). - ISBN 978-5-406-03817-8.
- 2 Немецкий язык для студентов технических специальностей: Учебное пособие/Коплякова Е. С., Максимов Ю. В., Веселова Т. В. - М.: Форум, НИЦ ИНФРА-М, 2016. - 272 с.: 70x100 1/16. - (Высшее образование) (Переплёт) ISBN 978-5-91134-728-4. - Режим доступа: <http://znanium.com/go.php?id=535143>

Дополнительная учебная литература

- 3 БОБЫЛЕВА СВЕТЛАНА ВЯЧЕСЛАВОВНА. Английский язык для сферы информационных технологий и сервиса : учеб.пособие для вузов / БОБЫЛЕВА СВЕТЛАНА ВЯЧЕСЛАВОВНА, Д. Н. Жаткин. - Ростов н/Д : Феникс, 2009. - 334с. : ил. - (Высшее образование). - ISBN 978-5-222-15805-0.
- 4 ДЕЛОВОЙ английский язык = Business English : учебно-метод.пособие для вузов / сост.:Е.В.Добровольская,Е.А.Золотарёва; НОУ ВПО Центросоюза РФ СибУПК. - Новосибирск, 2015. - 139с. : ил. - Библиогр.:с.105. - ISBN 978-5-334-00118-3.

6. Учебно-методическое, информационное и материально-техническое обеспечение дисциплины

При изучении дисциплины используется следующее учебно-методическое, информационное и материально-техническое обеспечение.

Программное обеспечение:

- тестирующие программные оболочки и контрольно-обучающие программы: АСТ-test; Nova-test;
- программы, обеспечивающие доступ в сеть Интернет («Internet explorer», «Google chrome»);
- программы, демонстрации видео материалов (проигрыватель «Windows Media Player», «Power Point»).

Базы данных, информационно-справочные и поисковые системы:

- Агрегатор научных журналов Directory of Open Access Journals: <https://www.doaj.org>
- Агрегатор дипломных работ и диссертаций Open Access Theses and Dissertations: <https://oatd.org>
- Поисковая система научных публикаций [Google Scholar](https://scholar.google.ru): <https://scholar.google.ru>
- Университетская информационная система РОССИЯ: <https://uisrussia.msu.ru/dp.php>
- Научная электронная библиотека КиберЛенинка: <https://cyberleninka.ru>
- Научная электронная библиотека: <http://elibrary.ru>
- Справочно-правовая система: «Гарант»: <https://www.garant.ru>
- Справочно-правовая система «Консультант Плюс»: <http://www.consultant.ru>
- Электронно-библиотечная система Znanium.com : www.znanium.com
- База данных Ruslana. – Режим доступа: <http://ruslana.bvdep.com/>
- <http://nigma.ru> – интеллектуальная поисковая система (по темам объединяет результаты, полученные из разных поисковых систем).

Материально-техническое обеспечение

Для осуществления образовательного процесса по дисциплине используются:

- учебные аудитории, оснащенные мультимедийной техникой, позволяющей организовать отработку практических навыков обучающимися, выявить уровень сформированности компетенций методом тестирования и в других интерактивных формах;
- дидактические материалы – презентационные материалы (слайды); бланки анкет и опросов; учебные видеозаписи; комплекты схем, плакатов, стенды;

- технические средства обучения – аудио-, видео-, фотоаппаратура, иные демонстрационные средства; персональный компьютер, множительная техника (МФУ).

Для проведения текущего (рубежного) контроля и промежуточной аттестации (зачета с оценкой) методом компьютерного тестирования используются прошедшие банки тестовых заданий и лицензионная тестирующая программная оболочка типа «АСТ-test», «Nova-test» и(или) другие.

**ПЕРЕЧЕНЬ ЛИЦЕНЗИОННОГО И СВОБОДНО
РАСПРОСТРАНЯЕМОГО ПРОГРАММНОГО ОБЕСПЕЧЕНИЯ,
В ТОМ ЧИСЛЕ ОТЕЧЕСТВЕННОГО ПРОИЗВОДСТВА**

№ п/п	Комплект лицензионного программного обеспечения		Комплект свободно распространяемого программного обеспечения	
	лицензионное программное обеспечение	лицензионное программное обеспечение отечественного производства	свободно распространяемое программное обеспечение	свободно распространяемое программное обеспечение отечественного производства
1	Microsoft Excel	Антивирус Kaspersky Endpoint Security для бизнеса – Стандартный	Adobe Acrobat Reader DC	Яндекс.Браузер
2	Microsoft Office 365	Электронный периодический справочник "Система Гарант"	Архиватор 7z	Яндекс.Диск
3	Microsoft Word	Электронный периодический справочник "Система Консультант Плюс"		

7. Методические рекомендации для самостоятельной работы обучающихся по дисциплине

Методические указания к занятиям семинарского типа и самостоятельной работе обучающихся

Изучение дисциплины осуществляется по следующим формам: контактная работа с преподавателем и самостоятельная работа студента.

Аудиторные занятия проводятся в виде занятий семинарского типа, обеспечивающих отработку и закрепление планируемых знаний, навыков и получения опыта деятельности, способствующих формированию компетенций.

Семинарское занятие предполагает выполнение обучающимися под руководством преподавателя комплекса учебных заданий: отработка лексического материала по теме, чтение аутентичных текстов, дискуссии по проблемам в рамках изучаемых тем, анализ фрагментов монологической или диалогической речи на иностранном языке, составление на иностранном языке диалогов или монологических высказываний в заданных речевых ситуациях (типовых ситуациях делового общения), подготовка презентаций; составление деловых писем на иностранном языке по типовым образцам, подготовка резюме, участие в ролевых играх и разбор кейсов.

Специфика дисциплины определяет необходимость опоры на базовые тексты по вопросам дисциплины на иностранном языке, при анализе которых важно как содержание текста, так и языковые средства, терминология на иностранном языке. При изучении и анализе речевого поведения в типовых ситуациях делового общения преподавателем предлагается комплекс необходимых для запоминания языковых средств, речевых клише, используемых с целью достижения целей коммуникации. Широко привлекаются аудио- и видеоматериалы для демонстрации образцов эффективного взаимодействия на иностранном языке.

На семинарских занятиях приветствуется активное участие в выполнении практических заданий, обсуждении проблемных ситуаций, способность на основе полученных знаний находить наиболее эффективные решения поставленных проблем, умение находить полезный дополнительный материал по тематике практических занятий.

В методической разработке предложены 7 разделов, содержание которых соответствует тематическому плану дисциплины «Иностранный язык для делового общения» и охватывает следующие темы: Особенности межличностной и межкультурной деловой коммуникации; Основы публичной речи в деловой сфере (презентация компании/проекта/продукта); Деловые коммуникации по телефону; Деловые беседы (переговоры, совещания, встречи); Устройство на работу: основные этапы; Деловые коммуникации в письменной форме (деловая корреспонденция).

Цель занятий семинарского типа – формирование и развитие основных навыков устной речи (говорения), чтения и письма.

Навыки чтения формируются на основе аутентичных текстов (Reading)

и серии упражнений, направленных на понимание прочитанного материала (Comprehension); отработку лексики (Vocabulary) и грамматики (Grammar) по теме.

Навыки устной речи формируются при помощи заданий на обсуждение различных аспектов делового общения (Warm up, Speaking). Задания на отработку основных навыков в сфере делового общения (Business skills) выстроены следующим образом:

- чтение текста методического характера, содержащего правила определенного вида делового общения,
- работа с необходимой лексикой (Useful Language),
- изучение образцов диалогов, письма (Sample Conversation, Letter)
- применение полученных знаний в коммуникативных ситуациях делового общения (Speaking).

Обучение по дисциплине, наряду с контактной работой с преподавателем, предполагает самостоятельную работу обучающихся. В процессе самостоятельной работы обучающиеся повторяют пройденный на занятиях материал, осваивают современные технологии поиска и обработки информации; овладевают стратегиями и методами самообразования; развивают индивидуальные склонности и способности к творчеству.

Самостоятельная работа выполняется обучающимся по заданию преподавателя и включает подготовку к семинарским занятиям; изучение программного материала дисциплины (работа с учебником, изучение рекомендуемых литературных источников); работа с электронными информационными ресурсами и ресурсами сети Интернет (использование аудио- и видеозаписи); составление деловых писем, терминологического словаря, подготовка презентаций; подготовка к занятиям, проводимым с использованием активных форм обучения (деловые ролевые игры); анализ деловых ситуаций (мини-кейсов) и др. Самостоятельная работа должна быть планомерной и систематичной, выполняться в срок.

Для самостоятельной работы студентам предложены задания по поиску дополнительной информации по теме и презентации ее перед аудиторией (Find Out & Report). Задания, предполагающие написание эссе, делового письма (Writing), студенты также выполняют самостоятельно в качестве обобщения пройденной темы, после обсуждения ее на занятиях семинарского типа.

Кроме того, для самостоятельной работы студентов предназначен раздел 7 (Unit 7), который содержит аутентичные тексты по актуальным вопросам в рамках тематики курса. На основе предложенных текстов студентам рекомендуется выполнять следующие виды заданий: чтение, письменный полный или реферативный перевод, составление тематического словаря по статье и заучивание основных лексических единиц, составление плана, аннотирование и подготовка устной презентации основного содержания статьи.

В процессе подготовки к занятиям, выполнения самостоятельной работы, подготовки к промежуточной аттестации обучающийся может обратиться к преподавателю за консультацией через электронный

методический кабинет или на кафедре.

3.2. Задания к занятиям семинарского типа

UNIT 1

BUSINESS COMMUNICATION

Reading

Text 1

1. Read the text and answer the following questions:

- a) What is the role of business communication in running a business?
- b) What are the different purposes of business communication?
- c) In what way is business communication different from other types of communication?
- d) What are the different types of business communication?
- e) What are the advantages and disadvantages of oral and written communication in business?
- f) Why is electronic communication increasingly used in business at present?

Business Communication

Communication is the lifeblood of an organization. The success of any business to a large extent depends on efficient and effective communication. It takes place among business entities, in market and market places, within organizations and between various groups of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the press persons. Business communication is needed for:

- Exchanging information;
- Exchanging options;
- Making plans and proposals;
- Reaching agreement;
- Executing decisions;
- Sending and fulfilling orders;
- Conducting sales.

All such communication impacts business. Effective business communication helps in building goodwill of an organization. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest. If we could somehow remove communication flows from an organization, we would not have an organization. When communication stops, organized activity ceases to exist.

Business communication is somewhat different and unique from other types of communication since the purpose of business is to make money. Business communication is goal oriented, regulated by certain rules and norms, marked by

formality as against personal and social communication. It requires formal language which means the use of proper and standard words (no slang); longer, more complex sentences and vocabulary. Grammar rules are followed strictly, the tone is polite and more impersonal.

Good business communication is simple and easily understood, a rule often overlooked by managers and team members. This is especially important when preparing a document, speech or presentation that is a game-changer for the company. Simple and concise language wins over language that is obtuse and hard to understand.

In today's global economy, businesses cannot ignore the importance of cross-cultural communication. Businesses are finding that it is in their best interest to learn about national, cultural and ethnic groups they need to communicate with to grow their businesses. Knowledge of language nuances and local customs are important to that growth as a misstep can cause a lost sale or a delayed project.

Several types of communication are available for individuals working in the business environment.

When people within the organization communicate with each other, it is **internal communication**. They do so to work as a team and realise the common goals. It could be official or unofficial. Modes of internal communication include face-to-face and written communication. Memos, reports, office order, circular, fax, video conferencing, meeting etc. are the examples of internal communication.

When people in the organization communicate with anyone outside the organization it is called **external communication**. These people may be clients or customers, dealers or distributors, media, government, general public etc. are the examples of external communication.

Verbal communication is a type of communication that involves use of words for communicating. It may be oral, written and electronic.

Oral communication includes meetings, interviews, negotiations, group discussion, speeches, presentations, etc.

Written communication includes internal business memos, formal letters, agenda, reports, manuals and other various written communication forms.

The difference between oral and written communication can be enumerated as under:

- *Ratio*: According to a rough estimate, about 75% of total communication is oral whereas the rest is written.
- *Data Safety*: Data and information are safe in written communication while most of information is forgotten in oral communication.
- *Nature of message*: Written communication is used when the message is complex and oral communication is used for simple message.
- *Legal Aspect*: From legal point of view, oral communication is least reliable and written communication is much more reliable. For example, an oral promise may not be challenged in a court in general but a written promise can be challenged.
- *Flow of information*: Information can be transferred within a short period of time in oral communication but it takes more time in written communication.

- *Non verbal facilities*: Oral communication can be supported by non verbal facilities like gestures, postures etc. but such a support is impossible in written communication.
- *Grammar & Accent*: Oral communication required consideration for accent and pronunciation whereas written communication needs correct grammar and spelling.

Electronic communication methods include email, web conferencing, social networking, company websites, online chat and text messages. Business technology has opened up new opportunities for business communication. Electronic communication allows companies to send mass messages to several individuals quickly and at a low business cost. Electronic communication methods are often used to reach outside business stakeholders or the general public. Electronic communication is also used to communicate with international organizations or individuals the time efficient manner.

Non-verbal communication is a mode of communication which uses body language and various other physical gestures as a means for communicating.

Text 2

2. Read the text and make a list of business etiquette rules.

BUSINESS ETIQUETTE

Business etiquette is in essence about building relationships with people. In the business world, it is people that influence your success or failure. Etiquette, and in particular business etiquette, is simply a means of maximising your business potential.

If you feel comfortable around someone and vice versa, better communication and mutual trust will develop. This comfort zone is realised through presenting yourself effectively. Business etiquette helps you achieve this.

Business etiquette revolves around two things. Firstly, thoughtful consideration of the interests and feelings of others and secondly, minimising misunderstandings. Both are dependent upon self-conduct. Business etiquette polishes this conduct.

Business etiquette varies from region to region and country to country. For the international business person, focusing too deeply on international business etiquette would leave no time for business. However, there are some key pillars upon which good business etiquette is built.

Your manners and attitude will speak volumes about you. They will point to your inner character. If you come across selfish, undisciplined or uncouth your relationship is unlikely to prosper. Appropriate business etiquette promotes positive traits.

A reputation for delivering what you say will deliver goes a long way in the business world. Remember, a reputation for integrity is slowly gained but quickly lost. Understanding a particular country's business etiquette provides a framework in which you can work without fear of crossing boundaries in terms of agreements, promises and contracts.

Your character refers to what you as an individual bring to the business table. Proper business etiquette allows you to exhibit your positive qualities. For example, knowing when to be passionate and not emotional or self-confident without being arrogant. Just through learning another's business etiquette you demonstrate an open-mindedness which will earn respect.

Sensitivity and consideration underlie all good business etiquette. Being prepared for foreign ways and methods and responding thoughtfully is achieved through experience and business etiquette know-how. By avoiding misunderstandings and misinterpretations through business etiquette you lay foundations for a strong business relationship.

Avoiding thoughtless words and actions protects you from negative consequences. Impulse often leads a business person astray. Business etiquette encourages the careful thought of the interests of others and choosing acceptable forms of expression.

Dressing appropriately, standing and sitting in the right place at the right time, good posture and looking physically presentable are all elements in making a good impression. Business etiquette teaches you how to suitably present yourself and what to avoid.

Text 3

3. Read the text and say what conversation topics are safe and what topics are small talk taboos.

BUSINESS SMALL TALK

Even if you're meeting to discuss business, ease into the conversation with small talk, which helps you establish rapport with your companions. Some people also consider it rude to launch immediately into "shop talk." Start with icebreaker topics like the weather, books, movies and sports.

The topics of small talk conversations are generally less important than their social function. The selected topic usually depends on any pre-existing relationship between the two people, and the circumstances of the conversation. In either case, someone initiating small talk will tend to choose a topic for which they can assume a shared background knowledge, to prevent the conversation being too one-sided.

Topics can be summarised as being either direct or indirect. Direct topics include personal observations such as health or looks. Indirect topics refer to a situational context such as the latest news, or the conditions of the communicative situation. Some topics are considered to be "safe" in most circumstances: the weather, recent shared experiences (for example "*Good weather last night, wasn't it?*"), television and films, sports.

The level of detail offered should not overstep the bounds of interpersonal space. When asked, "*How are you?*" by an acquaintance they do not know well, a person is likely to choose a simple, generalised reply such as, "*Fine, thank you.*" In this

circumstance it would probably not be appropriate for them to reply with a list of symptoms of any medical conditions they were suffering from. To do so would assume a greater degree of familiarity between the two people than is actually the case, and this may create an uncomfortable situation.

Small talk rules and topics can differ widely between cultures. Weather is a common topic in regions where the climate has great variation and can be unpredictable. Questions about the family are usual in some Asian and Arab countries. In cultures or contexts that are status-oriented, such as China and Japan, small talk between new acquaintances may feature questions that enable social categorization of each other. In many European cultures it is common to discuss the weather, politics or the economy, although in some countries personal finance issues such as salary are considered taboo.

Keep your conversation professional and stay away from gossip and from topics with the potential to be controversial or offensive. Whether you are with clients or coworkers, don't discuss politics or religion, which can lead to a heated debate instead of a friendly exchange, and don't tell jokes that could be interpreted as racist, sexist or otherwise off-color. You'd better stay away from personal topics such as someone's financial situation. Height, weight, clothing size, age, mental and physical health and marital situations are other topics to avoid.

Text 4

4. Read the text and practice introducing yourself and other people in pairs or small groups.

INTRODUCTIONS

According to some authorities, the most important thing about introductions is that they be done. Almost any error you make will be forgiven; what may not be forgiven is failing to introduce someone at all.

Introductions in business are based on rank. The lower ranking person is introduced to the higher-ranking person. Perhaps easier to remember is that you say the name of the higher-ranking person first. Clients, senior executives or distinguished guests would be in this category. You introduce people to them. "Ms. Wilson (senior executive) I would like you to meet our new associate engineer, Tom Hill. Tom this is Ms. Wilson, our CEO."

Everyone in the organization is introduced to a client or customer—the name of the customer is said first. "Robert Jones (your client) this is John Douglas, (your boss), senior vice president of Systems Industries. John, this is Robert Jones, Purchasing Agent, Silverstone Company."

The name of an official or dignitary is said first, as, "Mayor Lee Brown I would like you to meet Mary McKinney. A peer in your company is introduced to a peer from another company. Say the name of the person from outside your company first. A younger person is typically introduced to an older person. Say the older person's name first. Introduce your spouse to your boss. The boss's name is said first. "Mr. Broderick, I would like to you to meet my husband, Martin Hammond.

Martin, this is Mr. Broderick, my boss.” All guests, unless they are dignitaries or elderly, are introduced to the guest of honor.

Once again, the basis of business introductions is rank and then age, not gender.

Always stand when being introduced. It shows respect. Only if you are elderly, ill or physically unable to stand is it acceptable for you to remain seated while being introduced.

When introducing two people, include some information about each of them. Including extra information, such as their occupation, who their family is, mutual interests or how you know each other provides a base from which two people can start a conversation. If the gathering is a business function, the information you include usually something you know the other two will have in common, an occupational title, or something else that is work related.

Business skills

5. What would you do and say in the following situations? Discuss in pairs.

1. You pass a co-worker in the hallway and he asks “How are you?”. You respond by:
 - A. telling him that you have a cold
 - B. saying “Fine, thanks”
 - C. explaining that you are tired and stressed out in your job
2. A co-worker comes to your office to introduce you to a friend of his. You:
 - A. Smile and nod
 - B. You stand up, establish eye contact, smile and shake his hand
 - C. Give him a “high five”
3. Put these sentences in the best order. Put a number, 1-4, in the space.
 - A. Very well, thanks. Let’s get down to business, shall we? _____
 - B. I’m fine, thanks. How are you? _____
 - C. Hello again! How are you getting on? _____
 - D. Yes, all right. _____
4. Put these sentences in the best order. Put a number, 1-4, in the space.
 - A. Miss Smith, I’d like you to meet Ms. Jones. _____
 - B. Oh, please call me Liz. _____
 - C. How do you do, Ms. Jones? _____
 - D. And I’m Claire. _____
5. Put these sentences in the best order. Put a number, 1-4, in the space.
 - A. Oh, yes. I’ve heard of you. _____
 - B. My name’s Alex White. _____
 - C. I’d like to introduce myself. _____
 - D. Pleased to meet you. _____
6. You're at a conference party. Match the comments (1-10) and replies (A-J).

- | | |
|--|--|
| 1. It's an interesting conference, isn't it? | A That's right. I live in Prague. |
| 2. How's business? | B Don't worry. I'll have some soda instead. |
| 3. Cheers! | C Thanks. They look delicious. |
| 4. You must try one of these. | D Yes please. I'll have a glass of red. |
| 5. Sorry, I didn't catch your name. | E You're very kind but I fancy walking back. |
| 6. Do you fancy another drink? | F It's Evelyn. Evelyn Burton. |
| 7. You're from the Czech Republic, aren't you? | G Cheers! |
| 8. I must get going. | H See you tomorrow. |
| 9. Let me give you a lift back to your hotel. | I Very good, thank you. |
| 10. I'm afraid there's no more orange juice. | J Yes, it is. |

Speaking

Use the instructions given to welcome visitors.

- | | | |
|---------|---|--|
| Step 1 | Greeting visitors | Say hello to your visitor, Mr. Matthews, and welcome him. Use your own name and your company's name. |
| Step 2 | Making visitors feel comfortable | Make your visitor feel comfortable by offering to take his coat.
Invite Mr. Matthews to sit down, and offer him refreshments. |
| Step 3 | Asking about travel and hotel | Ask Mr. Matthews about his flight. Show empathy and ask Mr. Matthews where he's staying. |
| Step 4 | Asking about travel experience, offering help | Ask Mr. Matthews if he has been here before. Offer to act as a guide. |
| Step 5: | Discussing general business | Ask a general question about business. Say you have heard the same thing recently from John Myers, the local sales rep. |
| Step 6 | Getting down to business | Suggest you start the meeting.
Offer to look around town afterwards and get something to eat. |

CAREER CHOICE

Warm up

1. Learn these 4 in-demand skills which may help to Boost Your Career. Choose one as a career-driven goal for the new year. With a partner, explain and justify your choice:

1. Learn a foreign language. In 2010, U.S. Secretary of Education Arne Duncan said only 18 percent of Americans speak a language other than English. When you can add a new language to your resume, you demonstrate initiative and cultural competence, and you distinguish yourself from other candidates.

2. Brush up on your business and marketing skills. In a 2014 joint study by Duke University and RTI International, 73 percent of employers said they would appreciate job candidates who completed an applicable Massive Open Online Course, otherwise known as MOOC. Impress your future employer by taking initiative to learn the basics of business finance, content marketing or even entrepreneurship.

3. Learn to code. The Bureau of Labor Statistics projects more than 200,000 job openings for software developers between 2012 and 2022. The median salary for these professionals? \$96,660. If you were ever considering becoming a developer, now is the time to act.

4. Become a Data Scientist. Data science is quickly becoming a high-demand field. A 2011 McKinsey Global Institute report estimates that by 2020, «the United States could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1,5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions». This is the perfect time to start building data science skills.

Vocabulary

applicable – соответствующий, применимый

appreciate – ценить, понравиться

brush up – улучшать, совершенствовать

career – карьера

choice – выбор

employee – сотрудник, служащий, работник

employer – работодатель

entrepreneurship [ˌɒntrəprəʊˈnɜːʒɪp] – предпринимательство

get in the way – мешать

in-demand skills – востребованные навыки

Passion Posse [ˈpɒsɪ] – группа единомышленников

pursuit – стремление

resume = curriculum vitae – резюме

salary – заработная плата

software developers – разработчики программного обеспечения

support – поддерживать, поддержка

2. Complete the sentences with the words in the box. Use each word (or a phrase) only once.

<i>employees</i>	<i>salary</i>	<i>got in the way</i>	<i>support</i>
<i>resume</i>	<i>employer</i>	<i>in-demand</i>	<i>skills</i>

1. The _____ was a Dutch company which used the same form of contract to employ Europeans for work outside the UK.

2. If you would like to be considered for the job, please submit your _____.

3. Your skills are _____ like never before.

4. He was reluctant to take the post for one reason: he felt that the _____ was not high enough.

5. The company has more than 2,000 _____ worldwide.

6. In January they are opening 15 centers which will up-date teachers' _____ in maths, science and computer education.

7. I completely _____ your decision to start business.

8. We had almost reached an agreement, but some unimportant details _____.

3. Match words from A and B to make a word combination. Use them in the sentences of your own.

A	B
1) career	a) skills
2) in-demand	b) salary
3) software	c) failure
4) definition of	d) choice
5) monthly	e) factors
6) success	f) developers

Reading

TEXT 1

1. Read and translate the text. Give one more title for the text

Making the Right Career Choice

As the world changes decade after decade, so the options for career opportunities also change. Career choice has become a complex science with the advent of computer technology. A full-time life employment should be a matter of your graduation or certification from a professional institution.

Have you ever found yourself so excited about something that the energy it generates just seems to pull you along? Begin exploring your passions and discovering ways, whether big or small, to incorporate them into your life.

Get to know yourself

Take some time to do some serious self-exploration. Make a list of all the things in your life -- from childhood through now -- that you have really enjoyed. Items could be related to work or play, an event, or a period of time in your life.

Once you have your list, pick one item and start digging into the reasons why you enjoy it. Get beyond what you love doing, and break it down into the underlying characteristics. Think of it as identifying your passion's building blocks.

Brainstorm

Once you have a picture of what you like, brainstorm ways you could incorporate them into your life. Write them down or keep in your mind and carry a small paper with you to record your flashes of inspiration. Have a brainstorming session with friends. Above all, be creative. Don't confine yourself to the logical and rational. You never know what crazy idea is going to spark the Big One.

Explore

Ask, ask, ask! Once you have identified some things you think you might be interested in, identify people who are knowledgeable in those area(s) and contact them. Explain that you are exploring your options. You'll get some fantastic insights if you make this a habit.

Identify your obstacles

What things are getting in your way? Make a list. Maybe they're real – financial obstacles like a mortgage, the kids' tuition, etc., or perhaps the need for more training. Maybe they are internal. What's stopping you? Fear? Self-doubt? Simple inertia?

We all have little voices in our heads that tell us «you can't do that», «you're not good enough», «what will they think», etc. What are your voices saying? Identifying and acknowledging your obstacles is the first step in taking their power away.

Create a Passion Posse

In interviews with people who have followed their dream, the most commonly mentioned success factor has been the support of the people around them.

Create a Passion Posse to support you in your pursuit. Friends, family, and colleagues can all be a great source of support and inspiration as you make your journey. It can be an informal support network, or a regularly scheduled meeting to exchange ideas and brainstorm solutions to challenges.

Re-examine your definitions of success and failure

What is your definition of success? Our culture places a lot of emphasis material accomplishments and status. Unfortunately, those things get in the way of real happiness for a lot of people. Your definition of success should come from your

heart, and then try to move toward it as well.

Our definition of failure, which tends to be all or nothing, also gets in the way. If you try something and it doesn't pan out, how do you see that? Is it a failure? Or is it an opportunity to learn from what you did and apply that knowledge to your future efforts? Think of it as a step in the right direction.

Make a plan

Map out your Passion Pursuit. Whether that should be a high-level overview or a gradual action plan is up to you – you know how you work best.

Creating a plan will force you to think things through and add some comfortable structure and will also offer you next critical steps.

Act! Today!

Don't wait! Do something right now that will move you toward your passion.

Commit to making it happen

Let it out of your brain. Say, «I will do this». Say it out loud to yourself. Say it to a friend. Put it in writing and put it where you can see it. Once it's out in the open it will have room to grow. And that's exactly what you want!

6. Translate the phrases into English:

1) полная занятость; 2) ввести в свою жизнь; 3) провести серьезное самоисследование; 4) составить список; 5) пункты списка могут быть связаны с; 6) получив список того, что вы любите делать, выделите из него базовые характеристики; 7) вспышки вдохновения; 8) люди, которые обладают знаниями в этой области; 9) Что стоит на вашем пути? 10) поддерживать вас в вашем стремлении; 11) определение успеха; 12) применять полученные знания.

7. Decide whether these statements are true or false. Consult the text above.

1. Nowadays career choice has become a science.
2. You can't get to know yourself without doing some serious self-exploration.
3. Keep everything you like doing in your mind, don't contact anybody.
4. You shouldn't think of any obstacles while making a career choice.
5. It's of importance to define the ideas of success and failure.
6. You should think your passion through for a long time before moving toward it.

8. Make a list of three words from the text above you haven't known before. With a partner, define their meaning in the words of your own and make sentences.

Example:

Brainstorm – *a group discussion to produce ideas*: The teacher started a brainstorm to help students in understanding the concepts.

TEXT 2

9. Read the text and discuss the questions.

1. Why should you get some facts about the company you want to work at prior to the interview?
2. Why is it necessary for you to be yourself in a job interview?
3. What ideas expressed in the text do you agree /disagree?

How do you answer 'Why do you want to work here' in a job interview?

You have to ask, and answer, this question yourself, prior to the interview. Investigate the company, remember what you like about the company: its products /services, positive things it has done for the community /society, how you think you can help the company succeed, etc. And let them know you're interested in them because of the positive things they have done and give examples, or of a problem they may be having and how you are the solution to that problem.

Here is more advice:

The most important thing is to be honest and genuine answering such questions as: Why do you want to work at the company? Why are you applying there instead of somewhere else? Do you think it will suit your personality and that you might fit in there? The interviewer wants to find out if you're the sort of person who will succeed at the company. That's what you want, too. You don't want a job you'll fail at. So, be yourself. Show your genuine enthusiasm for the position.

You need to research the company you want to work for and read their job description. Look at their website. Find out who they are, what they do and why you'd want to work there. The WORST thing you can do is showing up at an interview knowing nothing about the company! Once you know about the company you can answer this question more easily.

Here's an example: «Based on the research I've done, the company is an industry leader. When I visited your web site, I found some impressive information about the future projects you have planned. I was also impressed with the founders' backgrounds and the current financial statements. This is the company I've been looking for, I want to be where things are developing, changing, and growing. And I want to make a meaningful contribution to that development and growth».

Do NOT make the answer all about you. The employer does not care if you want to advance your career, make more money or get better benefits. In this portion of the interview they want to know what *you* are going to do for *them*.

When you are asked the questions about your skills and intentions, you can tell them how your background qualifications are transferable, and to work for (this company) will be a challenge and rewarding OR after extensive research, you have found that this company is best suited to your personal needs and therefore will allow you to make a greater contribution to your company than any other. Usually, this question is asked to find out how you know about the organization's product(s) and culture. So do your research and connect to the company's mission statement and the company's core values.

Honestly, if you need a job and you are asked that question, then say you need a job and intend to work hard at the job and to become more valuable to the company.

If it's a career improvement, say so. Say that you want to work there because you like the company and give some reasons why. For example: their levels are high and that it has a comfortable and efficient work environment OR you have viewed their website and can see this is a company with solid foundations and excellent values. Compliment them.

Other examples:

- Your company offers a challenging position in which drive, tact, and problem solving skills are essential.
- I believe that my training, skills, and personality are a very good match for this position, and I am excited about the possibility of my working with this company.
- I have heard and read about your company and I believe that I'm a very good fit for the position that we've talked about. I know that I can be valuable and happy here.
- My skill set can make a difference here. My qualifications seem a perfect fit for this position, and it presents the challenge and opportunities that I need to be productive and happy.

10. Summarize each of the given advice for a job interview in one sentence. Compare your sentences with the partner's.

11. Match given English phrases with the Russian ones. Use phrases in the sentences of your own:

1) a job interview, the company's products and services, to help the company succeed, to work at the company, financial statements, to make a meaningful contribution, problem solving skills, to be fit for the position, to be valuable and productive;

2) работать в компании, соответствовать должности, финансовая отчетность, внести значимый вклад, товары и услуги компании, быть полезным и результативным, собеседование, навыки решения проблем, помочь компании добиться успеха.

Business Skills / Writing

The curriculum vitae

12. Study Fiona Scott's CV carefully to see how the information is presented and decide where each of the following headings should be placed.

References	Interests	Personal Details	Objectives
Professional Experience	Education	Skills	

1. _____

Fiona Scott

58 Hanover Street

Edinburgh BHg 8LM

Scotland

E-mail: fiona.skott@caledonia.net

2. _____

To obtain a position of chief editor that will allow me to use my knowledge, my experience and take advantage of my desire to work in your company.

3. _____

2014-2018: London Chamber of Commerce and Industry

Diploma in Public Relations

2011-2014: University of London

BA (Honours) In Journalism and Media Studies (Class H)

2008-2011: Fettes College, Edinburgh

A-levels in German (A), English (B), History (B) and Geography (C)

4. _____

2018 to present: Scottish Wildlife Trust

Department of Public Relations

Responsible for writing articles on all aspects of the Trust's activities and ensuring their distribution to the press.

Editor of the Trust's monthly journal.

In charge of relations with European environmental agencies.

Summers of 2012 and 2013:

Assistant to the sports editor.

Arranging and conducting interviews.

Preparations of articles

5. _____

Cross-country skiing, rock-climbing and swimming.

Secretary of the local branch of 'Action', an association organising summer camps for disabled children.

Communication skills, flexibility.

6. _____

Office 2010, PowerPoint

Fluent German and good working knowledge of French

Driving licence (car and motorcycle)

7. _____

Geoffrey Williams, Bill Denholm,

Professor of Journalism, Sports Editor,

University of London

Glasgow Herald

OR

Available upon request

13. Read the text. Write your CV using the tips from the text and CV vocabulary.

CV writing tips

A well-written curriculum vitae (CV) is your ticket to a job you seek. Winning CV must present your skills, talents and get you hired. CV must be in the relevant format. Why is it so important? An employer expects to see a well-structured and perfectly-organized information from the applicant who will actually obtain the position. Here are tips how to make your CV to prove your worth.

1. **Keep CV simple.** Your curriculum vitae must be **concise**. Your curriculum vitae must be **easy to read**. Your curriculum vitae must sell you. And your curriculum vitae must be tailored to what the reader is looking for.

2. **CV needs** to be a length that can be scanned easily by a reader so that he can pick out the relevant information in the shortest amount of time. Do not list everything you have ever done – the employer simply will not read it. He will move on very quickly to the next candidate. At the same time CV must provide enough detail to interest the reader. Consider fleshing out your skills and experience.

3. **CV must be targeted.** It means writing a slightly different version for each job application. Every employer is different, so you need to highlight different skills according to their requirements.

4. **Do not use** ‘I’, ‘my’ or ‘we’. CV must sound more objective, businesslike and professional.

5. **CV should include:** 1) your name; 2) personal details or contact information (address, phones, and email); 3) profile – personal characteristics (industrious, efficient, sociable; highly-motivated, accurate, reliable, creative, even-tempered, etc.); 4) education (from secondary education onwards); 5) work experience (put your last job first, try to bring out as many aspects of the job which draw out the skills relevant to the type of positions you are applying for).

6. If you are sending your CV to a prospective employer, it is essential that you send it with a **covering letter**. It often provides the first direct contact between a candidate and an employer. That’s why you need to create a good impression so that the employer will want to read your CV. It will have more impact if it is individually written in response to a particular role or advertisement.

CV vocabulary

professional experience	опыт работы
covering letter	сопроводительное письмо
references are available upon request	рекомендации доступны по запросу
job goal	цель поиска работы
key functions	ключевые функции
main achievements	главные достижения
core skills	ключевые навыки

Worked on... /worked as... /worked with... /developed... /organized...	Работал над... /работал в качестве... /работал с... /разработал... /организовал...
establishing effective relationships	установление эффективных отношений
developing and implementing policies and procedures	разработка и внедрение политик и процедур
advised and informed clients	консультировал клиентов
built up contacts and positive working relationships with...	устанавливал контакты и позитивные рабочие отношения с...
dealt with customer queries and complaints in a professional manner	на профессиональном уровне работал с запросами и жалобами потребителей (клиентов)
customer support	поддержка клиентов
searching new clients	поиск новых клиентов
participating in projects	участие в проектах
negotiating with clients	ведение переговоров с клиентами
analysed media coverage	проводил анализ освещения в СМИ
reporting	ведение отчетности
optimization of existing processes	оптимизация существующих процессов
market/competitors' analysis	анализ рынка/конкурентов
making presentations	проведение презентаций
conducting training courses	проведение тренингов
budgeting	формирование бюджета
staff recruiting and development	подбор персонала
staff management and motivation	управление и мотивация команды
organizing events	организация мероприятий
to go on business trips	ездить в командировки
full-time employment	работа на полный рабочий день
part-time employment	работа по совместительству
at a salary of	с заработной платой
responsibilities, duties	обязанности
graduated with high honors	окончен с красным дипломом
to cancel an appointment	отменить встречу
experienced	опытный
till present	по настоящее время
join the company	поступить на работу в компанию

PRESENTATIONS

Warm up

1. Discuss the following questions:

- a) What is a presentation?
- b) For what purposes are presentations made in business?
- c) What makes a presentation effective?
- d) What is the worst presentation you have ever seen?
- e) Even experienced presenters can make mistakes during a presentation. Can you give any examples of typical mistakes?

Reading

2. What are the most important keys for a successful presentation? Choose five of these and rank them. You can use some of your own if you prefer.

Some Hints for a Successful Presentation

Preparation

- *Planning.* Plan your presentation carefully. Thorough preparation will make you more confident and help you to overcome your nervousness.

- *Objectives.* Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?

- *Audience.* Whom exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?

- *Content.* Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.

- *Approach.* A good rule of thumb is to tell your audience what you're going to say, say it, then tell the audience what you've said. Try to develop your key points in an interesting and varied way, drawing on relevant examples, figures etc. for support as appropriate. You might also like to include one or two anecdotes for additional variety and humour.

- *Organization.* Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarize the main points of your presentation, thank the audience for their attention, and invite questions.

If you have a lot of complex information to explain, think about using some

charts, diagrams, graphs etc., on an overhead projector or flipchart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear - don't try to put too much information on each one.

• *Rehearsal*. Allow time to practise your presentation – this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

Language

• *Simplicity*. Use short words and sentences that you are comfortable with. There is no benefit in using difficult language.

• *Clarity*. Active verbs and concrete words are much clearer and easier to understand than passive verbs and abstract concepts. Avoid jargon unless you are sure all your audience will understand it.

• *Signalling*. Indicate when you've completed one point or section in your presentation and are moving on to the next. Give your audience clear signals as to the direction your presentation is taking.

Delivery

• *Nerves*. You will probably be nervous at the beginning of your presentation. Don't worry – most people are nervous in this situation. Try not to speak too fast during the first couple of minutes – this is the time you establish your rapport with the audience and first impressions are very important. You may find it helpful to memorize your introduction.

• *Audience rapport*. Try to be enthusiastic – your interest in the subject matter will carry your audience along. Look around your audience as you speak – eye contact is essential for maintaining a good rapport. You will also be able to pick up signals of boredom or disinterest, in which case you can cut your presentation short.

• *Body language*. Stand rather than sit when you are delivering your presentation and try to be aware of any repetitive hand gestures or awkward mannerisms that might irritate your audience.

• *Voice quality*. You must be clearly audible at all times - don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

• *Visual aids*. Use your visual aids confidently, making sure you allow your audience time to absorb information from flipcharts and transparencies.

• *Audience reaction*. Be ready to deal with any hostile questions. Polite, diplomatic answers are a good disarming tactic, but if you should find yourself 'under fire', suggest that the audience keeps any further questions until the end of the presentation and continue with your next point.

Business skills: Presentations

3. Look through the following list of key functions and useful language for making presentations.

Functions	Useful language
Welcoming your audience	Good morning, ladies and gentlemen Good morning, gentlemen Good afternoon, ladies and gentleman Good afternoon, everybody
Outlining your structure	To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendations).
Introducing your subject	I am going to talk today about... The purpose of my presentation is to introduce our new range of...
Giving instructions about questions	Do feel free to interrupt me if you have any questions. I'll try to answer all of your questions after the presentation. I plan to keep some time for questions after the presentation.
Starting	I'd like to start by... Let's begin by... First of all, I'll... Starting with... I'll begin by...
...and starting another	Now we'll move on to... Let me turn now to... Next... Turning to... I'd like now to discuss... Let's look now at...
Finishing one subject...	Well, I've told you about... That's all I have to say about... We've looked at... So much for...
Ordering	Firstly...secondly...thirdly...lastly... First of all...then...next...after that...finally... To start with...later...to finish up...
Analysing a point and giving recommendations	Where does that lead us? Let's consider this in more detail... What does this mean for ABC? Translated into real terms..
Giving an example	For example,... A good example of this is... As an illustration,... To give you an example,... To illustrate this point...

Dealing with questions	<p>Now I'll try to answer any questions you may have.</p> <p>Can I answer any questions?</p> <p>Are there any questions?</p> <p>Do you have any questions?</p> <p>Are there any final questions?</p> <p>We'll be examining this point in more detail later on...</p> <p>I'd like to deal with this question later, if I may...</p> <p>I'll come back to this question later in my talk...</p> <p>Perhaps you'd like to raise this point at the end...</p> <p>I won't comment on this now...</p>
Summarising and concluding	<p>To conclude,...</p> <p>Now, to sum up...</p> <p>Right, let's sum up, shall we?</p> <p>So let me summarise/recap what I've said.</p> <p>Finally, may I remind you of some of the main points we've considered.</p> <p>In conclusion,...</p> <p>I'd like now to recap...</p> <p>Let's summarise briefly what we've looked at...</p> <p>Finally, let me remind you of some of the issues we've covered...</p> <p>If I can just sum up the main points...</p> <p>Many thanks for your attention.</p> <p>May I thank you all for being such an attentive audience.</p>

Vocabulary

4. Complete the following presentation excerpts with suitable words:

1-14: after that, finally, to start with, specifically, outline, bring you up to date, illustrate, purpose, then, thank, sum up, describe, tell you, concluding;

15-28: indicated, talked, you will notice, draw your attention, interrupt, expand, move on, options, priority, referring, in conclusion, on balance, recommend, pointed out

'Good afternoon, everybody. I'd like to (1)... you all for being here.'

'My (2)... today is to (3)... about our corporate strategy for the next decade, and, more (4)..., to (5)... with our plans for Europe.'

'(6)... I'd like to (7)... briefly our current marketing policy in the UK. (8)... I'll (9)... some of the problems we're having over market share. (10)... I'll (11)... the opportunities we see for further progress in the 21st century. (12)... I'll quickly (13)... before (14)... with some recommendations'.

'Please feel free to (15)... me if you have any questions at any time.'

'Now I'd like to (16)... to Chart B showing our sales revenue and pre-tax profits over the last ten years. (17)... that although turnover has risen, our profits have not increased at the same rate'.

'I've (18)... about our current position in the UK and I've (19)... some of the problems we are facing. Well, what (20)... are open to us now? Where do we go from here?'

'As I have already (21)... I think our first (22)... must be to build on the excellent results we have achieved in certain European markets. I'm (23)... of course, to Italy and Spain. Let me quickly (24)... on those successes before we (25)... .'

'We should not forget the French market. Admittedly our results there have been poor so far, but there are signs the market is changing and we can learn a lot from our mistakes. (26)... though, I think we stand to gain most from concentrating on southern Europe and I strongly (27)... we put all our efforts into further expansion in Italy, Spain and possibly Greece.'

'(28)... may I thank you all for being such an attentive and responsive audience. Thank you also for your pertinent questions. Are there any final questions?'

Speaking

5. Work in pairs. What are the parts in the structure of the presentation? What are the appropriate strategies of the speaker at different stages? Do the quiz.

1. Most presentations are organized in three parts. Match the parts of presentation (1-3) with the functions they include (A-H). Some parts include more than one function.

- | | | | |
|---|---------------------------------|---|--|
| 1 | Beginning
Short introduction | A | welcome your audience |
| 2 | Middle
Body of presentation | B | summarize your presentation |
| | | C | introduce your subject |
| | | D | thank your audience |
| 3 | End
Short conclusion | E | explain the structure of your presentation |
| | | F | present the subject itself |
| | | G | explain rules for questions |
| | | H | invite questions |

2. Here are some things to do at the beginning of a presentation. Put them in a logical order. Put a number, 1-5, in the space.

- give instructions about question _____
introduce your subject _____
outline the structure of your presentation _____
welcome your audience _____
introduce yourself _____

3. Choose the proper way to start a presentation.

- A. Are we all here? Good, well if we look at the first slide you'll see our profits for 2017...
- B. Hello ladies and gentlemen. Thanks very much for coming along today. My name is John Brown and today I'll be talking about
- C. Hello everyone. Could you wait for a while? There are some problems with the computer...

4. Here are some more things to do in the rest of the presentation. Match the headings (1-3) on the left with the phrases on the right (A-H).

- | | | | |
|---|-----------------------|---|-----------------------------------|
| 1 | Connecting the points | A | Thank you for listening |
| 2 | Referring to slides | B | Let's move on to ... |
| 3 | Finishing | C | Are there any questions? |
| | | D | This diagram shows... |
| | | E | So, in conclusion... |
| | | F | As you can see... |
| | | G | My next point is... |
| | | H | If you look at the next slide ... |

5. Choose the proper way to comment on the slides.

- A. Well, as you can see in this slide, energy savings increased significantly as we implemented our strategy...
 - B. In January 2017 there was a saving of £293, in February there was a saving of £300, in March...
 - C. Here's the next slide. Is it OK? Let's move on...
 - D. Oh dear! I'm awfully sorry but we seem to be having some technical problems with the projector.
6. Suddenly, someone asks a question. How do you respond?
- A. Look, I said at the start that I'd be happy to take questions at the end...
 - B. That's a very interesting question... Er... OK...
 - C. Would you mind if I came back to your question at the end? It's just that I'm rather conscious of the time...
7. You have reached the end of your presentation. What do you say?
- A. 'I'm terribly sorry but I seem to have taken too long, so we don't actually have time for any questions! However, if you grab me after the session I'll be happy to answer any questions you might have.'
 - B. If you have any questions, I would be happy to answer them now...
 - C. Any other business?

6. Discuss in small groups, report to the class.

1. Give some tips for making a good business presentation. How to get started and plan your presentation?
2. How to better organize the content of your presentation? What parts does a standard presentation contain?
3. What should be said in the introduction? How to get the attention of your audience from the very beginning?
4. What are the rules for making efficient visual aids?
5. What are the things to remember when delivering your speech to the audience?

Find Out & Report

7. Make a short presentation of a company. You may speak about any famous company or the company you work for.

Stick to the plan:

- *Name*
- *Location*
- *Company history*
- *Activities*
- *Products/ Services*

- *Target customers*
- *Company structure, number of employees*
- *Main markets*
- *Main competitors*
- *Finance: revenue, profit*

Use the sample presentation:

COMPANY PROFILE

Good morning, ladies and gentlemen, thank you for coming. My name is Sarah James, and I'm here to give a brief presentation on the company. My talk is very short so please keep your questions to the end.

The first part of my presentation is about the company structure of Pizza Hut (UK). The second part looks at the present activity of the company in the UK, and in the last part I want to talk about our future plans.

First, the structure. Let's start with the parent company. As you know, Pizza Hut (UK) is a subsidiary of Tricon Global Restaurants. There are other brands in the group, such as KFC and Taco Bell. The President of Pizza Hut (UK) is Jon Prinsell.

Now, let's look at our present activity. Business is very good. People in Britain like pizzas! We have sales of over £ 300 million from 400 outlets. We employ about 16,000 people. In Britain our brand is very well-known. 80% of the population eat at Pizza Hut at least once a year. On top of that, we deliver 75,000,000 pizzas to people's homes. Pizzas are our main product, but we also sell a lot of pastas, salads, desserts, and drinks.

Finally, the future. In the next ten years we plan to open at least another hundred restaurants. At the moment our market share of all meals in restaurants in Britain is 6 %. We would like to increase that number to 10 % in the next ten years. With our customers and our staff, that aim is possible.

Thank you for listening. Do you have any questions?

UNIT 4

MEETINGS AND NEGOTIATIONS

MEETINGS

Warm up

1. Discuss the following questions:

- a) What are the main reasons for holding a meeting?

- b) What is the role of the chairperson?
- c) Why are so many meetings unsuccessful?
- d) Describe a meeting that you have attended recently. How effective was it and why?

Vocabulary

2. Complete the following sentences with appropriate words from the list:

agenda	casting vote	consensus	minutes	circulate
chairperson	items	arising	conduct	apologies

a) In all formal meetings and most informal meetings, there is a ... whose job it is to ... the business of the meeting and to ensure that the meeting's objectives are achieved.

b) It is helpful in both formal and informal meetings to have an ... listing the points that are to be discussed. It is usual to ... this in advance so that participants can prepare adequately for the meeting.

c) If there are too many ... on the agenda, it is inevitable that the meeting will be over-long and so less effective.

d) After formal meetings the secretary writes up the ... , an official record of the discussion that has taken place.

e) If you cannot attend a meeting, it is customary to send your ... to the chairperson, who reads out the names of any absentees at the beginning of the meeting. After naming absentees, the chairperson may ask if there are any matters ... out of the minutes of the last meeting.

f) When decisions must be taken, the chairperson hopes there will be a ... on what should be done. Otherwise, a vote must be taken and sometimes the votes for and against are equal. If this happens, the only way to break the deadlock is for the chairperson to give his or her

Reading

3. Before you read the text, look at the title. What do you think the article is about?

How to Waste Time at Work

(by Nancy Roman)

“Meetings are indispensable when you don't want to do anything.”

John Kenneth Galbraith

Many people don't understand the value of wasting time at work. They're afraid of getting caught or fired for being too slack, so they work diligently through the entire workday.

Now, there's a more effective way to waste your time and your team's time without getting into trouble. *Call a meeting.* Meetings are the perfect place to waste time. Be sure to take full advantage of this opportunity.

1. Meet whenever you want

Team meetings should be held whenever a team member has new information to share (or wants to catch up on the office gossip). These meetings should not have a purpose or an objective to achieve, and should not be used for decision-making and problem-solving. If you decide to use other forms of communication, such as emails or memos, remember that you will be cutting down on the time wasted during meetings.

2. Include everyone in the meeting

Team meetings should follow the saying, "the more, the merrier." All team members and anyone else who wants to participate, should be invited to each meeting (especially those who tell great jokes and make the meetings entertaining). Try to avoid including team members who will help achieve the meeting's objective; therefore, wasting less time during the meetings.

3. Agendas are not needed

The problem with using an agenda is that it lets team members know the following:

- The time the meeting will begin and end: If team members know the meeting times, they will help keep the meeting on schedule.
- The location: If you tell team members where the meetings will be held, they will know the meeting place and will arrive early, causing the meeting to start on time.
- The purpose of the meeting: If team members don't know what the meeting is for, they will most likely attend out of curiosity, increasing the amount of participants and causing chaos.
- The issues to be discussed: If team members know what will be talked about during the meeting, they may come prepared to focus on those issues. The lack of an agenda will lower team member's expectation for what will be accomplished during the meeting, and will ensure a relaxed pace that can waste additional time.

If you do decide to distribute an agenda, do not hand it out before the meeting or team members will come prepared. Be sure the outline is unclear, and supply a limited amount of copies so only a few participants know what's going on during the meeting.

4. Start the meeting late

Team meetings should not start on time. If you begin a meeting on time, you risk ending on time, thereby wasting less time. Team members should not be expected to arrive prior to the start time, so it is important to wait for all members before beginning the meeting. The longer you make the prompt team members wait, the more you encourage them to arrive later and later; therefore, wasting more time during meetings. This courtesy will create positive feelings about meetings in the future.

5. Avoid meeting roles

To avoid having team meetings run effectively, stay away from assigning

meeting roles and responsibilities. The following could diminish the time wasted during your meetings:

- A team leader would ensure the agenda and correct meeting processes were followed.
- A timekeeper would keep the meeting on schedule.
- A gatekeeper would keep the team focused on the topic at hand.
- A scribe would write down all agreed-upon decisions and actions, and would record target dates and who is responsible.
- A recorder would write out all brainstorming ideas on a flip chart.

The less you involve team members in the meeting process, the less structure there will be, thus more time will be wasted.

6. End the meeting late

Ending team meetings on time causes you to have to go back to work. The longer the meeting, the later the meeting ends, the more time you waste.

7. Do not post meeting minutes

This last step is easy. If you don't write down the action items during the meeting, you won't have minutes to publish afterwards. In addition, if you didn't have an agenda for the meeting, no one will expect minutes anyway.

Writing out and posting minutes reminds people of what they agreed to do in the meeting, which causes things to be done at work. Posting the minutes could also make team members remind and encourage each other to complete the activities.

Remember, everyone knows meetings are a huge waste of time, so use them often. With a little effort no one will ever know how little you do.

Comprehension

4. We hope you understand that the article you have read is humorous but it still gives food for thought.

Look through the article again and say what rules should be observed to make meetings more productive and efficient.

Business skills: Getting the most out of meetings

If you work for a company where meetings are held in English, you may have had one or these problems:

- being unable to say what you mean clearly and concisely;
- being unable to understand others – especially if they joke, go off the point, or speak too quickly;
- what the action points are – and what you're expected to do;
- being unable to concentrate for long periods of time on complex or detailed discussions;
- being shy (not willing to initiate a discussion, even though you have plenty of things to say).

5. Look through the following list of useful language for participants of a meeting.

It will help you to be more confident and get the most out of your meetings.

Functions	Useful language
Getting the Chairperson's Attention	(Mister/Madam) May I have a word? If I may, I think... Excuse me for interrupting. May I come in here?
Giving Opinions	I'm positive that... I (really) feel that... In my opinion... The way I see things... If you ask me,... I tend to think that...
Agreeing	I totally agree with you. Exactly! That's (exactly) the way I feel. I have to agree with (name of participant).
Disagreeing	Unfortunately, I see it differently. Up to a point I agree with you, but... (I'm afraid) I can't agree
Requesting Information	Please, could you... I'd like you to... Would you mind... I wonder if you could...
Clarifying	Let me spell out... Have I made that clear? Do you see what I'm getting at? Let me put this another way... I'd just like to repeat that...
Asking for Clarification	I don't quite follow you. What exactly do you mean? I'm afraid I don't quite understand what you are getting at. Could you explain to me how that is going to work? I don't see what you mean. Could we have some more details, please?
Asking for Repetition	I'm afraid I didn't understand that. Could you repeat what you just said? I didn't catch that. Could you repeat that, please? I missed that. Could you say it again, please? Could you run that by me one more time?
Correcting Information	Sorry, I think you misunderstood what I said. Sorry, that's not quite right. I'm afraid you don't understand what I'm saying. That's not quite what I had in mind. That's not what I meant.

Chairing meetings

It can be difficult to chair an international meeting if your first language is not

English. The role of a chairperson is to make sure that the objectives of the meeting are met, and that the people attending the meeting know what they need to do next. The chair should also make sure that everyone in the meeting can participate and understand what's going on. To chair a successful meeting, you need to keep to the agenda and time constraints, and also be sensitive to people and clarify or summarise where necessary.

The chair directs the meeting dealing with the meeting formalities and making sure that the points on the agenda are covered

6. Look through the list of useful language for chairing a meeting.

Functions	Useful language
Opening	Good morning/afternoon, everyone. If we are all here, let's get started / start the meeting / start.
Welcoming and Introducing	Please join me in welcoming (name of participant) We're pleased to welcome (name of participant) I'd like to extend a warm welcome to (name of participant) It's a pleasure to welcome (name of participant) I'd like to introduce (name of participant)
Stating the Principal Objectives	We're here today to ... I'd like to make sure that we ... Our main aim today is to ... I've called this meeting in order to ..
Introducing the Agenda	Have you all received a copy of the agenda? There are X items on the agenda. First, ... second, ... third, ... lastly, ... Shall we take the points in this order? If you don't mind, I'd like to go in order today. skip item 1 and move on to item 3 I suggest we take item 2 last.
Allocating Roles (secretary, participants)	(name of participant) has agreed to take the minutes. (name of participant), would you mind taking the minutes? (name of participant) has kindly agreed to give us a report on ... (name of participant) will lead point 1, (name of participant) point 2, and (name of participant) point 3. (name of participant), would you mind taking notes today?
Agreeing on the Ground Rules for the Meeting (contributions, timing, decision-making, etc.)	We will first hear a short report on each point first, followed by a discussion of ... I suggest we go round the table first. Let's make sure we finish by ... I'd suggest we ... There will be five minutes for each item. We'll have to keep each item to 15 minutes. Otherwise we'll never get through.
Introducing the	So, let's start with ...

First Item on the Agenda	I'd suggest we start with... Why don't we start with... So, the first item on the agenda is Pete, would you like to kick off? Shall we start with ... (name of participant), would you like to introduce this item?
Closing an Item	I think that takes care of the first item. Shall we leave that item? Why don't we move on to... If nobody has anything else to add, lets ...
Next Item	Let's move onto the next item Now that we've discussed X, let's now ... The next item on today's agenda is... Now we come to the question of.
Giving Control to the Next Participant	I'd like to hand over to (name of participant), who is going to lead the next point. Next, (name of participant) is going to take us through ... Now, I'd like to introduce (name of participant) who is going to.
Involving people	We haven't heard from you yet, Bob. Can we hear what Jeremy has to say? Susan, you're very quiet. Would you like to comment?
Summarizing	Before we close today's meeting, let me just summarize the main points. Let me quickly go over today's main points. To sum up, ... OK, why don't we quickly summarize what we've done today. In brief, ... Shall I go over the main points?
Finishing Up	Right, it looks as though we've covered the main items. Let's bring this to a close for today. Is there Any Other Business? I'd like to thank Marianne and Jeremy for coming over from London. Thank you all for attending. Thanks for your participation. The meeting is finished, we'll see each other next ... The meeting is closed. I declare the meeting closed.

Speaking

7. Work in groups. You are members of a staff committee investigating ways of improving working conditions in your offices. After the meeting your proposals will be submitted to a management committee.

- Decide who will be 'in the chair' and who will take the minutes.
- Before the meeting starts, the chairperson should look at File 1, the others at Files 2, 3 or 4.
- Hold the meeting.
- Write a short report of your meeting, giving your proposals to the management committee.

File 1

Here are some tips for chairing the meeting:

1. Begin by starting the purpose of the meeting.
2. Give the name of the person you want to speak next.
3. Make sure everyone has a chance to give their views.
4. If someone is talking too long, say *Thank you* and name the next person who wants to speak.
5. If there's disagreement on any point, call for vote.
6. Make sure one member of the group is keeping minutes: ask them to read out the notes at the end, if there's time.
7. Keep to the time limit: if necessary stop the discussion and summarize the conclusions and decisions you have come to.

File 2

These are your department's suggestions:

- more staff parties and picnics
- better toilets and showers
- open roof garden to staff
- more comfortable tables and chairs in staff canteen

File 3

These are your department's suggestions:

- more flowers and plants
- more flexibility about taking time off
- better lighting and heating
- more pictures and posters on the walls

File 4

These are your department's suggestions:

- more comfortable chairs
- a better coffee machine
- proper plates in the canteen instead of plastic
- more car parking places

Writing

8. Summarize what you have learnt in this unit and complete the following chart:

	DOs	DON'Ts
Chairperson	1. Have a clear purpose	1. Go on for more than an hour

	2. 3. 4.	2. 3. 4.
Participants	1. 2. 3. 4.	2. 3. 4. 5.

Using the chart answer the following question in writing:

“What makes a good meeting?”

NEGOTIATIONS

Warm up

9. Discuss the following questions:

- a) What is a 'negotiation'?
- b) How would you judge the success of a negotiation?
- c) In what situations do you negotiate? Who do you negotiate with? Think about both your work and your private life.
- d) What makes a good negotiator?

10. How appropriate is the following advice? Rank each suggestion on a scale from 1-10 (1 = essential, 10 = unhelpful) to indicate your opinion:

How to be a good negotiator

- try to get on well with your opposite number
- use emphatic language
- show respect for your opposite number
- make suggestions to resolve disagreement
- have clear objectives
- be determined to win
- say ‘I don't understand’, if that is the case
- listen carefully
- always compromise
- discuss areas of conflict

11. Choose adjectives which, in your opinion, characterize a perfect negotiator:

persuasive, pushy, polite, firm, aggressive, flexible, sensitive, confident, loud-mouthed, clear, competent, willful, knowledgeable about business sector, constructive, hot-headed, controlled, honest, prepared, tenacious

Reading

12. Read the text and add to the list of tips for successful negotiating your own ideas.

Ten Tips for Successful Negotiating

1. *Develop "negotiation consciousness."* Successful negotiators are assertive and challenge everything. They know that everything is negotiable. "Challenge" means not taking things at face value. On a practical level, this means you have the right to question the asking price of that new car.

Being assertive means asking for what you want and refusing to take "no" for an answer. You are assertive when you take care of your own interests while maintaining respect for the interests of others.

2. *Become a good listener.* We are so busy making sure that people hear what we have to say that we forget to listen. Many conflicts can be resolved easily if we learn how to listen. You can become an effective listener by allowing the other person to do most of the talking. Follow the 70/30 Rule -- listen 70% of the time, and talk only 30% of the time. Encourage the other negotiator to talk by asking lots of open-ended questions -- questions that can't be answered with a simple "yes" or "no."

3. *Be prepared.* Gather as much pertinent information prior to the negotiation. What are their needs? What pressures do they feel? What options do they have? Doing your homework is vital to successful negotiation.

4. *Know your goals.* Before beginning any negotiation, determine the outcome you want. What is your ultimate goal? Where are you willing to compromise? What is non-negotiable?

5. *Aim high.* People who aim higher do better. If you expect more, you'll get more. Successful negotiators are optimists. A proven strategy for achieving higher results is opening with an extreme position. Sellers should ask for more than they expect to receive, and buyers should offer less than they are prepared to pay. You may be pleasantly surprised when the other person agrees to your terms.

6. *Be patient.* Whoever is more flexible about time has the advantage. Your patience can be devastating to the other negotiator if they are in a hurry.

7. *Don't make the first move.*

The best way to find out if the other negotiator's aspirations are low is to induce them to open first. They may ask for less than you think. If you open first, you may give away more than is necessary.

8. *Don't accept the first offer.* If you do, the other negotiator will think they could have done better. (It was too easy.) They will be more satisfied if you reject the first offer -- because when you eventually say "yes," they will conclude that they have pushed you to your limit.

9. *Don't make unilateral concessions.* Whenever you give something away, get something in return. Always tie a string: "I'll do this if you do that." Otherwise you are inviting the other negotiator to ask you for more.

10. *Aim for a win-win.* The goal of negotiation is not to destroy your opponent. It's to arrive at a solution that all parties are happy with. This kind of negotiation builds lasting business relationships.

Vocabulary

13. Match terms (1-23) and their definitions (A-V):

ABC of Negotiations

1	agreement	A	offer made in response to an offer by the other party
2	alternatives		reduced price
3	bargain	B	provide customers with goods or services
4	bargain price	C	discuss a business deal in order to reach an agreement
5	bedrock price	D	try to change a person's mind by using various tactics
6	concession	E	any other choices a person or group has, rather than agreeing with the other person or group
7	commitment	F	an obligation to do something or deliver something
8	compromise	G	an agreement where you get less than you want but also give less than the other person wants
9	condition	H	A stipulation or requirement which must be fulfilled.
10	contract	I	lowest possible price
11	counter-offer	J	arrangement between two or more people or companies
12	deal	K	a topic that needs to be discussed in a negotiation
13	discount	L	the results of the negotiation that everyone agrees to put into action
14	final agreement	M	accepting less on one specific point in order to get something from the other person on a different point
15	issue	N	reduction in price
16	negotiate	O	a business transaction
17	party	P	written agreement between two or more parties.
18	proposal	Q	calculate (e.g. price of something); find a solution
19	quote	R	to give in to another's requests
20	range	S	either side in a negotiation is called a party, whether one individual or a whole group
21	supply	T	give an estimated price (a quotation)
22	work out	U	course of action, or plan, put forward for consideration;
23	yield	V	a selection of products sold by a company

Grammar

The golden rule of negotiations is this: never make concessions; always trade concessions. If you give something away, make sure you always get something in return.

The best language technique in this stage is to make every sentence an 'if' sentence: "we might be able to bring the price down by 5%, but only if you can increase your order by at least 10%". That way, any concessions you appear to be making are tied to something you want from the other party.

The conditional forms are the cornerstone of negotiations. For proposals, offers and bargaining, the first and second conditionals are frequently used. In negotiations, the first conditional form (**if + present + future**) is used when we are more certain. The second conditional form (**if + past + would infinitive**) is more tentative.

14. Look at the examples and translate the sentences.

1. If you agree to the new working conditions, we'll sign the contract now.
2. If you increased the order size, we could / would reduce the price.
3. So, we'll reduce the price by 5% if you increase the order by 5%.
4. Unless you increase your order, we won't be able to give you a bigger discount.
5. Provided you deliver the goods in September, we can give you a bigger discount.
6. Suppose they don't accept, what will you do?
7. If you accepted 5%, we'd be prepared to negotiate the second point.

15. Complete the sentences using the right conditional form.

1. If your conditions are competitive, we (place) an order.
2. If I had more time, I (do) a course in business English.
3. If we had known more about their culture, negotiating (be) easier.
4. If you (customize) your CV, your chances of getting a job will be better.
5. We (cancel) our order if you don't deliver the goods by Friday.
6. If Brittany (speak) better English, she would apply for a job abroad.
7. If you (tell) me about the problem, I would have helped you.
8. I (let) you know if I weren't satisfied.
9. If you execute the order carelessly, they (place / not) another order with you in the future.
10. If I were you, I (worry / not) about the presentation.

Business skills: Negotiating

16. Successful negotiations rely on the appropriate and correct language and skill.

The following list names key functions and useful language for basic negotiations.

Functions	Useful language
Welcoming / Relationship building	It's my pleasure to welcome you to ... How was your flight? Would you like something to drink?
Starting up	We've got a busy agenda ahead of us, so why don't we start up? If you don't mind, let's get started/down to business.
Proposing the agenda	As we see it, the main objective of our meeting is ... We've come up with/drawn up an agenda. There are/We've got four/five items on the agenda. We'd like to go over ... first/then ... last. Does that seem acceptable to you?
Starting and outlining your position	I'd like to outline our aims and objectives. There are two main areas that we'd like to concentrate on / discuss.
Proposing	Our basic position is ... There are several options ... We propose/suggest/advise ... I think we should ... Why don't we ...? How about/What about ...?
Clarifying	Does anything I have suggested / proposed seem unclear to you? Please feel free to interrupt/to ask questions. What do you mean exactly when you say.... Could you clarify your last point for me? If we understand you correctly, you're interested in/you'd like (to) ... Do you suggest ... Are you suggesting that ... Do you mean ... Does it mean ... If I understood you correctly ... What exactly do you mean by ... ? I'm not sure I fully understand your point.
Agreeing	I agree with you on that point. That's a fair suggestion. I can't see any problem with that. This agreement is acceptable to us. I think we have a deal. That's a deal! That sounds reasonable.
Disagreeing	I am afraid we couldn't agree to that. I'm sorry, we can't accept that. No, that's out of question. That's totally unacceptable. No. I am not interested. Is that your best offer?

	That would be very difficult for us because Unfortunately, we must decline your offer for the following reasons. We're prepared to compromise, but...
Reasoning	This is because ... he reason for that is ... We have to / must have is essential and vital for our customers. Money is all-important!
Bargaining/ compromising	We could consider ... as long as ... on one condition ... provided that ... unless you ... How flexible can you be on that? I'm ready to sign that if you can In return for this, would you be willing to ...? We are ready to accept your offer; however, there would be one condition. We feel there has to be a trade-off here. Would you be willing to accept a compromise?
Delaying	We would have to study this. Can we get back to you on this later? We'll have to consult with our colleagues back in the office. I don't have the authority to make that decision by myself.
Closing summarizing	Can we summarise what we've agreed so far? Let's look at the points we agree on. We've agreed to the following ... Can we check these points one last time? Let's just confirm the details, then. Do you agree with our summary? Is there anything you'd like to add? We still have some outstanding issues such as ... So the next step is...
Final greetings	It has been a pleasure doing business with you. We look forward to cooperating with you again.

17. Read the sample conversation paying special attention to the language of negotiations.

<i>Sample conversation: Negotiation</i>	
Seller:	For a 2 year extension to the current service contract, the price will be \$5 million.
Buyer:	It's a lot higher than what we paid for the current contract.
Seller:	To be honest, we've made a lost on the current contract with you. We've looked at the numbers and we can't lower it.
Buyer:	Let me just make sure I know what you're saying, for exactly the same

contract as we have now, we'll have to pay \$1.5 million more.

Seller: As I said before, we've lost money on the existing contract we have with you. Plus, consider how much time and money it will cost you to change to a new service provider, at least \$2 million and hundreds of hours of training and business downtime.

Buyer: I don't think that I'll be able to sell this back at head office.

Seller: As I said, to set up with a new provider will cost you more with higher risk.

Buyer: What would you do in our position if you had to pay 33% more to extend an existing contract?

Seller: I appreciate how you feel. It does seem a lot, but it'll cost you more if you change.

Buyer: What do you think will happen if we don't agree?

Seller: I suppose that you'll decide to give the contract to someone else.

Buyer: So, would you prefer to lose the contract or make a concession? A price which is reasonable.

Seller: Of course, we don't want to lose the contract, but we feel we've made you a very reasonable offer.

Buyer: So you won't consider making a concession on price?

Seller: I'm afraid it's the lowest price we can offer you.

Buyer: Well, if that's your position, I'm afraid there's nothing else we can do! I think it's better if we finish the meeting now. If you reconsider your position, get in touch with me.

Speaking

18. Work in pairs and act out telephone dialogues of your own.
 A= Supplier B= Customer

A	B
<p style="text-align: center;">Supplier wants:</p> <ul style="list-style-type: none"> • payment in dollars; • customer to pay a 20% deposit immediately; • recommendation to other customers. 	<p style="text-align: center;">Customer wants:</p> <ul style="list-style-type: none"> • a discount for bulk purchase; • delivery earlier; • to extend the 1 year warranty period.

Find Out & Report (Project)

19. Surf the internet to find more information about negotiation styles in different countries. Choose one of the countries to describe it in more detail. Present your finding to the class.

Writing

20. Imagine that you are asked to present a seminar to your colleagues on Negotiating Tips – Do's and Don'ts. Write a brief outline of what you want to say.

UNIT 5

TELEPHONONG

Warm up

Telephoning in English is an important part of doing business in English. It's also important to know how to answer the phone and help customers over the phone.

1. Discuss the following questions:

- Are telephone conversations in a second language stressful?
- Why do people get nervous in telephone conversations in a second language?
- What kind of problems are you having with making and receiving calls?
- What are the possible ways to improve your telephoning skills?
- Do you know any standard phrases that are specifically used when telephoning in English?
- What is good telephone etiquette? What is considered rude in your culture?

Reading

TEXT

2. Read the text and formulate 10 golden rules of telephoning in English.

Making Business Calls

The telephone is often the first point of contact a customer or client will have with a company so it is very important that you make a good impression when you're answering the phone.

Unless you are working in a busy call centre or on a switchboard, be as prompt as possible in answering the phone. Potential clients and many customers lead busy lives and if you let the phone ring too long before answering, they might have already hung up and taken their business elsewhere.

Always greet the caller according to the time of day and identify yourself with either a first name or first name and surname and the company name followed by establishing the reason for the call.

You never know how simple or complex the nature of call might be so it's important that you're prepared and know how to handle the call.

If you're working on a busy switchboard, you'll need to understand how to transfer calls internally and you should also keep a pen and pad handy so you can jot down details of the call.

Speak slightly more slowly on the phone than you would if you were having a general face-to-face conversation. Important details can get overlooked if you speak too quickly and it also saves you from having to repeat yourself. This is especially true if you have a very pronounced regional accent

People hate being put on hold although most of them do understand that it is sometimes inevitable. If you need to place a caller on hold for any reason, firstly tell them why and ask them if they object to being placed on hold.

Before ending the call, you should always try to recap what you've discussed, if appropriate, and ask the caller if there is anything else you can help them with before saying 'goodbye' and hanging up. It's also good practice to let the caller hang up before you do.

If you've been asked to pass a message on to a work colleague, always do so as soon as possible. The longer you leave it, the more likely you will either forget to do so or you'll pass on incorrect details of the call.

In general, however, if you're friendly, courteous and helpful, answering the phone should not present you with too many problems.

Speaking

Before you begin, it is important to learn key vocabulary used when telephoning. Telephone conversations use a number of standard phrases that are specifically used only when telephoning in English.

3. Read and translate some useful phrases for making business calls:

Functions	Useful language
Answering the phone	Thank you for calling Business English Courses «english4real». Maxim White speaking. How can I help you? Good morning/afternoon/evening, Persha Studia, Denis Brown speaking.
Introducing yourself	This is James Green. Good morning, this is Julie Madison calling.
Asking who is on the telephone	Can / Could I ask who is calling, please?
Asking for Someone	Can I have extension 123? (internal numbers at a company) Could / Can / May I speak to Mr. Ivanov, please?
Connecting Someone	I'll put you through (connect) Could you hold the line? Could you hold on a moment?

Functions	Useful language
	Please hold and I'll put you through to his office. One moment please.
How to reply when someone is not available	I'm afraid ... is not available at the moment The line is busy... Mr Levin isn't in / available ... Mr Chernous is out at the moment...
Taking a Message	Could / Can / May I take a message? Could / Can / May I tell him who is calling? Would you like to leave a message? He's busy right now. Could you call again later? I'll let him know you called. I'll make sure she gets the message.
Leaving a message with someone	Yes, can you tell him his wife called, please. No, that's okay, I'll call back later. Yes, it's Alexander from Alpha Bank here. When do you expect her back in the office? Thank you, could you ask him to call me back when he gets in? My number is 067-602-11-69.
Confirming information	Okay, I've got it all down. Let me repeat that just to make sure I got it right. Did you say pr. Moskovskiy, 6? You said your name was Tatyana, right?
Making special requests	Could you please repeat that? Would you mind spelling that for me? Could you speak up a little, please? (говорить погромче) Can you speak a little slower, please. My English isn't very strong. I'm sorry, I didn't get that. Could you say it again, please? I'm afraid I don't follow you. Could you repeat it, please? I'm sorry, I'm not sure I understand. Would you mind explaining it again, please? Can you call me back? I think we have a bad connection. Can you, please, hold for a moment? I have another call.
Checking that you understand	So if I understand you correctly... When you say... do you mean...?
Reason of the call	The reason I am calling is ... The main purpose of my call is to discuss what the ...

Functions	Useful language
Finishing a conversation	I'm afraid that's my other line. Thank you for calling. Hope to talk to you again soon. Good bye.
Giving numbers	Here's a phone number: 0171 222 3344 And here's how to say it: «Oh-one-seven-one, triple two, double three, double four».
Saying email addresses	@ is pronounced 'at'. For instance, caimin@clara.net is «caimin, at, clara, dot, net». – is «forward slash». – is called a «hyphen» or a «dash». – is an «underscore».

4. Read the sample conversation paying special attention to telephone phrases.

Sample Conversation: Would You Like to Leave a Message?

A = Secretary B = Business Client

A: Good Afternoon. Stellar Corporation.

B: Hello. Can you put me through to Mary Jenkins, please?

A: I'm sorry. She's at a meeting with a client.

B: Do you know when she'll be back?

A: She should be back by 2:00. Would you like to leave a message for her?

B: Yes. Could you tell her the new ads are finished?

A: Certainly. Can I have your name please?

B: My name is Jack Felspar. That's F-E-L-S-P-A-R. I'm with Spectrum Printers.
And could you have her call me when she has a spare moment. I need to discuss the billing details.

A: Does she have your number?

B: I think so, but I better give it to you just to be sure.
It's 314-274-5464.

A: Alright, Mr. Felspar. I'll have her call you when she gets a minute/she's back in the office.

B: Thanks. I appreciate it. Have a nice day.

5. Work in pairs and act out telephone dialogues of your own.

STUDENT A

Using the dialogue above as a guide, call Mary Jenkins and leave a message if she is not in. The role cards below contain your name, company, telephone number, and important business information that you want to convey to Mary Jenkins.

ROLE CARDS	
1	2
You are Mike Berggson. You work for LJ computers. Your telephone number is 604-324-4321. You have to call Mary Jenkins from the Stellar Corporation and tell her that her shipment of computers has arrived. If she is not in, leave a message with the secretary. You want Mary to call you so that you can discuss the delivery and instalment schedule.	You are Tanya Griswold. You work for Krubb Interior Designs. Your telephone number is 017-367-2190. You have to call Mary Jenkins from the Stellar Corporation and tell her that you have come up with an estimate for the renovations. If she is not in, leave a message with the secretary. You want Mary to call you so that you can discuss the color of the walls and floor tiles.
3	4
You are Sara Voldemort. You work for Darkside Media. Your telephone number is 250-432-3456. You have to call Mary Jenkins from the Stellar Corporation and tell her that the advertising campaign is ready to launch. If she is not in, leave a message with the secretary. You want Mary to call you so that you can discuss payment for services.	You are Dana Walker. You work for Jones and Baily Law Firm. Your telephone number is 312-556-6655. You have to call Mary Jenkins from the Stellar Corporation and tell her that she won her court case. If she is not in, leave a message with the secretary. You want Mary to call you so that you can discuss payment for services.

STUDENTS B

You are Mary's secretary. The role card information below includes the boss's whereabouts and her expected return time. When people call asking for the boss, you should give the information in the card and take a message.

ROLE CARDS	
1	2
You work for the Stellar Corporation. You are a secretary. Your boss is Mary Jenkins. She is talking to a client. She is expected back in about an hour.	You work for the Stellar Corporation. You are a secretary. Your boss is Mary Jenkins. She is away on business. She is expected back tomorrow.
3	4
You work for the Stellar Corporation. You are a secretary. Your boss is Mary Jenkins. She is talking to the boss. She is expected back in about 15 minutes.	You work for the Stellar Corporation. You are a secretary. Your boss is Mary Jenkins. She is away on maternity leave. She is expected back at the beginning of next month.

Being able to make, change and cancel appointments is an important skill in Business English. Here are some expressions you can use to do this concisely and clearly.

6. Read and translate some useful phrases for making appointments:

Function	Useful language
Asking for an appointment	I would like to arrange an appointment to discuss... Please would you indicate a suitable time and place to meet? Are you available on the 17th? Can we meet on the 16th? Would Friday suit you? Is next Tuesday convenient for you?
Suggesting a time	Would Tuesday suit you? Would you be available on Tuesday? What sort of time would suit you? Is 3pm a good time for you? If possible, I'd like to meet in the morning.
Agreeing to an appointment	Thank you for your email. I would be available to discuss... on (date) at (time) and (place) Tuesday sounds fine. Shall we say around (time) at (place)?
Saying a time is not convenient	Unfortunately, I will be away on business during the week of July 6–11, so I will be unable to meet you then. I will be out of the office on Wednesday and Thursday, but I will be available on Friday afternoon.
Cancelling an appointment	Unfortunately, due to some unforeseen business, I will be unable to keep our appointment for tomorrow afternoon. Would it be possible to arrange another time later in the week? I'm afraid that I have to cancel our meeting on Wednesday, as something unexpected has come up. Would you be free to meet early next week?
Apologising	I apologise for any inconvenience. I'm sorry about cancelling.
Suggesting a different date	«I'm afraid I can't on the 3rd. What about the 6th?» «I'm sorry, I won't be able to make it on Monday. Could we meet on Tuesday instead?» «Ah, Wednesday is going to be a little difficult. I'd much prefer Friday, if that's alright with you». «I really don't think I can on the 17th. Can we meet up on the 19th?»
Asking for confirmation	Please confirm if this date and time is suitable / convenient for you.
Changing the arrangement	You know we were going to meet next Friday? Well, I'm very sorry, but something urgent has come up. I'm afraid that I'm not going to be able to meet you after all. Can we fix another time? Something has just cropped up and I won't be able to meet you this afternoon. Can we make another time?

7. Read the sample conversation and act out dialogues of your own.

Sample Conversation: Are You Free on Wednesday?

Ann: Jack, we need to discuss the new advertising campaign.

Jack: When would you like to meet?

Ann: Are you free on Thursday evening?

Jack: Thursday evening is no good for me. I have a job interview.

Ann: Then how about Friday around lunch?

Jack: Friday around lunch works for me. I am free from 11:00 till 2:00.

Ann: Let's meet at 11:00 then.

8. You need to discuss several important issues with your partner. Using the dialogue above as a guide, arrange a meeting for each of these issues:

- the new product design
- the 4th quarter budget
- the recent flood of complaints

You already have several appointments scheduled so you are busy at those times (Student's cards below).

STUDENT A

Monday	Tuesday	Wednesday	Thursday	Friday	Time
doctor's appointment		meeting with a client			9:00
					10:00
					11:00
			meeting with the CEO		12:00
					2:00
					3:00
	meeting with a supplier				4:00
					5:00

STUDENT B

Monday	Tuesday	Wednesday	Thursday	Friday	Time
			meeting with potential investors		9:00
					10:00
					11:00

meeting with a client		dentist appointment			12:00	
						2:00
						3:00
				meeting with the board of directors	4:00	
					5:00	

UNIT 6

BUSINESS CORRESPONDENCE

Warm up

1. Fill in the blanks with suitable words.

1. Business letters serve as a/an ... in case of dispute in business transactions.
2. It is ... for the businessmen to remember all facts without correspondence.
3. Business letters build ... for a businessman.
4. Business letters are written to ... information.
5. Business letter is the most ... mode of communication.

2. Given below are certain statements. Write 'T' against true statements and 'F' against false statements.

1. Letter is a form of written communication.
2. Through business letter personal contact can be maintained between buyer and seller.
3. Business letters lead to decline the goodwill of the firm.
4. Letter is a convenient and economic mode of communication.
5. Business letters do not help in removing misunderstanding between buyer and seller.

3. Qualities of a good business letter. Match the following:

a) The receiver understands the message in the same way as intended by the sender	1) Relevance
b) There should be no errors in the usage of language in business letter.	2) Simplicity
c) Relevant information should be provided in business letter	3) Accuracy
d) Words of anger should not be used in any business letters.	4) Clarity
e) Difficult words should be strictly avoided, as one cannot expect the reader to refer to the dictionary every time while	5) Courtesy

reading letter.	
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Reading

4. Read the text and remember the rules of writing business letters in English.

Essentials of Effective Business Correspondence

Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to supplier of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample etc. or place order for purchase of goods.

A letter should serve the purpose for which it is written. If a businessman writes a letter to the supplier for purchase of goods, the letter should contain all the relevant information relating to the product, mode of payment, packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. Again the quality of paper used in the letter, its size, colour also need special attention, because they create a positive impression in the mind of the receiver.

Let us now learn about the different parts of a business letter.

The essential parts of a business letter are as follows:

1. Heading -The heading of a business letter usually contains the name and postal address of the business, e-mail address, web-site address, telephone number, fax number, trade mark or logo of the business.

2. Date - The date is normally written on the right hand side corner after the heading as the day, month and years. Some examples are 28th Feb., 2003 or Feb. 28, 2003.

3. Reference- It indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left hand corner after the heading. For example, we can write reference number as AB/FADept./2003/27.

4. Inside address - This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the Secretary, the Principal, the Chairman, the Manager etc.

Example:

<i>M/S Bharat Fans Bharat Complex Hyderabad Industrial Complex Hyderabad Andhra Pradesh – 500032</i>	<i>The Chief Manager, State Bank of India Utkal University Campus Bhubaneswar, Orissa- 751007</i>
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5. Subject - It is a statement in brief, that indicates the matter to which the letter relates. It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about. For example,

Subject: Your order No. C317/8 dated 12th March 2003.

Subject: Enquiry about Samsung television

Subject: Fire Insurance policy

6. Salutation - This is placed below the inside address. It is usually followed by a comma (,). Various forms of salutation are:

Sir/Madam: For official and formal correspondence

Dear Sir/Madam: For addressing an individual

Dear Sirs/Dear Madam: For addressing a firm or company.

7. Body of the letter- This comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts.

(a) Opening part - It is the introductory part of the letter. In this part, attention of the reader should be drawn to the previous correspondence, if any.

For example.

With reference to your letter no. 326 dated. 12th March 2003, I would like to draw your attention towards the new brand of television.

(b) Main part - This part usually contains the subject matter of the letter. It should be precise and written in clear words.

(c) Concluding Part - It contains a statement the of sender's intentions, hopes or expectations concerning the next step to be taken. Further, the sender should always look forward to getting a positive response. At the end, terms like *Thanking you, With regards, With warm regards* may be used.

8. Complimentary close - It is merely a polite way of ending a letter. It must be in accordance with the salutation.

For example: Salutation - Complimentary close

○ *Dear Sir/Dear Madam - Yours faithfully*

○ *Dear Mr. Raj - Yours sincerely*

○ *My Dear Akbar - Yours very sincerely (express very informal relations).*

9. Signature - It is written in ink, immediately below the complimentary close. As far as possible, the signature should be legible. The name of the writer should be typed immediately below the signature. The designation is given below the typed name. Where no letterhead is in use, the name of the company too could be included below the designation of the writer.

For example: Yours faithfully

For M/S Acron Electricals

(Signature)

SUNIL KUMAR

Partner

10. Enclosures - This is required when some documents like cheque, draft, bills, receipts, lists, invoices etc. are attached with the letter. These enclosures are listed one by one in serial numbers.

For example: Encl: (i) The list of goods received

(ii) *A cheque for Rs. One Thousand dt. Feb. 27, 2003
(Cheque No.....) towards payment for goods supplied.*

11. Copy circulation - This is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C.

For example, C.C. i. The Chairman, Electric Supply Corporation

ii. The Director, Electric Supply Corporation

iii. The Secretary, Electric Supply Corporation

12. Post script - This is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as P.S.

For example, P.S. - In our offer, we provide two years warranty.

5. Look at the sample business letter below, analyse its lay out, content and useful phrases for writing business letters.

Manor House Hotel

Farnham Green, Warnside, Upminster, UB23.

Tel: 091 8976. Fax: 091 9008. E-mail: manhot@xx.itl www.man.itx

15 January 20..

The Sales Manager,
Melody Modes Ltd.,
Carrham, Upminster UE12.

Your Ref: KPS/C3, Our Ref: Con/13/1

Dear Sir,

Thank you for your letter of 12 January regarding our conference facilities for your sales convention in July this year.

I have pleasure in enclosing our current conference brochure and tariff. You will note that we offer a variety of venues inside the hotel itself, for groups of between 20 and 150 people, with a choice of catering facilities and with or without accommodation. This year we are also able to arrange functions in marquees in the hotel grounds, with a more limited range of catering, but again with or without hotel accommodation.

We have two lecture rooms, with audiovisual equipment - overhead projectors and video and DVD facilities - which might be of interest to you. There are also product display facilities within the hotel.

If you require all or some of your delegates to be accommodated in the hotel, I recommend early booking, as July is one of our peak months. We offer 4-star accommodation, every room with en suite facilities, minibar, television, personal safe, trouser press. We have two restaurants, four bars, a fully equipped gymnasium, and an indoor/outdoor swimming pool.

I look forward to hearing from you further, and I shall be happy to supply any

additional information you might require; you will be very welcome to visit the hotel to see for yourself the facilities we offer.

Yours faithfully,

Hector Manning
General Manager

6. Look through the useful phrases and vocabulary for writing business letters:

Functions	Useful language
Salutation - Complementary close	When the recipient's name is unknown to you: Dear Sir ... Yours faithfully Dear Madam ... Yours faithfully Dear Sir or Madam ... Yours faithfully
When you know the recipient's name:	Dear Mr Hanson ... Yours sincerely Dear Mrs Hanson ... Yours sincerely Dear Miss Hanson ... Yours sincerely Dear Ms Hanson ... Yours sincerely
When addressing a good friend or colleague:	Dear Jack ... Best wishes/Best regards
Addressing whole departments:	Dear Sirs ... Yours faithfully
Starting	We are writing to inform you that ..., to confirm ..., to request..., to enquire about ... I am contacting you for the following reason. I recently read/heard about and would like to know Having seen your advertisement in ..., I would like to ... I would be interested in (obtaining / receiving) ... I received your address from ... and would like to ... I am writing to tell you about ...
Referring to previous contact	Thank you for your letter of March 15. Thank you for contacting us. In reply to your request, ... Thank you for your letter regarding ... With reference to our telephone conversation yesterday...
Making a request	We would appreciate it if you would ... I would be grateful if you could ... Could you please send me ... Could you possibly tell us / let us have ...
Orders	Thank you for your quotation of ... We are pleased to place an order with your company for...

	<p>We would like to cancel our order #° ...</p> <p>Please confirm receipt of our order.</p> <p>I am pleased to acknowledge receipt of your order # ...</p>
Prices	<p>Please send us your price list.</p> <p>You will find enclosed our most recent catalogue and price list.</p> <p>Please note that our prices are subject to change without notice.</p> <p>We have pleasure in enclosing a detailed quotation.</p> <p>We can make you a firm offer of ...</p> <p>Our terms of payment are as follows ...</p> <p>Our records show that we have not yet received payment of ...</p> <p>According to our records ...</p> <p>Please send payment as soon as possible.</p> <p>You will receive a credit note for the sum of ...</p>
Enclosing documents	<p>I am enclosing ...</p> <p>Please find enclosed ...</p> <p>You will find enclosed ...</p>
Closing remarks	<p>If we can be of any further assistance, please let us know.</p> <p>If you require more information ...</p> <p>For further details ...</p> <p>Thank you for taking this into consideration.</p> <p>Thank you for your help.</p> <p>We hope you are happy with this arrangement.</p> <p>I look forward to seeing you next week.</p> <p>Looking forward to hearing from you, ...</p> <p>An early reply would be appreciated.</p>
Ending business letters	<p>◇ Sincerely, } ◇ Yours sincerely, } for all customers / clients ◇ Sincerely yours, } ◇ Yours faithfully, } in more formal letters ◇ Regards, } for those you already know and/or with whom you have a working relationship</p>

Speaking

7. Discuss in small groups, report to the class.

1. Why is business correspondence important?
2. What are the different types of business letters?
3. What are the main parts of a business letter? How are they organized?
4. What are the typical phrases to start and finish a business letter?
5. What are the rules for writing business e-mails? Are they different from standard business letters?

Writing

8. Now it's your turn to write a business letter.

Situation: You are the Personnel Manager of Thornton Transport, Timberlake Road, Thornton Heath, Surrey, CR5, 8SM. You are looking for a bi-lingual secretary.

Task: Write a letter to your local recruitment agency explaining what you need. Include details of the secretary's duties, terms of employment, etc. Their address is RJS Recruitment, 34 Valley Street, Thornton Heath, CR7 15KM. You can add any information you think necessary.

SUPPLEMENTARY READING

EFFECTIVE BUSINESS COMMUNICATION

Effective business communication refers to the manner in which interpersonal as well as intrapersonal communication methods can be applied toward better business communications. This can be applied to both the communication within the organization and the communication between the members of the organization and outsiders. Some of the effective business communication tips include speaking or communicating as clearly as possible to prevent ambiguity, listening to what other people have to say, ensuring that the customer service offered by the organization is superb, and knowing how to communicate through writing.

One of the points to remember in effective business communication is the ability to communicate orally with others. This skill is necessary within the organization to guide the interactions between the management and the subordinates, the interaction between employees, and also the interaction between those within the organization and outsiders. Some of those outsiders include people like suppliers and customers who must be handled with tact and the application of good business etiquette. When talking about effective business communication, it is pertinent to note that this includes the tone of voice as well as the way the words are put together. Learning how to communicate with others is a skill that can be strengthened through personal improvement classes or programs aimed at increasing the skill.

Another aspect of effective business communication is the ability to listen to what other people say, including colleagues, employees and business associates. Sometimes getting feedback from customers or consumers of products through surveys and other methods for gathering information can help the organization devise effective business communication methods targeted at the consumers. Not only will the organization learn how to address the customers, but it will also gain valuable insight that it can apply toward better product design or improvement of the organization's service.

Customer service is an integral part of effective business communication, because most times the customer service representatives are the personal face of the business. As such, the impression that customers get from the treatment they receive from the customer service representatives will help shape their opinion of the company. Business communication is not only restricted to the above types of communication since the same etiquette that applies to these methods of communication must also be applied to written communication. The written communication could be in the form of press releases, business email messages, and other forms of business communications.

BARRIERS TO BUSINESS COMMUNICATION

It is essential for businesses to communicate effectively with customers, suppliers, investors and the media and to communicate internally with staff. Communications may take place through the Internet and emails, telephone or video conferencing, letters, brochures, journals and reports, or face to face through presentations, meetings, seminars and conferences. Barriers to business communication may arise from the withholding of information by a business, which may be the result of a lack of trust between management and outside stakeholders. Unnecessary complexity and use of technical jargon in announcements also may be barriers to business communication, as may an unclear communication policy that leads to conflicting messages being given by different parts of the business. Internal communication with staff may be hindered by unnecessary secrecy or an unclear hierarchy within the business, leading to ambiguous or contradictory messages.

A business may need to communicate externally to manage its image by means of marketing and building a brand. This may be done through advertising, news releases and participation in seminars and conferences. People within the business may contribute articles to trade journals, and the business itself may issue newsletters to customers and the general public. Barriers to business communication may be created if a number of different teams within the business send out their own messages without any central coordination. To avoid creating confusion in the minds of potential and existing customers, a business may need to appoint a media communications officer and a team of staff to manage external communications and whose authorization is necessary before any communications are sent.

Internal communications are much more difficult to manage, because they take place throughout the day in the form of face-to-face meetings, email messages, formal letters and reports. Staff may receive numerous messages of differing levels of importance from people in various departments of the business or from their managers. Barriers to business communication by management to staff may arise from a desire by managers to keep some information to themselves as a result of a lack of trust or fear of an adverse reaction. This barrier may be overcome by the appointment of a communications director who manages all communications to staff and ensures that messages sent to staff about sensitive topics are worded directly and without ambiguity. In this case it is essential that other directors and managers accept that such communications must be made by the communications director and do not try to send out staff messages independently, leading to further ambiguity and mistrust.

Another barrier to business communication in the modern age can be technology. A company with an outdated or poorly designed website may find that the website isn't effectively communicating a positive message to anyone, though customers and investors could take a failing website as a sign of a failing company. Similarly, a website that can't handle the traffic load required of it at peak demand can cause visitors to the site to develop a negative perception of the business. Having staff members who can create and maintain an effective website capable of meeting demand can go a long way to overcoming some barriers to business communication.

CULTURAL DIFFERENCES IN BUSINESS COMMUNICATION

There is no better arena for observing a culture in action than business. Communication is fundamental in business, because business is a collaborative activity. Goods and services are created and exchanged through the close coordination of many persons, sometimes within a single village, and sometimes across global distances.

Communication styles vary enormously around the world. Probably the single most useful concept for understanding cultural differences in business communication is Edward T. Hall's (1976) distinction of low-context and high-context cultures. High-context and low-context communication refers to how much speakers rely on things other than words to convey meaning. A key factor in the theory is context. This relates to the framework, background, and surrounding circumstances in which communication or an event takes place, as well as nonverbal elements; voice tone, facial expression, gestures.

In high-context communication, the message cannot be understood without a great deal of background information. Low-context communication spells out more of the information explicitly in the message. As a rule, cultures with western European roots rely more heavily on low-context communication. These include Australia, Canada, New Zealand, and the United States, as well as much of Europe. The rest of the world tends toward high-context communication. Whereas Westerners live in a world of rules and instructions and are lost without them, many others live in a social context.

High-context cultures	Low-context cultures
<ul style="list-style-type: none">• The context of the message — the message source, his or her standing in society or in the negotiating group, level of expertise, tone of voice, and body language—are all meaningful.• Less verbally explicit. Instead, they rely more on indirect verbal interaction and are proficient at reading non-verbal cues.• Having less written/formal communication. High-context cultures are more interested in fostering trust than in signing contracts.• Having strong boundaries. They have more clearly defined roles of authority, and differences in status are valued. They rarely call people by their first names.	<ul style="list-style-type: none">• What is said is precisely what is meant.• More accessible. Status/authority is not as valued as experience and knowledge.• Task-centered. Decisions and activities focus around what needs to be done, and there is more division of responsibilities.• Informal. Calling people by their first names is not considered disrespectful.• Direct. They often say what they feel and don't avoid saying "no."

- | | |
|---|--|
| <ul style="list-style-type: none">• Relationship-focused. Decisions and activities are focused around personal, face-to-face relationships. | |
|---|--|

CROSS-CULTURAL BUSINESS COMMUNICATION

Just like the name suggests, cross-cultural business communication is used in reference to the manner in which business communications occur across cultural borders. Cross-cultural business communication is something that is totally the consequence of globalization and the effect of increasing integration and interactions across cultural borders that have become commonplace as a result. These interactions may be business-oriented or geared toward other personal objectives, but both require the same types of considerations in terms of an acknowledgement of differences in perspectives caused by the inevitable variances inherent in the various cultures. Some of the considerations in cross-cultural business communication include concerns about the differences that are caused by culture, beliefs, law and language.

One of the factors in cross-cultural business communication is the fact that the differences in cultures usually have a direct effect on the manner in which business affairs are carried out by the members of such a community. For example, cultures that do not allow women to have certain rights will also reflect this bias in the business aspect of their dealings, something that businessmen and women from other less repressive cultures would have to understand in order for them to communicate effectively. Since culture is not something that can be changed merely through the operation of a foreign company, the management and staff of such a company would have to look for common grounds on which they and the business partners from those different cultures can meet.

Another consideration in cross-cultural business communication is the manner in which the law of the foreign culture affects the manner in which they conduct their business. This is very important because most times, miscommunications may occur due to the assumption by one party to a business communication that the law in his or her country is also the same in the country of the foreign business partner. One way to avoid this miscommunication is through a conscious effort by a business to study the law and customs in a country before it ventures into that country. Language is also a concern in cross-cultural business communication due to the fact that the language barrier must be surmounted in order for business communication to occur. Some businesses achieve this by hiring interpreters or using translation services as a medium for channeling their communication to the other party, and also for them to decipher what the other party is trying to say.

NEGOTIATING ON THE TELEPHONE

Negotiating on the telephone is generally far less satisfying from a human standpoint than doing so face to face. We are deprived of the opportunity to observe the expressions and body language of the people with whom we are negotiating. For

example, when we are face-to-face, we can observe whether the other person is looking us straight in the eye or is uncomfortable and avoiding eye contact.

Telephone negotiation is often most effective when it is a follow-up to in person conversations. Nonetheless, negotiating on the telephone is more satisfying on a human level than doing so using letters, faxes, or email. At least on the telephone we can hear if someone is hesitating, we can listen for the tone of their voice. Written communications may have gone through several drafts; telephone conversations are less likely to follow a carefully-crafted script.

In order to negotiate effectively on the telephone we need to consider a few rules that also apply to face-to-face negotiation:

1. We should be well-prepared. It is a good idea to have a clear sense, or at least informed assumptions, about what interests are most important to ourselves and the person with whom we are negotiating.

2. One of the worst things about telephone negotiation, and negotiation in general, is when we forget to pay attention to particular points. Thus, on the phone or in person, it makes excellent sense to have written notes prepared ahead of time which pinpoint significant issues we don't want to forget to discuss. Just this morning I had a telephone negotiation with a client for which the two of us had planned ahead. Yesterday, when I called him to set up today's conversation, we put together a list of things we planned to discuss. That gave us each time to gather relevant information in order to have a more efficient, and satisfactory conversation today.

3. One crucial rule of negotiation, to Listen Actively, is particularly important in telephone negotiations since sound is the only medium of communication involved. Don't interrupt the other party, don't spend your 'listening time' figuring out how you're going to 'zap' them when they finally stop talking. The better you listen, the better you can learn, and the more likely you will be able to respond in a way that improves the negotiation's result.

4. Don't let the immediacy of a telephone call force you into fast, unwise decisions. There is nothing wrong in saying to the other party something like, "What you have been saying has given me several things to think about. (a) I'm going to be quiet for a few moments to consider what you've said. or (b) Let me give it more serious consideration; I'll call you back by a certain time to continue our discussion."

FIVE NEGOTIATION STYLES FOR MANAGING CONFLICT

Handling conflict at work and at home can be difficult. From home to work and everywhere in between, there is always the potential for conflict. The ways of responding to these tense and stressful situations can make or break relationships. In an attempt to better understand how people deal with conflict, Thomas and identified the five major ways individuals respond to conflict.

Those who use a competing negotiation style are often assertive and unwilling to cooperate. They place their needs above the needs of others and try to manipulate the situation in their favor. The competitor negotiates to win. He is not concerned with the other party's feelings or outcomes and treats the negotiation process like a game that must be won.

Individuals who use an accommodating negotiation style tend to be passive as they seek cooperation. They often neglect their needs and wants to make sure others get their way. Those who accommodate tend to be submissive, selfless and afraid of conflict.

Avoiding is a style in which neither assertiveness nor cooperation takes place. Typically ambivalent to their own wants and desires as well as the wants and desires of others, avoiders do just that. They have no desire to be involved in the conflict and will try to sidestep the situation, postpone dealing with it, or propose that the issue be ignored.

Those who collaborate are both assertive and cooperative; they are the exact opposite of avoiders. Collaborators seek a solution that satisfies all concerns while taking a leadership role in the conflict resolution. Collaborating involves creative solutions that embody the wants and needs of all involved in the conflict.

Between competing and accommodating is the compromising style. Those who compromise try to find a quick solution that benefits everyone involved. Compromising frequently means both sides will give up part of their wants and desires in order to find common ground.

In negotiation, whenever you compromise, both parties lose and gain something in the process. It is not an ideal negotiation style but when situations indicate that there can be no advancement without it, it is better to compromise than to avoid. When using this negotiation style, it is important to make sure your most important needs are met in the process so it does not amount to a total loss for you.

HOW TO CHAIR YOUR FIRST MEETING

If you're the chair of the meeting then you are the one setting the objectives for that meeting.

You need to:

- Understand what the objectives of the meeting are
- Communicate those objectives to all attendees
- Control the meeting as it progresses toward those objectives
- See that the objectives have been met at the end of the meeting.

Making sure you have an agenda is essential, circulate it in advance so everyone knows where the meeting is, what time it is and what it's about.

As Chair you are responsible for deciding who needs to attend the meeting. After all not everyone needs to attend your meeting and just because someone wants to attend, does not mean they should. Compare the meeting objectives with the person you want to invite.

Formally invite people – if necessary phone them in advance, explain what the meeting is, why they need to attend and what you are expecting them to do.

Being a chair of the meeting means you are in charge of the time. Don't let it run away from you. As a new chair you want to get a reputation for always running meetings that finish on time. Believe me, everyone will thank you, and ask you to chair again. The more people you have in a meeting the shorter it should be. Everyone's time is valuable, not just yours, not just the most important person in the

room. Always start a meeting on time. Finish a meeting at the scheduled time. If you are concerned about overrun then assign duration to each agenda item and stick to it

However there is only one really good way to control a meeting's time and that's to be in control of the meeting, have presence, be more organised than everyone else, understand what the meeting is for and people will naturally defer to you.

Lastly, make sure someone is taking the minutes. It shouldn't be you. Ask someone you know is conscientious, to do this, usually you would ask at the beginning of the meeting.

HOW TO RUN AN EFFECTIVE MEETING

Productive, valuable, and engaging meetings require a clear goal, an open dialog, and a strong leader. Here's how to make your meetings matter.

1. Make every meeting matter - or don't meet at all. Decide if a meeting is needed and invite only the necessary people. E-mails are usually sufficient to give your team an update or a status report. But if you need instant feedback from all participants, then e-mail will not be as efficient as a face-to-face meeting.

2. Define goals and distribute agenda in advance. Create a structure for your meeting. Before the meeting even begins, make sure everyone understands the objectives by writing an agenda.

3. Good meetings are products of good leadership. Take charge and make it clear that you intend to keep the discussion timely, useful, and relevant. Show your colleagues that you respect their time by making sure a clock or timer is visible to all. Staying on topic is also key to maintaining a schedule. If the conversation runs off the rails, refocus the group by saying something like: "Interesting, but I don't think we're advancing our goals here. If I could, I'd like to return to the agenda."

4. Get the constructive input you need from everyone present. Since the point of a meeting is two-way communication, it's crucial to get honest input from everyone. It's the meeting leader's responsibility to make sure everyone is heard. To build consensus or come to a group decision, avoid wearing your opinion on your sleeve; it's easy for a leader to stifle a discussion if everyone assumes the outcome is already determined. Avoid the temptation to dismiss ideas immediately — even when they're terrible.

5. Close with an Action plan, try to make sure that everyone leaves knowing the next step. Also end the meeting by asking everyone whether they thought the meeting was useful and, if not, what could be done better next time. Do a follow-up debriefing on your own to improve your meeting techniques.

6. Keep track of progress of things decided during the meeting. Also keep the group updated about the developments. This will help you in organizing the next meeting more effectively.

7. Make sure that your meeting didn't happen in isolation by letting the right people know what was decided and what will happen next. It's easy to walk out of a meeting room, go back to your desk, and immediately forget every change, decision,

and new idea that your group came up with. Make sure you have a system to keep track of what was decided and what assignments everyone agreed to take on so you can follow up and keep things moving, even if you don't send out complete meeting minutes.

HOW TO WRITE A RESUME

A resume - sometimes called a 'Curriculum Vitae' or 'CV' - is a summary of your skills, education and work experience. A good resume demonstrates how your skills and abilities match up with the requirements of a job.

Resumes give you the opportunity to sell yourself to a potential employer. A resume is not an exhaustive list - if it's too long it probably won't get read at all. The best resumes are usually no longer than one or two pages.

You should change your resume with every job application so that it lists the skills and experiences you have that are most relevant to the job you're applying for. A tailored resume will be much more successful than a generic one, even though it means more preparation.

The structure of your resume will vary depending on your work experience and education and training background.

A resume usually sets out information in a reverse order. Your most recent work experience and study details should be first on the list.

Here's a brief rundown on the essential things to include on your resume.

Personal details. Full name and contact details including address, telephone number(s) and email address.

Education and training. A summary of your education and training history, starting with your most recent studies, making sure you include all training that's relevant to the job you're applying for.

Employment history. Start with your most recent work history and work backwards chronologically, listing the name of the employer, your job title, the dates you worked there, and your responsibilities, tasks and achievements. Make sure you include everything that's relevant to the job.

Skills and abilities. A list of the things you're good at. These can be general skills or skills specific to a particular job. List them under broad headings such as "Communication" and "Teamwork".

Career objective (optional). Tell the employer what type of job you want end up with; this shows that you've given thought to your future career.

Interests (optional). A list of your hobbies and interests; this gives employers more information about you and also shows other areas of your life where you've gained experiences such as teamwork and commitment.

Referees. List people who can talk about how good a worker you are. Make sure you get their permission before including them on your resume. List their name, company name occupation, and contact details.

TYPES OF RÉSUMÉS

Depending on your work experience, the job you're applying for, or your personal preference, you may want to use a particular type of résumé. Here are three types of résumés to choose from.

A functional résumé focuses on your skills. If you haven't had a lot of work experience, a functional résumé that focuses on your skills is a good way to market yourself to potential employers.

Instead of focusing on your previous work experience, a skills-focused résumé highlights the transferable skills you gained from previous jobs, activities, experiences, or volunteer work.

It's most commonly used when you've had a large gap in your employment history, or if you have never worked before.

A chronological résumé focuses on your experience. Focusing on your work history is one of the more popular ways to structure a résumé. It shows employers all your work experience, focusing on positions you've held and your past responsibilities and accomplishments.

The chronological résumé is organized with your most recent information first. The goal is to give a comprehensive work history, organized by each job you've held. You give your position title, place of employment, how long you worked there, and a breakdown of your responsibilities or accomplishments.

This is a great multi-purpose résumé that works for most job applications, including retail.

A hybrid résumé is a combination of the two. A hybrid résumé is also known as a combination résumé. It combines the elements of a functional and chronological résumé to create a résumé that focuses heavily on skills, but also includes dates, titles of previous jobs, along with essential information about the position.

This is a good résumé to use when you want to prioritize your skills but also demonstrate how your career has evolved.

A targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. It definitely takes more work to write a targeted resume than to just click to apply with your existing resume. However, it's well worth the effort, especially when applying for jobs that are a perfect match for your qualifications and experience.

TYPES OF JOB INTERVIEWS

There are a variety of types of interviews that employers may conduct, including behavioral interviews, group interviews, phone and video interviews, second interviews, and even interviews held during a meal.

Behavioral based interviewing is interviewing based on discovering how the interviewee acted in specific employment-related situations.

Case interviews are used most often in management consulting and investment banking interviews and require interviewees to demonstrate their analytical ability and problem solving skills.

Competency based interviews require interviewees to give specific examples of times in which they demonstrated particular skills or attitudes.

The final interview is the last step in the interview process and the last interview you find out whether or not you will get a job offer.

An informational interview is an interview conducted to collect information about a job, career field, industry or company.

One of the reasons employers take job candidates out to lunch or dinner is to evaluate their social skills and to see if they can handle themselves gracefully under pressure

There are two types of group interviews. One is being interviewed by a group (or panel) of interviewers, the other is being interviewed with a group of other applicants.

A panel job interview takes place when an applicant for employment is interviewed by a panel of interviewers. In some cases, the candidate will meet separately with the panel. In other cases, there will be panel of interviewers and multiple candidates all in the same room.

While you're actively job searching, it's important to be prepared for a phone interview on a moment's notice.

A structured interview is a standardized method of comparing job candidates. A structured interview format is typically used when an employer wants to assess and compare candidates impartially. If the position requires specific skills and experience, the employer will draft interview questions focusing exactly on the abilities the company is seeking.

An unstructured interview is a job interview in which questions may be changed based on the interviewee's responses. While the interviewer may have a few set questions prepared in advance, the direction of the interview is rather casual, and questions flow is based on the direction of the conversation.

INTERVIEW QUESTIONS

Although there is no set format that every job interview will follow, there are some questions that you can almost guarantee will crop up. Here's a list of the most common questions and a guide to the kind of answers your interviewer wants to hear.

Tell me about yourself.

This is usually the opening question and, as first impressions are key, one of the most important. Keep your answer to under five minutes, beginning with an overview of your highest qualification then running through the jobs you've held so far in your career. You can follow the same structure of your CV, giving examples of achievements and the skills you've picked up along the way. Don't go into too much detail – your interviewer will probably take notes and ask for you to expand on any areas where they'd like more information. If you're interviewing for your first job since leaving education, focus on the areas of your studies you most enjoyed and how that has led to you wanting this particular role.

What are your strengths?

Pick the three biggest attributes that you think will get you the job and give examples of how you have used these strengths in a work situation. They could be tangible skills, such as proficiency in a particular computer language, or intangible

skills such as good man-management. If you're not sure where to start, take a look at the job description. There is usually a section listing candidate requirements, which should give you an idea of what they are looking for.

What are your weaknesses?

The dreaded question, which is best handled by picking something that you have made positive steps to redress. For example, if your IT ability is not at the level it could be, state it as a weakness but tell the interviewer about training courses or time spent outside work hours you have used to improve your skills. Your initiative could actually be perceived as a strength. On no accounts say "I don't have any weaknesses", your interviewer won't believe you, or "I have a tendency to work too hard", which is seen as avoiding the question.

Why should we hire you?

What can you do for us that other candidates can't? - What makes you special and where do your major strengths lie? You should be able to find out what they are looking for from the job description. "I have a unique combination of strong technical skills and the ability to build long-term customer relationships" is a good opening sentence, which can then lead onto a more specific example of something you have done so far in your career. State your biggest achievement and the benefit it made to the business, then finish with "Given the opportunity, I could bring this success to your company."

BUSINESS LETTERS

A letter of enquiry is a formal letter that makes an approach to an individual or organization either speculatively or in response to printed public domain material whereby you are requesting some information.

It is a general term used for a number of different kinds of business letters addressed to a company. An enquiry is sent when a businessman wants some information. The letter is drafted to get some more information which is not available on website, brochures, literature of the product.

The letter is written by a customer to the company seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

Offers are sent in reply to an enquiry or without a preceding enquiry. They state the nature and description of the goods offered, the quantity, the price, the terms of payment, and the time and place of delivery. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods. He will take the opportunity to stimulate his correspondent's interest in his goods or services by including sales messages and the assurance that the customer will receive personal attention.

Offers may be firm (binding) or without engagement. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities. If the Buyer accepts the offer in full within the stipulated time, the goods are considered to have been sold to him at the price and on the terms stated in the

offer. According to the British and American law, a person/company making a firm offer has the right to revoke it at any time before it has been accepted. According to the Russian law, a person/company making an offer is bound by it until the expiration of the time stated in the offer.

An order letter, also known as a PO or purchase order letter, is written to provide the vendor with detailed instructions for fulfilling an order. Letters dealing with orders and payments for merchandise form a bulk of business activity.

Proper care should be taken in drafting of the order to eliminate all doubts resulting in loss of time and possibly of the market. The letter usually includes the following: details about what you are ordering or reserving; directions for shipment; manner of payments. In the letter of order, the main idea in the first paragraph is what it is that we are reserving or ordering. The explanatory paragraphs give whatever details the order requires – about quantity, colour, style, size, price, payment, location, shipment data, place, plus any specific instructions your reader might need. The last paragraph invites prompt shipment and dated action, if desired.

A complaint letter is written to show one that an error has occurred and that needs to be corrected as soon as possible. The letter can be drafted as a document used for warning the reader. An effective complaint letter is brief and to the point and includes documentation. Several things should be kept in mind when writing this kind of letter.

Sufficient detail should be included to back up your claim and to show that you have thoroughly researched the subject. However, omit irrelevant details. Maintain a firm but respectful tone, and avoid aggressive, accusing language. Send only photocopies of receipts and other documents, and retain all originals. Keep a copy of the complaint letter for your records. If a company has repeatedly given you bad service and refuses to correct the situation and you feel that your only recourse is to pursue legal action, voice your feelings in a tactful but firm way. Include your contact information (your name, address, phone number, and e-mail address, if desired, so that the other party can reach you to discuss any questions or concerns).

E-MAIL

E-mail is an informal way to send messages as long as you retain the same boundaries of propriety you would use if dealing with the person face-to-face. For example, if you address the CEO of the company by surname in person, do not switch to the first name when sending e-mail. There are a few general guidelines to keep in mind when communicating online:

1. All messages should be as short and concise as possible. If the message is more than a few lines long, divide the text into paragraph-sized “chunks” so it is easier to read.

2. Use a meaningful subject line. If a busy professional cannot figure out what an e-mail is about from the subject line, the message usually gets ignored or deleted.

3. Keep messages relevant. Make sure all messages posted are relevant to the subject at hand. When replying to someone quote the parts of the original message that pertain to your reply.

4. Stick to plain text. It is great to send out beautifully formatted messages with special italics, bold type, but, unfortunately, some mail systems will not deliver the message in the same format as it was sent. A plain text message may not look as pretty as you want, but it will not look worse than it did when you sent it.

5. Pay attention to grammar, spelling, and punctuation. Proper grammar, spelling, and punctuation make the message more easily understood, not to mention professional. Virtually every e-mail program today has a spelling and grammar check feature, so there is no reason not to use it. Another option would be to type your message in Microsoft Word, check for any spelling, punctuation, or grammar errors, then cut and paste the message into the body of the e-mail.

6. Avoid jokes and punctuation faces. In a business setting, it is best to avoid sending jokes and punctuation faces.

7. Remember you are communicating with other people. Sending e-mail does not give you the benefit of facial expressions and gestures that normally give additional meaning to a conversation. Without these nonverbal cues, you have to take care in what you are saying so the meaning is not misconstrued. Do not post your entire message in all capitals. This can be interpreted as screaming or shouting on the Internet.

9. Taking too long to respond. Everyone knows how busy some people can get. That is not an excuse to ignore e-mail or not respond in a timely manner. It is disrespectful not to reply quickly to potential employer. Not responding quickly implies a lack of interest on your part. Check your e-mail a minimum of once a day if you are actively searching for employment.

4. МЕТОДИЧЕСКИЕ УКАЗАНИЯ И ЗАДАНИЯ К КОНТРОЛЬНОЙ РАБОТЕ

4.1. Методические указания к выполнению контрольной работы

Контрольная работа представлена в 25 вариантах и включает следующие типы заданий:

1. Работа с текстом по тематике дисциплины. Здесь студент должен:

- Сделать полный письменный перевод текста по тематике дисциплины.
- Составить словарь к тексту. Словарик содержит 15 – 20 ключевых слов и выражений, отражающих тематику текста, с переводом.
- Кратко изложить содержание текста в нескольких предложениях – составить резюме текста. Резюме составляется на английском языке; оно должно быть грамотным, соответствовать содержанию текста и отражать его структуру.

2. Работа с деловым письмом. Здесь студент должен:

а) Ознакомиться с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1).

б) Письменно перевести деловое письмо и выполнить задание к нему (Приложение 2).

3. Подготовка письменного текста презентации с учетом коммуникативных особенностей публичного выступления. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Предварительно студент знакомится с правилами написания текста и подготовки презентации, полезной лексикой для составления презентации, а также образцом презентации компании (Приложения 3-5). Устное выступление с презентацией планируется во время проведения практических занятий.

4. Подготовка в письменном виде резюме студента как основного документа при устройстве на работу. Предварительно студент знакомится с правилами написания и оформления резюме, образцом резюме (Приложения 6-7). Резюме оформляется в печатном виде на листе А 4.

5. Дополнительное задание к контрольной работе:

Выполнить устный перевод 5 текстов по выбору студента. Тексты выбираются из заданий других вариантов контрольной работы.

Номера заданий контрольной работы определяются согласно таблице, по двум последним цифрам личного дела (шифра) студента. Номер задания необходимо обозначить в начале работы. Контрольная работа, выполненная по неверно определенному номеру задания, не рецензируется и не возвращается.

Таблица для определения номера задания контрольной работы

Предпоследняя	Последняя цифра шифра
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цифра шифра	<i>0</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>
0	1	2	3	4	5	6	7	8	9	10
1	11	12	13	14	15	16	17	18	19	20
2	21	22	23	24	25	1	2	3	4	5
3	6	7	8	9	10	11	12	13	14	15
4	16	17	18	19	20	21	22	23	24	25
5	1	2	3	4	5	6	7	8	9	10
6	11	12	13	14	15	16	17	18	19	20
7	21	22	23	24	25	1	2	3	4	5
8	6	7	8	9	10	11	12	13	14	15
9	16	17	18	19	20	21	22	23	24	25

Требования к оформлению работы

Контрольная работа может быть выполнена на тетрадных или машинописных листах разборчивым почерком, либо напечатана. Шрифт не менее 14, полуторный интервал.

Страницы контрольной работы обязательно нумеруют. Для замечаний рецензента необходимо оставлять широкие поля.

Формулировки всех заданий *обязательно* переносятся в текст работы в полном объеме и с сохранением исходной нумерации.

Перевод текста оформляется следующим образом:

<i>Английский текст</i>	<i>Русский текст</i>	<i>Поля</i>
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При заполнении титульного листа работы необходимо правильно указать дисциплину, факультет, курс, группу, направление, фамилию и инициалы. В конце работы ставят дату и подпись.

Контрольная работа, оформленная ненадлежащим образом, не проверяется.

Проверка и защита контрольной работы

Контрольная работа сдается на проверку; рецензент либо рекомендует ее к собеседованию, либо возвращает студенту на доработку. К доработанной контрольной работе студент должен приложить предыдущую – с замечаниями и рецензией преподавателя.

Во время зачетно-экзаменационной сессии происходит защита контрольной работы. На защите студенту предлагается:

- исправить допущенные недочеты;
- обосновать и прокомментировать свои ответы;
- выполнить аналогичные задания из других вариантов контрольной работы.

Контрольная работа считается зачтенной после ее успешной защиты. Зачтенная контрольная работа позволяет допустить студента к зачету, она остаётся на кафедре до окончания экзаменационной сессии, затем уничтожается. Незачтенная контрольная работа возвращается студенту.

Все вопросы по заданиям контрольной работы студенты могут направлять на кафедру иностранных языков по адресу: foreign@sibupk.nsk.su. Необходимо

указать в теме сообщения: *Консультации заочникам, дисциплина «Иностранный язык для делового общения (Английский)».*

4.2.Задания контрольной работы

Вариант 1.

1.Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business Communication

Communication is the lifeblood of an organization. The success of any business to a large extent depends on efficient communication. It takes place among business entities, within organizations and between various groups of employees, owners and employees, buyers and sellers, service providers and customers, sales persons and prospects and also between people within the organization and the press persons. Business communication is needed for:

- exchanging information;
- exchanging options;
- making plans and proposals;
- reaching agreement;
- executing decisions;
- sending and fulfilling orders;
- conducting sales.

All such communication impacts business. Effective business communication helps in building goodwill of an organization. Done with care, such communication can promote business interests. Otherwise, it will portray the organization in poor light and may adversely affect the business interest.

Business communication is somewhat different and unique from other types of communication since the purpose of business is to make money. Business communication is goal oriented, regulated by certain rules and norms, marked by formality as against personal and social communication. It requires formal language which means the use of proper and standard words (no slang); longer, more complex sentences and vocabulary. Grammar rules are followed strictly, the tone is polite and more impersonal.

Good business communication is simple and easily understood, it is important when preparing a document, speech or presentation. Simple and concise language wins over language that is obtuse and hard to understand.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 2.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Types of Business Communication

Several types of communication are available for individuals working in the business environment.

When people within the organization communicate with each other, it is internal communication. They do so to work as a team and realize the common goals. It could be official or unofficial. Modes of internal communication include face-to-face and written communication. Memos, reports, office order, circular, fax, video conferencing, meeting etc. are the examples of internal communication.

When people in the organization communicate with anyone outside the organization it is called external communication. These people may be clients or customers, dealers or distributors, media, government, general public etc. are the examples of external communication.

Verbal communication is a type of communication that involves use of words for communicating. It may be oral, written and electronic.

Oral communication includes meetings, interviews, negotiations, group discussion, speeches, presentations, etc.

Written communication includes internal business memos, formal letters, agenda, reports, manuals and other various written communication forms.

Electronic communication methods include email, web conferencing, social networking, company websites, online chat and text messages. Business technology has opened up new opportunities for business communication. Electronic communication allows companies to send mass messages to several individuals

quickly and at a low business cost. Electronic communication methods are often used to reach outside business stakeholders or the general public. Electronic communication is also used to communicate with international organizations or individuals the time efficient manner.

Non-verbal communication is a mode of communication which uses body language and various other physical gestures as a means for communicating.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 3.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Oral and Written Communication

Several types of communication are available for individuals working in the business environment.

Verbal communication is a type of communication that involves use of words for communicating. It may be oral, written and electronic.

Oral communication includes meetings, interviews, negotiations, group discussion, speeches, presentations, etc.

Written communication includes internal business memos, formal letters, agenda, reports, manuals and other various written communication forms.

The difference between oral and written communication can be enumerated as under:

- *Ratio:* According to a rough estimate, about 75% of total communication is oral whereas the rest is written.

- *Data Safety*: Data and information are safe in written communication while most of information is forgotten in oral communication.
- *Nature of message*: Written communication is used when the message is complex and oral communication is used for simple message.
- *Legal Aspect*: From legal point of view, oral communication is least reliable and written communication is much more reliable. For example, an oral promise may not be challenged in a court in general but a written promise can be challenged.
- *Flow of information*: Information can be transferred within a short period of time in oral communication but it takes more time in written communication.
- *Non-verbal facilities*: Oral communication can be supported by non-verbal facilities like gestures, postures etc. but such a support is impossible in written communication.
- *Grammar & Accent*: Oral communication required consideration for accent and pronunciation whereas written communication needs correct grammar and spelling.

Business technology has opened up new opportunities for business communication. Electronic communication methods include email, web conferencing, social networking, company websites, online chat and text messages. Electronic communication allows companies to send mass messages to several individuals quickly and at a low business cost.

2. *Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).*

3. *Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).*

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Вариант 4.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Nonverbal communication

The way you move, sit, walk, stand up, hold your head and carry yourself communicates a lot of information.

Gestures. We wave, point, beckon, and use our hands when we're arguing or speaking animatedly. The meaning of gestures can be very different across cultures and regions, so it's important to be careful to avoid misinterpretation. Very few gestures are universally understood and interpreted. What is perfectly acceptable in the United States may be rude, or even obscene, in other cultures. Facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

Eye contact. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction.

In many Western societies, including the United States, a person who does not maintain 'good eye contact' is regarded as being slightly suspicious, or a 'shifty' character. Americans unconsciously associate people who avoid eye contact as unfriendly, insecure, untrustworthy, inattentive and impersonal. However, in contrast, Japanese children are taught in school to direct their gaze at the region of their teacher's Adam's apple or tie knot, and, as adults, Japanese lower their eyes when speaking to a superior, a gesture of respect.

Latin American cultures, as well as some African cultures, such as Nigeria, have longer looking time, but prolonged eye contact from an individual of lower status is considered disrespectful. In the US, it is considered rude to stare - regardless of who is looking at whom. In contrast, the polite Englishman is taught to pay strict attention to a speaker, to listen carefully, and to blink his eyes to let the speaker know he or she has been understood as well as heard. Americans signal interest and comprehension by bobbing their heads or grunting.

A widening of the eyes can also be interpreted differently, depending on circumstances and culture. Take, for instance, the case of an American and a Chinese discussing the terms of a proposed contract. Regardless of the language in which the proposed contract is carried out, the US negotiator may interpret a Chinese person's widened eyes as an expression of astonishment instead of as a danger signal (its true meaning) of politely expressed anger.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 5.

1. Выполните работу с текстом.

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б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Introductions

According to some authorities, the most important thing about introductions is that they be done. Almost any error you make will be forgiven; what may not be forgiven is failing to introduce someone at all.

Introductions in business are based on rank. The lower ranking person is introduced to the higher-ranking person. Perhaps easier to remember is that you say the name of the higher-ranking person first. Clients, senior executives or distinguished guests would be in this category. You introduce people to them. “Ms. Wilson (senior executive) I would like you to meet our new associate engineer, Tom Hill. Tom this is Ms. Wilson, our CEO.”

Everyone in the organization is introduced to a client or customer—the name of the customer is said first. “Robert Jones (your client) this is John Douglas, (your boss), senior vice president of Systems Industries. John, this is Robert Jones, Purchasing Agent, Silverstone Company.”

The name of an official or dignitary is said first, as, “Mayor Lee Brown I would like you to meet Mary McKinney”. A peer in your company is introduced to a peer from another company. Say the name of the person from outside your company first. A younger person is typically introduced to an older person. Say the older person’s name first. Introduce your spouse to your boss. The boss’s name is said first. “Mr. Broderick, I would like to you to meet my husband, Martin Hammond. Martin, this is Mr. Broderick, my boss.” All guests, unless they are dignitaries or elderly, are introduced to the guest of honor.

Once again, the basis of business introductions is rank and then age, not gender.

Always stand when being introduced. It shows respect. Only if you are elderly, ill or physically unable to stand is it acceptable for you to remain seated while being introduced.

When introducing two people, include some information about each of them. Including extra information, such as their occupation, who their family is, mutual interests or how you know each other provides a base from which two people can start a conversation. If the gathering is a business function, the information you

include usually something you know the other two will have in common, an occupational title, or something else that is work related.

2. *Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).*

3. *Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).*

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Вариант 6.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

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Tips for social etiquette

Social etiquette is important to use because it shows you are an educated individual concerned about your appearance and treatment of other people. Also, when you are in society it is frequently because of a particular event, so using etiquette will show your respect for those who invited you as well and will allow continued invitations to arrive in your mailbox.

There are some general rules to follow in order to engage in social etiquette conversation and be socially accepted.

- Be Polite

Remember when you are in a social situation it is important to always be polite and respectful of other guests even if you disapprove of certain comments or other individuals are not being polite.

Make sure you follow the rules of social etiquette conversation and remember your manners, always saying thank you, you are welcome, please, and listening to others when they speak.

- Ask Appropriate Questions

When you are socializing it is important to realize you are not at a debate and should steer away from questions that might cause one.

You do not want to cause a scene, so ask appropriate questions for the situation at hand, comment on the décor, and other surface topics that will keep the conversation going but will not cause any tension or anger to flare up.

- Keep it Short

In social situations it is always important to understand the nature of social etiquette conversation and keep conversations short and socialize with everyone present. Remember, social etiquette conversation is pleasant and short. Exchange pleasantries with everyone in attendance.

- Eye Contact and Personal Space

Making eye contact and allowing individuals their personal space is important in social etiquette conversation. This allows you to seem interested, polite and respectful of the other individual which are all social requirements.

2. *Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).*

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Вариант 7.

1. Выполните работу с текстом.

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б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Understanding cultural differences

We live in a culturally diverse world. People encounter individuals from different races, religions, and nationalities. Communicating across language and cultural barriers at home and abroad may be rather challenging.

Here are some guidelines to help you in cross cultural communication and

understanding.

- Be aware of differing communication styles: do you favour direct or indirect communication? Being able to say 'no' in your culture means you have a direct way of communicating. Some cultures have many ways to say 'yes,' most of them meaning 'no'!

- Be aware of differing social values, status symbols and how to demonstrate them. In hierarchical cultures every degree of 'superiority' needs to be recognised and respected.

- Be aware of decision making customs: not all people like to make decisions quickly and efficiently.

- Be aware of concepts of time: not all people see time as money or as a commodity.

- Be aware of silences, body language and personal space: people from different cultures have different 'comfort zones'. Learn the basic differences in the way people supplement their words with body movement.

- Be aware of acceptance (or not) of strangers: different cultures have differing attitudes towards outsiders, some are openly hostile, some maintain a detached aloofness, and others are friendly and cooperative toward strangers.

- Be aware of cultural 'contexts': people from cultures called 'high-context cultures' (Far Eastern, Arab) rely far less on verbal communication and more on the context of nonverbal actions to convey meaning. People from 'low-context cultures' such as the USA and Northern European cultures rely more on direct, verbal communication: they say is what they mean.

- Be aware of different etiquette rules or manners: what is polite in one culture may be considered rude in another; watch and learn. If in doubt, ask.

- Be aware that political correctness, morality and ethical behaviour differ around the world.

2. *Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).*

3. *Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).*

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Вариант 8.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business Small Talk

Even if you're meeting to discuss business, ease into the conversation with small talk, which helps you establish rapport with your companions. Some people also consider it rude to launch immediately into "shop talk." Start with icebreaker topics like the weather, books, movies and sports.

The topics of small talk conversations are generally less important than their social function. The selected topic usually depends on any pre-existing relationship between the two people, and the circumstances of the conversation. In either case, someone initiating small talk will tend to choose a topic for which they can assume a shared background knowledge, to prevent the conversation being too one-sided.

Topics can be summarised as being either direct or indirect. Direct topics include personal observations such as health or looks. Indirect topics refer to a situational context such as the latest news, or the conditions of the communicative situation. Some topics are considered to be "safe" in most circumstances: the weather, recent shared experiences (for example "*Good weather last night, wasn't it?*"), television and films, sports.

The level of detail offered should not overstep the bounds of interpersonal space. When asked, "*How are you?*" by an acquaintance they do not know well, a person is likely to choose a simple, generalised reply such as, "*Fine, thank you.*" In this circumstance it would probably not be appropriate for them to reply with a list of symptoms of any medical conditions they were suffering from. To do so would assume a greater degree of familiarity between the two people than is actually the case, and this may create an uncomfortable situation.

Small talk rules and topics can differ widely between cultures. Weather is a common topic in regions where the climate has great variation and can be unpredictable. Questions about the family are usual in some Asian and Arab countries. In cultures or contexts that are status-oriented, such as China and Japan, small talk between new acquaintances may feature questions that enable social categorization of each other. In many European cultures it is common to discuss the weather, politics or the economy, although in some countries personal finance issues such as salary are considered taboo.

Keep your conversation professional and stay away from gossip and from topics with the potential to be controversial or offensive. Whether you are with clients or coworkers, don't discuss politics or religion, which can lead to a heated debate instead of a friendly exchange, and don't tell jokes that could be interpreted as racist, sexist or otherwise off-color. You'd better stay away from personal topics

such as someone's financial situation. Height, weight, clothing size, age, mental and physical health and marital situations are other topics to avoid.

2. *Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).*

3. *Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).*

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Вариант 9.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business Letters

A letter of enquiry is a formal letter that makes an approach to an individual or organization either speculatively or in response to printed public domain material whereby you are requesting some information.

It is a general term used for a number of different kinds of business letters addressed to a company. An enquiry is sent when a businessman wants some information. The letter is drafted to get some more information which is not available on website, brochures, literature of the product.

The letter is written by a customer to the company seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

Offers are sent in reply to an enquiry or without a preceding enquiry. They state the nature and description of the goods offered, the quantity, the price, the terms of payment, and the time and place of delivery. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or

range of goods. He will take the opportunity to stimulate his correspondent's interest in his goods or services by including sales messages and the assurance that the customer will receive personal attention.

Offers may be firm (binding) or without engagement. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities. If the Buyer accepts the offer in full within the stipulated time, the goods are considered to have been sold to him at the price and on the terms stated in the offer. According to the British and American law, a person/company making a firm offer has the right to revoke it at any time before it has been accepted. According to the Russian law, a person/company making an offer is bound by it until the expiration of the time stated in the offer.

An order letter, also known as a PO or purchase order letter, is written to provide the vendor with detailed instructions for fulfilling an order. Letters dealing with orders and payments for merchandise form a bulk of business activity.

Proper care should be taken in drafting of the order to eliminate all doubts resulting in loss of time and possibly of the market. The letter usually includes the following: details about what you are ordering or reserving; directions for shipment; manner of payments. In the letter of order, the main idea in the first paragraph is what it is that we are reserving or ordering. The explanatory paragraphs give whatever details the order requires – about quantity, colour, style, size, price, payment, location, shipment data, place, plus any specific instructions your reader might need. The last paragraph invites prompt shipment and dated action, if desired.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

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Вариант 10.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких

предложениях.

Types of Business Letters

A letter of enquiry is a formal letter that makes an approach to an individual or organization when a businessman or a customer is seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

Offers are sent in reply to an enquiry or without a preceding enquiry. They state the nature and description of the goods offered, the quantity, the price, the terms of payment, and the time and place of delivery. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods.

An order letter is written to provide the vendor with detailed instructions for fulfilling an order. Letters dealing with orders and payments for merchandise form a bulk of business activity.

Proper care should be taken in drafting of the order to eliminate all doubts resulting in loss of time and possibly of the market. The letter usually includes the following: details about what you are ordering or reserving; directions for shipment; manner of payments. In the letter of order, the main idea in the first paragraph is what it is that we are reserving or ordering. The explanatory paragraphs give whatever details the order requires – about quantity, colour, style, size, price, payment, location, shipment data, place, plus any specific instructions your reader might need. The last paragraph invites prompt shipment and dated action, if desired.

A complaint letter is written to show one that an error has occurred and that needs to be corrected as soon as possible. The letter can be drafted as a document used for warning the reader. An effective complaint letter is brief and to the point and includes documentation. Several things should be kept in mind when writing this kind of letter.

Sufficient detail should be included to back up your claim and to show that you have thoroughly researched the subject. However, omit irrelevant details. Maintain a firm but respectful tone, and avoid aggressive, accusing language. Send only photocopies of receipts and other documents, and retain all originals. Keep a copy of the complaint letter for your records. If a company has repeatedly given you bad service and refuses to correct the situation and you feel that your only recourse is to pursue legal action, voice your feelings in a tactful but firm way. Include your contact information (your name, address, phone number, and e-mail address, if desired, so that the other party can reach you to discuss any questions or concerns).

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед

аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 11.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Making business calls

The telephone is often the first point of contact a customer or client will have with a company so it is very important that you make a good impression when you're answering the phone.

Unless you are working in a busy call centre or on a switchboard, be as prompt as possible in answering the phone. Potential clients and many customers lead busy lives and if you let the phone ring too long before answering, they might have already hung up and taken their business elsewhere.

Always greet the caller according to the time of day and identify yourself with either a first name or first name and surname and the company name followed by establishing the reason for the call.

You never know how simple or complex the nature of call might be so it's important that you're prepared and know how to handle the call.

If you're working on a busy switchboard, you'll need to understand how to transfer calls internally and you should also keep a pen and pad handy so you can jot down details of the call.

Speak slightly more slowly on the phone than you would if you were having a general face-to-face conversation. Important details can get overlooked if you speak too quickly and it also saves you from having to repeat yourself. This is especially true if you have a very pronounced regional accent

People hate being put on hold although most of them do understand that it is sometimes inevitable. If you need to place a caller on hold for any reason, firstly tell them why and ask them if they object to being placed on hold.

Before ending the call, you should always try to recap what you've discussed,

if appropriate, and ask the caller if there is anything else you can help them with before saying ‘goodbye’ and hanging up. It’s also good practice to let the caller hang up before you do.

If you’ve been asked to pass a message on to a work colleague, always do so as soon as possible. The longer you leave it, the more likely you will either forget to do so or you’ll pass on incorrect details of the call.

In general, however, if you’re friendly, courteous and helpful, answering the phone should not present you with too many problems.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 12.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

E-mail

E-mail is an informal way to send messages as long as you retain the same boundaries of propriety you would use if dealing with the person face-to-face. For example, if you address the CEO of the company by surname in person, do not switch to the first name when sending e-mail. There are a few general guidelines to keep in mind when communicating online:

1. All messages should be as short and concise as possible. If the message is more than a few lines long, divide the text into paragraph-sized “chunks” so it is easier to read.

2. Use a meaningful subject line. If a busy professional cannot figure out what an e-mail is about from the subject line, the message usually gets ignored or deleted.

3. Keep messages relevant. Make sure all messages posted are relevant to the subject at hand. When replying to someone quote the parts of the original message

that pertain to your reply.

4. Stick to plain text. It is great to send out beautifully formatted messages with special italics, bold type, but, unfortunately, some mail systems will not deliver the message in the same format as it was sent. A plain text message may not look as pretty as you want, but it will not look worse than it did when you sent it.

5. Pay attention to grammar, spelling, and punctuation. Proper grammar, spelling, and punctuation make the message more easily understood, not to mention professional. Virtually every e-mail program today has a spelling and grammar check feature, so there is no reason not to use it. Another option would be to type your message in Microsoft Word, check for any spelling, punctuation, or grammar errors, then cut and paste the message into the body of the e-mail.

6. Avoid jokes and punctuation faces. In a business setting, it is best to avoid sending jokes and punctuation faces.

7. Remember you are communicating with other people. Sending e-mail does not give you the benefit of facial expressions and gestures that normally give additional meaning to a conversation. Without these nonverbal cues, you have to take care in what you are saying so the meaning is not misconstrued. Do not post your entire message in all capitals. This can be interpreted as screaming or shouting on the Internet.

9. Taking too long to respond. Everyone knows how busy some people can get. That is not an excuse to ignore e-mail or not respond in a timely manner. It is disrespectful not to reply quickly to potential employer. Not responding quickly implies a lack of interest on your part. Check your e-mail a minimum of once a day if you are actively searching for employment.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 13.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Some Hints for a Successful Presentation Preparation

- *Planning.* Plan your presentation carefully. Thorough preparation will make you more confident and help you to overcome your nervousness.

- *Objectives.* Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?

- *Audience.* Who exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?

- *Content.* Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.

- *Approach.* A good rule of thumb is to tell your audience what you're going to say, say it, then tell the audience what you've said. Try to develop your key points in an interesting and varied way, drawing on relevant examples, figures etc. for support as appropriate. You might also like to include one or two anecdotes for additional variety and humour.

- *Organization.* Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarize the main points of your presentation, thank the audience for their attention, and invite questions.

If you have a lot of complex information to explain, think about using some charts, diagrams, graphs etc., on an overhead projector or flipchart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear - don't try to put too much information on each one.

- *Rehearsal.* Allow time to practice your presentation – this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми

фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 14.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business Presentations

Business is all about selling – a product, topic or concept. When making a business presentation, the most important thing is to know your material. If you do not know everything about what you are selling, it is not likely that the audience will be buying.

It is expected today that you will use PowerPoint in business presentations. It can be used to add visuals to the message and is an easy way to create a leave-behind handout or e-mail the presentation to others later. But too often business presenters aren't as effective as they could be when delivering a PowerPoint presentation. Here are some tips for making your next PowerPoint business presentation more effective.

The success of your presentation is mostly determined before you ever get up to speak. Plan your presentation on paper before they sit down at the computer. Start by defining the goal of the presentation – what you want the audience to do, feel, understand or act on when you are done. Once you have the starting point and destination, you can decide where visuals will add to your message and what those visuals should be.

Decide on a simple standard look for your slides so that the audience has visual consistency throughout the presentation. Select background, text colors and fonts so that the text will be easy to read.

Seasoned presenters use key phrases and include only essential information. Choose only the top three or four points about your topic and make them consistently throughout the delivery. Simplify and limit the number of words on each screen. Make your slides easy to follow. Put the title at the top of the slide where your audience expects to find it. Keep important information near the top of the slide. Often the bottom portions of slides cannot be seen from the back rows.

Audiences don't want you to read slides full of text to them – surveys show it

is the most annoying thing presenters can do. So use visuals instead of paragraphs of text. Use graphs to illustrate numeric data. Use diagrams to show processes or flows of information or goods. Use pictures to show a person, place or object.

Creating your presentation at the last minute is not a good idea because it does not allow you to practice and rehearse. Practice is when you sit with your presentation and mentally review what you are going to say and how you want the flow to work. Practice is not enough, although many presenters think it is sufficient. You must also rehearse your presentation by standing and delivering it as if it was for real. This is the only way to check your words, your visuals and whether the message is as clear as you want it to be. It is also the only way to truly check your timing to make sure you don't run over the allotted time.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 15.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Job hunting

Looking for a position that is well suited to your own personal interests and talents is a time-consuming process that requires much thought and research. A job search can feel more like a marathon than a sprint, and the best way to approach it is to have a clearly defined plan.

Self-assessment needs to be the first step you take in looking for a job. It is important to know what kind of person you are and which work environments are most suited to your own unique combination of skills, goals and areas of interest.

There are many sources available for finding a job. Published openings might be found in the newspaper, on-line, in company job posting lists. In today's fast-paced world, Internet is an excellent place to find employment information.

Some openings are not advertised to the general public. They can be communicated by word of mouth or through networking. These can often be the best jobs. Connect with everyone you know, because you never know which contact may be able to help you with your job search or put you in touch with someone who can.

There are numerous employment agencies. However, it is important to remember that it is not their aim to help you figure out what it is you want to do. To get the largest benefit of working with a recruiting firm, you must go to them with a clear picture of the type of position you are looking for.

It's important to take the time to write targeted resumes and cover letters that specifically link your qualifications to the hiring criteria for the jobs you are applying for. The hiring manager will be able to see, at a glance, why, and how, you are qualified for the job. You'll have a much better chance of getting an interview than if you send a generic letter and resume.

A resume is a key marketing tool that will help you land an interview. If written well, a resume should generate enough interest to make an employer want to meet you. Make sure you highlight your most relevant experience to the job you are applying for and tailor it each time you apply to a different company. You can post your CV online and help employers find you.

Once you've got a date and time confirmed you can research the company in more depth and start preparing for an interview.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 16.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

How to Write a Resume

A resume - sometimes called a 'Curriculum Vitae' or 'CV' - is a summary of your skills, education and work experience. A good resume demonstrates how your skills and abilities match up with the requirements of a job.

Resumes give you the opportunity to sell yourself to a potential employer. A resume is not an exhaustive list - if it's too long it probably won't get read at all. The best resumes are usually no longer than one or two pages.

You should change your resume with every job application so that it lists the skills and experiences you have that are most relevant to the job you're applying for. A tailored resume will be much more successful than a generic one, even though it means more preparation.

The structure of your resume will vary depending on your work experience and education and training background.

A resume usually sets out information in a reverse order. Your most recent work experience and study details should be first on the list.

Here's a brief rundown on the essential things to include on your resume.

Personal details. Full name and contact details including address, telephone number(s) and email address.

Education and training. A summary of your education and training history, starting with your most recent studies, making sure you include all training that's relevant to the job you're applying for.

Employment history. Start with your most recent work history and work backwards chronologically, listing the name of the employer, your job title, the dates you worked there, and your responsibilities, tasks and achievements. Make sure you include everything that's relevant to the job.

Skills and abilities. A list of the things you're good at. These can be general skills or skills specific to a particular job. List them under broad headings such as "Communication" and "Teamwork".

Career objective (optional). Tell the employer what type of job you want end up with; this shows that you've given thought to your future career.

Interests (optional). A list of your hobbies and interests; this gives employers more information about you and also shows other areas of your life where you've gained experiences such as teamwork and commitment.

Referees. List people who can talk about how good a worker you are. Make sure you get their permission before including them on your resume. List their name, company name occupation, and contact details.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 17.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Types of Résumés

Depending on your work experience, the job you're applying for, or your personal preference, you may want to use a particular type of résumé. Here are three types of résumés to choose from.

A functional résumé focuses on your skills. If you haven't had a lot of work experience, a functional résumé that focuses on your skills is a good way to market yourself to potential employers.

Instead of focusing on your previous work experience, a skills-focused résumé highlights the transferable skills you gained from previous jobs, activities, experiences, or volunteer work.

It's most commonly used when you've had a large gap in your employment history, or if you have never worked before.

A chronological résumé focuses on your experience. Focusing on your work history is one of the more popular ways to structure a résumé. It shows employers all your work experience, focusing on positions you've held and your past responsibilities and accomplishments.

The chronological résumé is organized with your most recent information first. The goal is to give a comprehensive work history, organized by each job you've held. You give your position title, place of employment, how long you worked there, and a breakdown of your responsibilities or accomplishments.

This is a great multi-purpose résumé that works for most job applications, including retail.

A hybrid résumé is a combination of the two. A hybrid résumé is also known

as a combination résumé. It combines the elements of a functional and chronological résumé to create a résumé that focuses heavily on skills, but also includes dates, titles of previous jobs, along with essential information about the position.

This is a good résumé to use when you want to prioritize your skills but also demonstrate how your career has evolved.

A targeted resume is a resume that is customized so that it specifically highlights the experience and skills you have that are relevant to the job you are applying for. It definitely takes more work to write a targeted resume than to just click to apply with your existing resume. However, it's well worth the effort, especially when applying for jobs that are a perfect match for your qualifications and experience.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Вариант 18.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Get Ready to Interview

Once you've got a date and time confirmed for an interview you can research the company in more depth and make a plan for the actual day – including what you're taking with you and what you are going to wear.

Carefully read the job description, focusing on the responsibilities and requirements. Be prepared to explain, with tangible examples, how you fit the requirements and how you can fulfill the responsibilities.

Research the company, including their mission statement and any recent or

notable achievements, or changes in strategy or positioning.

Practice answering interview questions specific to your desired position and industry.

You may have several rounds of interviews, usually starting with a phone interview, then followed by in-person interviews.

Employers use phone interviews to identify and recruit candidates for employment. Phone interviews are often used to narrow the pool of applicants who will be invited for in-person interviews. For remote jobs, interviewing by phone, Skype or video may be how you get hired.

For a phone interview, set aside at least 45 minutes of quiet, uninterrupted time. Have your resume and cover letter printed or open on your computer for reference. Be sure to take the call somewhere with excellent cell service. If you have one, a landline is preferable for optimal audio quality.

The first in-person job interview is typically a one-on-one interview between the applicant and a hiring manager. The interviewer will ask questions about the applicant's experience and skills, work history, availability, and the qualifications the company is seeking in the optimal candidate for the job.

For an in-person interview, arrive 10 minutes early with a printed cover letter and resume. Be sure to dress to impress, and express polite and professional enthusiasm about the position and the company.

A second interview can be a more in-depth interview with management, staff members, executives, and other company employees. Once you're scheduled for a second interview, you're most likely in serious contention for the job.

When you have made it through the interview process, the final step will be a job offer. Be sure to consider practical factors, such as the salary, benefits, vacation time, corporate culture, your commute, and the attitude and personalities of the people you would be working with.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

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Вариант 19.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Interview Questions

Although there is no set format that every job interview will follow, there are some questions that you can almost guarantee will crop up. Here's a list of the most common questions and a guide to the kind of answers your interviewer wants to hear.

Tell me about yourself.

This is usually the opening question and, as first impressions are key, one of the most important. Keep your answer to under five minutes, beginning with an overview of your highest qualification then running through the jobs you've held so far in your career. You can follow the same structure of your CV, giving examples of achievements and the skills you've picked up along the way. Don't go into too much detail – your interviewer will probably take notes and ask for you to expand on any areas where they'd like more information. If you're interviewing for your first job since leaving education, focus on the areas of your studies you most enjoyed and how that has led to you wanting this particular role.

What are your strengths?

Pick the three biggest attributes that you think will get you the job and give examples of how you have used these strengths in a work situation. They could be tangible skills, such as proficiency in a particular computer language, or intangible skills such as good man-management. If you're not sure where to start, take a look at the job description. There is usually a section listing candidate requirements, which should give you an idea of what they are looking for.

What are your weaknesses?

The dreaded question, which is best handled by picking something that you have made positive steps to redress. For example, if your IT ability is not at the level it could be, state it as a weakness but tell the interviewer about training courses or time spent outside work hours you have used to improve your skills. Your initiative could actually be perceived as a strength. On no accounts say "I don't have any weaknesses", your interviewer won't believe you, or "I have a tendency to work too hard", which is seen as avoiding the question.

Why should we hire you?

What can you do for us that other candidates can't? - What makes you special and where do your major strengths lie? You should be able to find out what they are looking for from the job description. "I have a unique combination of strong technical skills and the ability to build long-term customer relationships" is a good opening sentence, which can then lead onto a more specific example of something you have done so far in your career. State your biggest achievement and the benefit it made to the business, then finish with "Given the opportunity, I could bring this success to your company."

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

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б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Departments in a company

There is a difference between the departments a new business *needs* and the departments it can *afford*, at least during the start-up phase. A typical business should only have the number of departments it can support financially.

Almost every business needs an accounting department and an administrative department to handle paperwork and the legal matters surrounding the business' formation. However, other departments such as R&D (research and development) or public relations may be considered unnecessary or optional.

The evolution of departments in a business closely parallels the evolution of the business itself. As a business grows, the number of departments often grows along with it. Such departments as production, sales, accounting and administration would be immediately beneficial to a new business. If company owners decide to hire staff to handle these departments, then a need for a human resources department may arise. A human resources department would oversee the hiring, retention and performance of future employees.

Meanwhile, the sales department of a growing company often branches into several different departments, such as inside sales, outside sales or retail sales. Promotion of the company may involve creating advertising and public relations departments. The original production department could expand into different departments to become more efficient. A shipping and receiving department would

keep track of inventory or deliveries, while a quality control department could insure that the quality of products remains high.

There is no definitive answer concerning the total number of departments any business needs to be considered viable. Every new addition to a business brings with it some benefits and some liabilities. A new advertising department may create significant name recognition for the business, but the salaries of skilled artists and copywriters could be significant as well. As long as the existing departments can handle the company's needs, a growing business should be careful not to expand too quickly.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 21.

1. Выполните работу с текстом.

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б). Составьте словарь к тексту.

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Starting a business

Here are some steps that are required to start a business successfully.

Do market research. Most likely you have already identified a business idea. As you explore the market, some of the questions you should answer include: Is there a need for your anticipated products/services? Who needs it? Are there other companies offering similar products/services now? What is the competition like? How will your business fit into the market?

There are a number of ways you can answer these questions, including

research, focus groups, and even trial and error.

Starting a small business involves some initial investment as well as the ability to cover ongoing expenses before you are making a profit.

If you intend to seek financial support from an investor or financial institution, a traditional business plan is a must.

Put together a spreadsheet that estimates the one-time startup costs for your business (licenses and permits, equipment, legal fees, insurance, branding, market research, inventory, etc.), as well as what you anticipate you will need to keep your business running for at least 12 months (rent, utilities, marketing and advertising, production, supplies, travel expenses, employee salaries, your own salary, etc.). Those numbers combined is the initial investment you will need.

Choose a business structure. Your small business can be a sole proprietorship, a partnership, a limited liability company (LLC) or a corporation. Paperwork is a part of the process when you start your own business. There are a variety of small business licenses and permits that may apply to your situation, depending on the type of business you are starting and where you are located.

You will need to think about your location, equipment, and overall setup, and make sure your business location works for the type of business you will be doing. You will also need to consider if it makes more sense to buy or lease your commercial space.

If you will be hiring employees, make sure you take the time to outline the positions you need to fill, and the job responsibilities that are part of each position.

Once your business is up and running, you need to start attracting clients and customers. Create a marketing plan to promote your business most effectively.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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Вариант 22.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Writing a business plan

A business plan is an easy way to communicate the business idea to the prospective audience. If you need to raise funds, attract investors for your venture, you should write a business plan. They want to be sure that you have a sound business idea, an effective marketing strategy, that you understand the market and have a chance of making a good profit

The business plan should tell a story about your business, explaining who, what, when, where, how and why. It should be concise, but complete, professional, enthusiastic and convincing. It usually contains the following sections.

Market analysis is an examination of the primary target market for your product or service, including geographic location, demographics, your target market's needs and how these needs are being met currently.

Competitive Analysis as an investigation of your direct and indirect competitors, with an assessment of their competitive advantages and an analysis of how you will overcome any entry barriers to your chosen market. In this section of the business plan, you need to distinguish your business from the competition, persuading the reader(s) of your plan that your business will be able to compete successfully.

Marketing Plan is a detailed explanation of your sales strategy, pricing plan, proposed advertising and promotion activities, and product or service's benefits. This is where you present the reader with your new business's Unique Selling Proposition (USP), describe how you're going to get your goods and/or services to market and how you're going to persuade people to buy them.

Management Plan is an outline of your business's legal structure and management resources, including your internal management team, external management resources, and human resources needs.

Operating Plan is a description of your business's physical location, facilities and equipment, kinds of employees needed, inventory requirements and suppliers, and any other applicable operating details, such as a description of the manufacturing process.

Financial Plan is a description of your funding requirements, your detailed financial statements, and a financial statement analysis.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

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описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

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Вариант 23.

1. Выполните работу с текстом.

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б). Составьте словарь к тексту.

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How to hire the right people

Companies often need to recruit new people.

To begin the recruitment process, the company should develop a job description that tells potential employees the exact requirements of the position. First, notify current employees of the opening, your internal applicants may surprise you with their talent and skills.

Then job advertisements (job ads) are placed in newspapers and posted online. Most jobs will require an online campaign through posting the job on job sites and in social media. Your own website is significant for recruiting employees who seek out your company in particular. Companies create an employment section on the company's website which describes available positions and contains information about the company.

People who are interested apply for a job. Companies ask applicants to send their CVs (resumes) and select the most suitable candidates to make a short list. If you have advertised the position effectively, you will have a large pool of applicants.

Job applicants who respond to the recruitment efforts of the company are then screened to determine if they are qualified for the job. The applications are reviewed and the most qualified applicants receive a phone interview. The purpose of the screening is to save staff time and energy by eliminating candidates.

Selected candidates are invited to interviews and other methods of assessment. Employers may check the background of prospective employees, as well as check references prior to making a job offer and hiring the top candidate for the position. After an interview they make a final selection and offer the job to the best applicant.

In some cases, employers passively recruit by simply posting jobs on their company website and waiting for applicants to find the job posting and apply. They don't need to do anything else because of the volume of applications they receive.

Other companies are actively recruiting candidates using many different ways to connect with and engage potential employees. Even if they do get many applications they want to be sure they are reaching the best candidates.

Companies can also use the services of recruitment (employment) agencies or headhunters. Recruiters have an already-developed pool of candidates. They provide a second pair of experienced eyes to help you with your search and save your time.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

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Вариант 24.

1. Выполните работу с текстом.

а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

How to advertise

Advertising is important for any successful business. It persuades people to buy your product, fosters product awareness and brand loyalty, increases sales and your company's profits. You might provide the greatest product or service in the world, but if nobody knows about it you'll never make any money.

For effective advertising you should remember about the following steps.

1. Know your target market. Consider gender, age, income of your target consumers. The ad that appeals to retired men is very different from an ad designed for teenage girls.

2. Decide on a target location. The next step is to place your advertisements in the right advertising media to reach your target consumers. You can't advertise everywhere, so think where your target audience is most likely to see the ad. Don't

make decisions based on your own personal preference. Don't advertise on the radio just because *you* listen to the radio. Do some research and make your decision based on your customers.

3. Draw up a budget. Of course, your budget will play a big role in the quality and distribution of your ad. Very few businesses will have an unlimited budget for their advertising campaigns, so it is important that you think strategically about your ads and plan carefully. Nothing will help your business grow like a well-designed, well-targeted ad, so spend as much money as you can afford on your advertising campaign.

Think of it like an investment; the initial cost may be high, but the returns (in terms of new customers and potential sales) will more than make up for it. When it comes to advertising, you have to spend money to make money.

4. Produce a great ad. Creating an advertisement for your business, product or service, you should try to come up with a simple yet eye-catching image which customers will recognize instantly. Depending on the type of ad, this includes things like the colors used, the font, the photographs, the music or the spokespeople/celebrities used to represent them. Part of creating a great image is coming up with a recognizable logo, slogan or jingle which customers associate with your brand.

The message your ad sends can make or break the campaign. Highlight your competitive advantage: benefits of buying your product or service over those of your competitors (USP).

Avoid advertising clichés. You need your ad to be unique -- if it looks or sounds exactly like a hundred other ads, you'll lose potential customers.

Your ad should be well-targeted, eye-catching, convincing, humorous or clever, different from competition.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

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Вариант 25.

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а). Прочитайте и письменно переведите текст.

б). Составьте словарь к тексту.

в). Сформулируйте основное содержание текста в нескольких предложениях.

Business travel. Staying at a hotel

With the increase in the number of hotels and hotel chains, consumers now have a greater choice of where to stay when they travel. In order to beat the competition, hotels are now improving and enhancing the services that they provide.

The following is a list of the types of hotel services that hotel guests prioritize:

1. Hotel guests expect clean rooms that contain all of the essential conveniences. This includes comfortable beds with clean sheets, high speed internet access in the room, access to movies, full bathroom facilities, free local calls, continental breakfasts, newspaper in the morning outside the door, wake-up call service, alarm clock, hair dryer, coffee maker or complimentary coffee, iron and ironing board, and air-conditioning.

2. Easy accessibility to local transportation such as a taxi service and car rental is an important priority. They also want hotel staff to be able to arrange for their transportation. The hotel should have convenient parking where vehicles will be safe.

3. Hotel guests would like hotel staff to be able to arrange for entertainment services such as theater tickets, movie tickets, dinner reservations, spa and hair salon reservations.

4. Hotel guests would like a member of the staff to be available for assistance 24 hours a day. It is important that there is concierge available at all times to cater to the needs of the guests.

5. The hotel should have a quality dining room that serves delicious food at affordable prices. A hotel lounge is also important. The lounge should be a nice place to relax and have a drink.

6. The hotel should have recreational services such as a swimming pool, sauna, gymnasium, or tennis court. Most customers enjoy taking advantage of hotel recreational services.

7. Most hotel guests enjoy their privacy. Hotels should have rooms for those who want extra privacy.

8. Most people look for ways to save money when they travel. Customers enjoy taking advantage of special discounts on certain services offered by hotels.

2. Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания (Приложение 1). Письменно переведите деловое письмо и выполните задание к нему (Приложение 2).

3. Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед

аудиторией (Приложение 3), а также с полезной лексикой, типовыми фразами для подготовки презентации (Приложение 4).

Составьте письменный текст презентации. Тематика презентации – описание компании, в которой работает студент, либо другой известной компании. Образец текста презентации о компании представлен в Приложении 5.

4. Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления (Приложение 6). Подготовьте в письменном виде резюме на английском языке для устройства на работу. Образец резюме представлен в Приложении 7. Резюме оформляется в печатном виде на листе А4.

Приложения к заданиям контрольной работы

Приложение 1

Ознакомьтесь с информацией о видах деловых писем, правилах и особенностях их написания

Business Letters

A letter of enquiry is a formal letter that makes an approach to an individual or organization either speculatively or in response to printed public domain material whereby you are requesting some information.

It is a general term used for a number of different kinds of business letters addressed to a company. An enquiry is sent when a businessman wants some information. The letter is drafted to get some more information which is not available on website, brochures, literature of the product.

The letter is written by a customer to the company seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

Offers are sent in reply to an enquiry or without a preceding enquiry. They state the nature and description of the goods offered, the quantity, the price, the terms of payment, and the time and place of delivery. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods. He will take the opportunity to stimulate his correspondent's interest in his goods or services by including sales messages and the assurance that the customer will receive personal attention.

Offers may be firm (binding) or without engagement. A firm offer is subject to certain conditions, a deadline for the receipt of orders, or a special price for certain quantities. If the Buyer accepts the offer in full within the stipulated time, the goods are considered to have been sold to him at the price and on the terms stated in the offer. According to the British and American law, a person/company making a firm offer has the right to revoke it at any time before it has been accepted. According to the Russian law, a person/company making an offer is bound by it until the expiration of the time stated in the offer.

An order letter, also known as a PO or purchase order letter, is written to provide the vendor with detailed instructions for fulfilling an order. Letters dealing with orders and payments for merchandise form a bulk of business activity.

Proper care should be taken in drafting of the order to eliminate all doubts resulting in loss of time and possibly of the market. The letter usually includes the following: details about what you are ordering or reserving; directions for shipment; manner of payments. In the letter of order, the main idea in the first paragraph is what it is that we are reserving or ordering. The explanatory paragraphs give whatever details the order requires – about quantity, colour, style, size, price, payment, location, shipment data, place, plus any specific instructions your reader

might need. The last paragraph invites prompt shipment and dated action, if desired.

Types of Business Letters

A letter of enquiry is a formal letter that makes an approach to an individual or organization when a businessman or a customer is seeking some information about a new product or service, especially about supply of goods, leaflets or catalogues, quotation or prices, samples, terms and discounts, availability of goods, delivery terms and deadlines, method of transportation, insurance.

Offers are sent in reply to an enquiry or without a preceding enquiry. They state the nature and description of the goods offered, the quantity, the price, the terms of payment, and the time and place of delivery. The sales-conscious businessman wants to draw the attention of customers and new customers to a special product or range of goods.

An order letter is written to provide the vendor with detailed instructions for fulfilling an order. Letters dealing with orders and payments for merchandise form a bulk of business activity.

Proper care should be taken in drafting of the order to eliminate all doubts resulting in loss of time and possibly of the market. The letter usually includes the following: details about what you are ordering or reserving; directions for shipment; manner of payments. In the letter of order, the main idea in the first paragraph is what it is that we are reserving or ordering. The explanatory paragraphs give whatever details the order requires – about quantity, colour, style, size, price, payment, location, shipment data, place, plus any specific instructions your reader might need. The last paragraph invites prompt shipment and dated action, if desired.

A complaint letter is written to show one that an error has occurred and that needs to be corrected as soon as possible. The letter can be drafted as a document used for warning the reader. An effective complaint letter is brief and to the point and includes documentation. Several things should be kept in mind when writing this kind of letter.

Sufficient detail should be included to back up your claim and to show that you have thoroughly researched the subject. However, omit irrelevant details. Maintain a firm but respectful tone, and avoid aggressive, accusing language. Send only photocopies of receipts and other documents, and retain all originals. Keep a copy of the complaint letter for your records. If a company has repeatedly given you bad service and refuses to correct the situation and you feel that your only recourse is to pursue legal action, voice your feelings in a tactful but firm way. Include your contact information (your name, address, phone number, and e-mail address, if desired, so that the other party can reach you to discuss any questions or concerns).

Essentials of Effective Business Correspondence

Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to supplier of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample etc. or place

order for purchase of goods.

A letter should serve the purpose for which it is written. If a businessman writes a letter to the supplier for purchase of goods, the letter should contain all the relevant information relating to the product, mode of payment, packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. Again the quality of paper used in the letter, its size, colour also need special attention, because they create a positive impression in the mind of the receiver.

Let us now learn about the different parts of a business letter.

The essential parts of a business letter are as follows:

1. Heading -The heading of a business letter usually contains the name and postal address of the business, e-mail address, web-site address, telephone number, fax number, trade mark or logo of the business.

2. Date - The date is normally written on the right hand side corner after the heading as the day, month and years. Some examples are 28th Feb., 2003 or Feb. 28, 2003.

3. Reference- It indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left hand corner after the heading. For example, we can write reference number as AB/FADept./2003/27.

4. Inside address - This includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the Secretary, the Principal, the Chairman, the Manager etc.

Example:

<i>M/S Bharat Fans Bharat Complex Hyderabad Industrial Complex Hyderabad Andhra Pradesh – 500032</i>	<i>The Chief Manager, State Bank of India Utkal University Campus Bhubaneswar, Orissa- 751007</i>
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5. Subject - It is a statement in brief, that indicates the matter to which the letter relates. It attracts the attention of the receiver immediately and helps him to know quickly what the letter is about. For example,

Subject: Your order No. C317/8 dated 12th March 2003.

Subject: Enquiry about Samsung television

Subject: Fire Insurance policy

6. Salutation - This is placed below the inside address. It is usually followed by a comma (,). Various forms of salutation are:

Sir/Madam: For official and formal correspondence

Dear Sir/Madam: For addressing an individual

Dear Sirs/Dear Madam: For addressing a firm or company.

7. Body of the letter- This comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts.

(a) Opening part - It is the introductory part of the letter. In this part, attention

of the reader should be drawn to the previous correspondence, if any.

For example.

With reference to your letter no. 326 dated. 12th March 2003, I would like to draw your attention towards the new brand of television.

(b) Main part - This part usually contains the subject matter of the letter. It should be precise and written in clear words.

(c) Concluding Part - It contains a statement the of sender's intentions, hopes or expectations concerning the next step to be taken. Further, the sender should always look forward to getting a positive response. At the end, terms like *Thanking you, With regards, With warm regards* may be used.

8. Complimentary close - It is merely a polite way of ending a letter. It must be in accordance with the salutation.

For example: Salutation - Complimentary close

- *Dear Sir/Dear Madam - Yours faithfully*
- *Dear Mr. Raj - Yours sincerely*
- *My Dear Akbar - Yours very sincerely (express very informal relations).*

9. Signature - It is written in ink, immediately below the complimentary close. As far as possible, the signature should be legible. The name of the writer should be typed immediately below the signature. The designation is given below the typed name. Where no letterhead is in use, the name of the company too could be included below the designation of the writer.

For example: Yours faithfully

For M/S Acron Electricals

(Signature)

SUNIL KUMAR

Partner

10. Enclosures - This is required when some documents like cheque, draft, bills, receipts, lists, invoices etc. are attached with the letter. These enclosures are listed one by one in serial numbers.

For example: Encl: (i) The list of goods received

(ii) A cheque for Rs. One Thousand dt. Feb. 27, 2003

(Cheque No.....) towards payment for goods supplied.

11. Copy circulation - This is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C.

For example, C.C. i. The Chairman, Electric Supply Corporation

ii. The Director, Electric Supply Corporation

iii. The Secretary, Electric Supply Corporation

12. Post script - This is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as P.S.

For example, P.S. - In our offer, we provide two years warranty.

Приложение 2

Письменно переведите текст письма и выполните задание после текста.

Manor House Hotel

Farnham Green, Warnside, Upminster, UB23.
Tel: 091 8976. Fax: 091 9008. E-mail: manhot@xx.itl www.man.itx

15 January 20..

The Sales Manager,
Melody Modes Ltd.,
Carrham, Upminster UE12.

Your Ref: KPS/C3, Our Ref: Con/13/1

Dear Sir,

Thank you for your letter of 12 January regarding our conference facilities for your sales convention in July this year.

I have pleasure in enclosing our current conference brochure and tariff. You will note that we offer a variety of venues inside the hotel itself, for groups of between 20 and 150 people, with a choice of catering facilities and with or without accommodation. This year we are also able to arrange functions in marquees in the hotel grounds, with a more limited range of catering, but again with or without hotel accommodation.

We have two lecture rooms, with audiovisual equipment - overhead projectors and video and DVD facilities - which might be of interest to you. There are also product display facilities within the hotel.

If you require all or some of your delegates to be accommodated in the hotel, I recommend early booking, as July is one of our peak months. We offer 4-star accommodation, every room with en suite facilities, minibar, television, personal safe, trouser press. We have two restaurants, four bars, a fully equipped gymnasium, and an indoor/outdoor swimming pool.

I look forward to hearing from you further, and I shall be happy to supply any additional information you might require; you will be very welcome to visit the hotel to see for yourself the facilities we offer.

Yours faithfully,

Hector Manning
General Manager

Задание к тексту

1. Определите, к какому виду письма относится данное письмо:
 - a) Письмо-запрос информации
 - b) Письмо-ответ на запрос информации
 - c) Письмо-заказ
 - d) Письмо-жалоба
 - e) Письмо-просьба
2. В тексте письма на английском языке подчеркните выражения-клише для написания деловых писем. С типовыми фразами для написания писем можно ознакомиться в таблице ниже.

Useful phrases and vocabulary for writing business letters

Functions	Useful language
Salutation - Complementary close	When the recipient's name is unknown to you: Dear Sir ... Yours faithfully Dear Madam ... Yours faithfully Dear Sir or Madam ... Yours faithfully
When you know the recipient's name:	Dear Mr Hanson ... Yours sincerely Dear Mrs Hanson ... Yours sincerely Dear Miss Hanson ... Yours sincerely Dear Ms Hanson ... Yours sincerely
When addressing a good friend or colleague:	Dear Jack ... Best wishes/Best regards
Addressing whole departments:	Dear Sirs ... Yours faithfully
Starting	We are writing to inform you that ..., to confirm ..., to request..., to enquire about ... I am contacting you for the following reason. I recently read/heard about and would like to know Having seen your advertisement in ..., I would like to ... I would be interested in (obtaining / receiving) ... I received your address from ... and would like to ... I am writing to tell you about ...
Referring to previous contact	Thank you for your letter of March 15. Thank you for contacting us. In reply to your request, ... Thank you for your letter regarding ... With reference to our telephone conversation yesterday...
Making a request	We would appreciate it if you would ... I would be grateful if you could ... Could you please send me ...

	Could you possibly tell us / let us have ...
Orders	Thank you for your quotation of ... We are pleased to place an order with your company for... We would like to cancel our order # ^o ... Please confirm receipt of our order. I am pleased to acknowledge receipt of your order # ...
Prices	Please send us your price list. You will find enclosed our most recent catalogue and price list. Please note that our prices are subject to change without notice. We have pleasure in enclosing a detailed quotation. We can make you a firm offer of ... Our terms of payment are as follows ... Our records show that we have not yet received payment of ... According to our records ... Please send payment as soon as possible. You will receive a credit note for the sum of ...
Enclosing documents	I am enclosing ... Please find enclosed ... You will find enclosed ...
Closing remarks	If we can be of any further assistance, please let us know. If you require more information ... For further details ... Thank you for taking this into consideration. Thank you for your help. We hope you are happy with this arrangement. I look forward to seeing you next week. Looking forward to hearing from you, ... An early reply would be appreciated.
Ending business letters	◇ Sincerely, } ◇ Yours sincerely, } for all customers / clients ◇ Sincerely yours, } ◇ Yours faithfully, } in more formal letters ◇ Regards, } for those you already know and/or with whom you have a working relationship

Приложение 3

Ознакомьтесь с информацией о правилах подготовки деловой презентации, особенностях выступления с публичной речью перед аудиторией.

Some Hints for a Successful Presentation

Preparation

- *Planning*. Plan your presentation carefully. Thorough preparation will make you more confident and help you to overcome your nervousness.

- *Objectives*. Think about what you want to achieve. Are you aiming to inform, persuade, train or entertain your audience?

- *Audience*. Whom exactly will you be addressing? How many people will be attending? What do they need to know? What do they already know? What will they expect in terms of content and approach?

- *Content*. Brainstorm your ideas first. Then decide which are most relevant and appropriate to your audience and to your objectives and carry out any research that is necessary. Be selective! Don't try to cram too much into your presentation.

- *Approach*. A good rule of thumb is to tell your audience what you're going to say, say it, then tell the audience what you've said. Try to develop your key points in an interesting and varied way, drawing on relevant examples, figures etc. for support as appropriate. You might also like to include one or two anecdotes for additional variety and humour.

- *Organization*. Think about how you will organize your content. Your presentation should have a clear, coherent structure and cover the points you wish to make in a logical order. Most presentations start with a brief introduction and end with a brief conclusion. Use the introduction to welcome your audience, introduce your topic/subject, outline the structure of your talk, and provide guidelines on questions. Use the conclusion to summarize the main points of your presentation, thank the audience for their attention, and invite questions.

If you have a lot of complex information to explain, think about using some charts, diagrams, graphs etc., on an overhead projector or flipchart. Visual aids can make a presentation more interesting and easier to understand, but make sure they are appropriate and clear - don't try to put too much information on each one.

- *Rehearsal*. Allow time to practice your presentation – this will give you a chance to identify any weak points or gaps. You will also be able to check the timing, and make sure you can pronounce any figures and proper names correctly and confidently.

Language

- *Simplicity*. Use short words and sentences that you are comfortable with. There is no benefit in using difficult language.

- *Clarity*. Active verbs and concrete words are much clearer and easier to understand than passive verbs and abstract concepts. Avoid jargon unless you are sure all your audience will understand it.

- *Signalling*. Indicate when you've completed one point or section in your presentation and are moving on to the next. Give your audience clear signals as to the direction your presentation is taking.

Delivery

- *Nerves*. You will probably be nervous at the beginning of your presentation. Don't worry – most people are nervous in this situation. Try not to speak too fast during the first couple of minutes – this is the time you establish your rapport with the audience and first impressions are very important. You may find it

helpful to memorize your introduction.

- *Audience rapport.* Try to be enthusiastic – your interest in the subject matter will carry your audience along. Look around your audience as you speak – eye contact is essential for maintaining a good rapport. You will also be able to pick up signals of boredom or disinterest, in which case you can cut your presentation short.

- *Body language.* Stand rather than sit when you are delivering your presentation and try to be aware of any repetitive hand gestures or awkward mannerisms that might irritate your audience.

- *Voice quality.* You must be clearly audible at all times - don't let your voice drop at the end of sentences. If you vary your intonation, your voice will be more interesting to listen to and you will be able to make your points more effectively.

- *Visual aids.* Use your visual aids confidently, making sure you allow your audience time to absorb information from flipcharts and transparencies.

- *Audience reaction.* Be ready to deal with any hostile questions. Polite, diplomatic answers are a good disarming tactic, but if you should find yourself 'under fire', suggest that the audience keeps any further questions until the end of the presentation and continue with your next point.

Business Presentations (PowerPoint)

Business is all about selling – a product, topic or concept. When making a business presentation, the most important thing is to know your material. If you do not know everything about what you are selling, it is not likely that the audience will be buying.

It is expected today that you will use PowerPoint in business presentations. It can be used to add visuals to the message and is an easy way to create a leave-behind handout or e-mail the presentation to others later. But too often business presenters aren't as effective as they could be when delivering a PowerPoint presentation. Here are some tips for making your next PowerPoint business presentation more effective.

The success of your presentation is mostly determined before you ever get up to speak. Plan your presentation on paper before they sit down at the computer. Start by defining the goal of the presentation – what you want the audience to do, feel, understand or act on when you are done. Once you have the starting point and destination, you can decide where visuals will add to your message and what those visuals should be.

Decide on a simple standard look for your slides so that the audience has visual consistency throughout the presentation. Select background, text colors and fonts so that the text will be easy to read.

Seasoned presenters use key phrases and include only essential information. Choose only the top three or four points about your topic and make them consistently throughout the delivery. Simplify and limit the number of words on each screen. Make your slides easy to follow. Put the title at the top of the slide where your

audience expects to find it. Keep important information near the top of the slide. Often the bottom portions of slides cannot be seen from the back rows.

Audiences don't want you to read slides full of text to them – surveys show it is the most annoying thing presenters can do. So use visuals instead of paragraphs of text. Use graphs to illustrate numeric data. Use diagrams to show processes or flows of information or goods. Use pictures to show a person, place or object.

Creating your presentation at the last minute is not a good idea because it does not allow you to practice and rehearse. Practice is when you sit with your presentation and mentally review what you are going to say and how you want the flow to work. Practice is not enough, although many presenters think it is sufficient. You must also rehearse your presentation by standing and delivering it as if it was for real. This is the only way to check your words, your visuals and whether the message is as clear as you want it to be. It is also the only way to truly check your timing to make sure you don't run over the allotted time.

Приложение 4

Ознакомьтесь с полезной лексикой, типовыми фразами для подготовки презентации.

Useful language for making presentations

Functions	Useful language
Welcoming your audience	Good morning, ladies and gentlemen Good morning, gentlemen Good afternoon, ladies and gentleman Good afternoon, everybody
Outlining your structure	To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendations).
Introducing your subject	I am going to talk today about... The purpose of my presentation is to introduce our new range of...
Giving instructions about questions	Do feel free to interrupt me if you have any questions. I'll try to answer all of your questions after the presentation. I plan to keep some time for questions after the presentation.
Starting	I'd like to start by... Let's begin by... First of all, I'll... Starting with... I'll begin by...
...and starting	Now we'll move on to... Let me turn now to...

another	Next... Turning to... I'd like now to discuss... Let's look now at...
Finishing one subject...	Well, I've told you about... That's all I have to say about... We've looked at... So much for...
Ordering	Firstly...secondly...thirdly...lastly... First of all...then...next...after that...finally... To start with...later...to finish up...
Analysing a point and giving recommendations	Where does that lead us? Let's consider this in more detail... What does this mean for ABC? Translated into real terms..
Giving an example	For example,... A good example of this is... As an illustration,... To give you an example,... To illustrate this point...
Dealing with questions	Now I'll try to answer any questions you may have. Can I answer any questions? Are there any questions? Do you have any questions? Are there any final questions? We'll be examining this point in more detail later on... I'd like to deal with this question later, if I may... I'll come back to this question later in my talk... Perhaps you'd like to raise this point at the end... I won't comment on this now...
Summarising and concluding	To conclude,... Now, to sum up... Right, let's sum up, shall we? So let me summarise/recap what I've said. Finally, may I remind you of some of the main points we've considered. In conclusion,... I'd like now to recap... Let's summarise briefly what we've looked at... Finally, let me remind you of some of the issues we've covered... If I can just sum up the main points... Many thanks for your attention.

May I thank you all for being such an attentive audience.

Приложение 5

Образец текста презентации о компании

COMPANY PROFILE

Good morning, ladies and gentlemen, thank you for coming. My name is Sarah James, and I'm here to give a brief presentation on the company. My talk is very short so please keep your questions to the end.

The first part of my presentation is about the company structure of Pizza Hut (UK). The second part looks at the present activity of the company in the UK, and in the last part I want to talk about our future plans.

First, the structure. Let's start with the parent company. As you know, Pizza Hut (UK) is a subsidiary of Tricon Global Restaurants. There are other brands in the group, such as KFC and Taco Bell. The President of Pizza Hut (UK) is Jon Prinsell.

Now, let's look at our present activity. Business is very good. People in Britain like pizzas! We have sales of over £ 300 million from 400 outlets. We employ about 16,000 people. In Britain our brand is very well-known. 80% of the population eat at Pizza Hut at least once a year. On top of that, we deliver 75,000,000 pizzas to people's homes. Pizzas are our main product, but we also sell a lot of pastas, salads, desserts, and drinks.

Finally, the future. In the next ten years we plan to open at least another hundred restaurants. At the moment our market share of all meals in restaurants in Britain is 6 %. We would like to increase that number to 10 % in the next ten years. With our customers and our staff, that aim is possible.

Thank you for listening. Do you have any questions?

Приложение 6

Ознакомьтесь с информацией о правилах написания резюме, его структуре и особенностях оформления.

How to Write a Resume

A resume - sometimes called a 'Curriculum Vitae' or 'CV' - is a summary of your skills, education and work experience. A good resume demonstrates how your skills and abilities match up with the requirements of a job.

Resumes give you the opportunity to sell yourself to a potential employer. A resume is not an exhaustive list - if it's too long it probably won't get read at all. The best resumes are usually no longer than one or two pages.

You should change your resume with every job application so that it lists the skills and experiences you have that are most relevant to the job you're applying for.

A tailored resume will be much more successful than a generic one, even though it means more preparation.

The structure of your resume will vary depending on your work experience and education and training background.

A resume usually sets out information in a reverse order. Your most recent work experience and study details should be first on the list.

Here's a brief rundown on the essential things to include on your resume.

Personal details. Full name and contact details including address, telephone number(s) and email address.

Education and training. A summary of your education and training history, starting with your most recent studies, making sure you include all training that's relevant to the job you're applying for.

Employment history/ Work experience. Start with your most recent work history and work backwards chronologically, listing the name of the employer, your job title, the dates you worked there, and your responsibilities, tasks and achievements. Make sure you include everything that's relevant to the job.

Skills and abilities. A list of the things you're good at. These can be general skills or skills specific to a particular job. List them under broad headings such as "Communication" and "Teamwork".

Career objective (optional). Tell the employer what type of job you want end up with; this shows that you've given thought to your future career.

Interests (optional). A list of your hobbies and interests; this gives employers more information about you and also shows other areas of your life where you've gained experiences such as teamwork and commitment.

Referees. List people who can talk about how good a worker you are. Make sure you get their permission before including them on your resume. List their name, company name occupation, and contact details.

General Do's and Don'ts of Resume Writing

Content Do's

- Present yourself accurately and positively
- Include only enough information to encourage an employer to find out more. List your most recent positions or areas of expertise first, and then work backwards.
 - Include brief descriptions (where appropriate) of the companies where you worked: size, sales, volume, products, etc.
 - Stress accomplishments. Include figures and brief examples to substantiate claims.
 - Leave out data that might result in discrimination (i.e. race, marital status, religion).
 - Put education near the end unless there is a special reason to put it up front (i.e. teaching position).
 - Use strong, succinct action words (i.e. "designed vs. worked on formulation

of).

- Make the resume attractive to the eye, and make sure it has absolutely NO errors. Wherever possible, avoid underlining and using more than one font.
- Use the language of your future work. Make sure your resume is related to an employers need.
- Have several others proofread and critique your resume for accuracy and impact.

Content Don'ts

- Don't have someone else write your resume (ask for advice and input, but you know yourself best and will have to defend the content).
- Make sure you do not come across as arrogant or overly confident.
- Don't exaggerate your strengths and talents.
- Don't use pronouns, abbreviations, jargon or buzzwords unless the terms are widely known and accepted or are industry/company specific.
- Don't crowd the margins or use excessively small type.
- Don't include references. Reference requests are made when there is an actual hiring interest, not before. At the end of your resume you may state, "references available upon request," or since this is normally assumed, the phrase may be omitted. As a matter of courtesy and to ensure that potential employers receive favorable references, always contact your references in advance.
- Avoid humor and vagueness.
- Don't include personal information (weight, height, marital status, children, etc.)

Format Considerations

The appearance of your resume should invite further reading and ultimately assist in getting you in the door for an interview. Other things to consider include:

- Using a laser printer on good quality bond paper.
- Keep it between one and two pages in length.
- Make it easy to read. The size of the print should be comfortable (no smaller than 10-11) and the amount of information that is bold or underlines should enhance rather than overwhelm the reader. Allow plenty of white space on the page.
- Provide at least a one-inch margin on the left and right for the body of the document.
- Your resume must be flawless- no spelling errors, typos or grammatically incorrect phrases, incorrect dates of employment, correct phone numbers, etc.
- No two-sided resumes
- Print in black ink on plain white paper- even a light off-white can reduce scannability.

- Format your resume as simply as possible:

Avoid columns

No fancy fonts, small fonts, underlining (avoid where possible) or italics

Use boldface for headings

Replace bullets with characters like dashes (-), carrots (>) or asterisks (*)

No graphics or symbols

Use a font between 10 and 14 points and don't crowd the letters

- When you mail your resume, do not use staples and do not fold (when possible). Be sure to send an original rather than a copy. Scanning equipment often has difficulty with copies (the same goes with faxed versions, so try mailing the original, unless you have the capability of faxing directly from your computer.

- When sending your resume as an email, protocol differs by company. Sometimes hiring managers want the resume in the body of the email, others as an attachment. Unless instructed otherwise, send your resume as a Word attachment.

Приложение 7

CATE JONES

6 Pine Street

Arlington, VA 12333

555.555.5555 (home)

566.486.2222 (cell)

phjones@vacapp.com

OBJECTIVE

Bilingual, customer service employee with strong written and oral communication skills is looking for a challenging position in the hospitality industry.

EDUCATION

2019-2023 ABC University, Philadelphia, USA

Major: Hotel Administration, BA (или Bachelor's degree in Hospitality)

WORK EXPERIENCE

2020 - present Waitress, Austin's Restaurant, Philadelphia, PA

- Took orders, served meals, set and cleared tables

Summer 2020 Cashier, ABC Convenient Store, Philadelphia, PA

- Managed cash register, restocked shelves, and assisted customers with locating items
- Received award for best customer service two months in a row

April 2019 - December 2019 Sales Assistant, DEF Departments, Philadelphia, PA

- Provided convenient service to customers.
- Maintained and restocked inventory.

2017-2019 Host, L'Amour Restaurant, Philadelphia, PA

- Welcomed and seated guests, ensuring each guest's comfort and satisfaction.
- Spoke on the phone to book reservations and answer questions, always maintaining clear and positive communication.
- Scheduled dining reservations and arranged parties and special services for diners.

LANGUAGES, CERTIFICATIONS, AND SKILLS:

- Spanish – Intermediate level
- Mediation and conflict resolution certification, October 20XX
- Good computer skills: experience in Adobe Photoshop, Adobe InDesign, and Excel
- Driving license

PERSONAL TRAITS

Result-oriented, motivated to succeed, energetic, independent worker, highly adaptable to ever-changing circumstances. Excellent communication skills. Trained and experienced in resolving customer complaints and promoting conflict resolution.

References available upon request.

Самостоятельная (аудиторная и внеаудиторная) работа обучающихся является одним из основных видов познавательной деятельности, направленной на более глубокое и разностороннее изучение материалов учебной дисциплины и включает: обязательное ведение конспектов лекций; подготовку выступлений (сообщений, докладов) к практическим занятиям, семинарам; подготовку письменных контрольных работ (реферата, эссе, презентации).

Результаты выполнения самостоятельной работы представляются обучающимися во время аудиторных занятий, проверяются и оцениваются преподавателем в ходе аудиторных занятий, текущего (рубежного) контроля и промежуточной аттестации.

Для повышения эффективности самостоятельной работы обучающимся рекомендуется пользоваться расширенным поиском в национальном цифровом ресурсе РУКОНТ – межотраслевой электронной библиотеке. Доступ к ресурсу осуществляется на сайте: <http://www.rucont.ru>

Важной формой самостоятельной исследовательской работы, углубленного изучения той или иной проблемы учебного курса является подготовка и написание рефератов и эссе. Данная форма самостоятельной работы является важным элементом подготовки обучающихся к оформлению и написанию дипломной работы.

Виды самостоятельной работы:

- поиск и изучение нормативных правовых актов, в том числе с использованием электронных баз данных;
- поиск и изучение научной литературы, в том числе с использованием сети Интернет;
- решение задач из практикума;
- подготовка рефератов, докладов, эссе, презентаций;

Модель (особенности) самостоятельной работы обучающихся по отдельным разделам и темам курса:

- составление проектов профессиональных документов;
- обобщение материалов профессиональной практики по определенным вопросам;
- подготовка к проведению ролевой игры;
- подготовка для обсуждения дискуссионных вопросов;
- составление схем, сравнительных таблиц;

- решение практических ситуаций;
- подготовка к практическим занятиям.

8. Методические рекомендации для преподавателя. Образовательные технологии

Перед началом изучения дисциплины (на первом занятии) преподаватель обязан сообщить обучающимся порядок освоения тем (разделов) дисциплины, сроки и формы отчетности, процедуры оценки системы учета уровня сформированности компетенций. Преподавание ведется методом комплексного и системно-проблемного изучения проблемных явлений и процессов, а также анализа их последствий применительно к современной профессиональной практике. Изложение материала должно строиться как с использованием теоретической подачи материала в виде лекций, так и в виде проведения семинаров (практических занятий). В ходе лекционных занятий рекомендуется использовать презентационные материалы (слайды).

На лекциях излагаются основные актуальные проблемы, раскрываются наиболее сложные вопросы дисциплины, активизируется мыслительная деятельность путем постановки проблемных вопросов и вовлечения, обучаемых в их решение, развиваются их творческие способности.

В ходе семинарских и практических занятий для реализации компетентностного подхода рекомендуется использование активных и интерактивных форм обучения (решения задач, деловых и ролевых игр, разбора конкретных ситуаций) в сочетании с внеаудиторной самостоятельной работой (подготовка устных выступлений (докладов, сообщений), что позволит углубить понимание наиболее сложных теоретических и прикладных проблем, рассмотренных в ходе лекций, и сформировать навыки и умения использования необходимых нормативных правовых актов для регулирования профессиональных ситуаций.

Преимущественной формой текущего контроля успеваемости обучающихся является тестирование, которое должно быть обязательным и которым должно быть завершено изучение каждого раздела учебной программы дисциплины.

При подготовке обучающихся к промежуточной аттестации необходимо провести консультацию по курсу и акцентировать внимание обучающихся на использовании рекомендованной основной и дополнительной литературы, содержания конспектов лекций, а также необходимости составления тезисов ответов на вопросы, выносимые на зачет.

9. Обеспечение доступности освоения программы обучающимися с ограниченными возможностями здоровья.

Условия организации и содержание обучения и контроля знаний обучающихся с ограниченными возможностями здоровья (далее – ОВЗ) определяются программой дисциплины, адаптированной при необходимости для обучения указанных обучающихся.

Организация обучения, текущей и промежуточной аттестации обучающихся с ОВЗ осуществляется с учетом особенностей психофизического развития, индивидуальных возможностей и состояния здоровья таких обучающихся. Исходя из психофизического развития и состояния здоровья обучающихся с ОВЗ, организуются занятия совместно с другими обучающимися в общих группах, используя социально-активные и рефлексивные методы обучения создания комфортного психологического климата в учебной группе или, при соответствующем заявлении такого обучающегося, по индивидуальной программе, которая является модифицированным вариантом основной рабочей программы дисциплины. При этом содержание программы дисциплины не изменяется. Изменяются, как правило, формы обучения и контроля знаний, образовательные технологии и учебно-методические материалы.

Обучение лиц с ОВЗ также может осуществляться индивидуально и/или с применением элементов электронного обучения. Электронное обучение обеспечивает возможность коммуникаций с преподавателем, а также с другими обучаемыми посредством вебинаров (например, с использованием программы Skype), что способствует сплочению группы, направляет учебную группу на совместную работу, обсуждение, принятие группового решения. В образовательном процессе для повышения уровня восприятия и переработки учебной информации обучающимися с ОВЗ применяются мультимедийные и специализированные технические средства приема-передачи учебной информации в доступных формах для обучающихся с различными нарушениями, обеспечивается выпуск альтернативных форматов печатных материалов (крупный шрифт), электронных образовательных ресурсов в формах, адаптированных к ограничениям здоровья обучающихся, наличие необходимого материально-технического оснащения. Подбор и разработка учебных материалов производится преподавателем с учетом того, чтобы обучающиеся с нарушениями слуха получали информацию визуально, с нарушениями зрения – аудиально (например, с использованием программ-синтезаторов речи).

Для осуществления процедур текущего контроля успеваемости и промежуточной аттестации обучающихся лиц с ОВЗ фонд оценочных средств по дисциплине, позволяющий оценить достижение ими результатов обучения и уровень сформированности компетенций, предусмотренных учебным планом и рабочей программой дисциплины, адаптируется для лиц с ограниченными возможностями здоровья с учетом индивидуальных психофизиологических особенностей (устно, письменно на бумаге, письменно на компьютере, в форме тестирования и т.п.). При необходимости

обучающимся предоставляется дополнительное время для подготовки ответа при прохождении всех видов аттестации.

Особые условия предоставляются обучающимся с ограниченными возможностями здоровья на основании заявления, содержащего сведения о необходимости создания соответствующих специальных условий.

10. Фонд оценочных средств для проведения промежуточной аттестации обучающихся по дисциплине

1.1 Перечень компетенций с указанием этапов их формирования в процессе освоения образовательной программы

Перечень формируемых компетенций	Дисциплины/ практики	Семестр
УК-4.1	Иностранный язык	1
УК-4.1	Русский язык и культура речи	1
УК-4.1	Иностранный язык	2
УК-4.1	Иностранный язык	3
УК-4.1	Иностранный язык для делового общения	4
УК-4.1	Ознакомительная практика	4
УК-4.1	Подготовка к процедуре защиты и защита выпускной квалификационной работы	10
УК-4.1	Преддипломная практика	10
УК-4.3	Иностранный язык	1
УК-4.3	Иностранный язык	2
УК-4.3	Иностранный язык	3
УК-4.3	Иностранный язык для делового общения	4
УК-4.3	Ознакомительная практика	4
УК-4.3	Подготовка к процедуре защиты и защита выпускной квалификационной работы	10
УК-4.3	Преддипломная практика	10
УК-4.5	Иностранный язык	1
УК-4.5	Иностранный язык	2
УК-4.5	Иностранный язык	3
УК-4.5	Иностранный язык для делового общения	4
УК-4.5	Ознакомительная практика	4
УК-4.5	Подготовка к процедуре защиты и защита выпускной квалификационной работы	10
УК-4.5	Преддипломная практика	10

1.2 Этапы формирования компетенций и оценочные материалы для проверки хода освоения дисциплины и достижения планируемых результатов обучения

Результаты освоения ООП: код и формулировка компетенции (в соответствии с учебным планом) или ее части	Код и формулировка индикатора достижения компетенций	Планируемые результаты обучения по дисциплине	Оценочные материалы / Темы , обеспечивающие этапы формирования компетенции
1	2	3	4
УК-4. Способен применять современные коммуникативные технологии, в том числе на иностранном(ых) языке(ах), для академического и профессионального взаимодействия	УК 4.1 Выбирает стиль общения и язык жестов в процессе межличностной и групповой коммуникации в деловом взаимодействии с учетом цели и условий общения	Знает: -стили, виды и средства общения на иностранном языке. Умеет: -строить высказывания о результатах своей деятельности и по профессиональным вопросам на иностранном языке.	ТЗ 1-7; ВД 1-30; ВЗ 1-30 / Тема 1-7
	УК 4.3 Выполняет перевод официальных и профессиональных текстов с иностранного языка на русский язык в целях расширения профессиональной информации	Знает: -средства и современные нормы иностранного языка. Умеет: -интерпретировать информацию в области профессиональной деятельности из иноязычных источников.	ТЗ 1-7; ВД 1-30; СПЗ 1-5; ПР 1-3; ВЗ 1-30; ПЗЗ 1-15 / Тема 1-7
	УК 4.5 Устно обсуждает результаты своей деятельности и профессиональные вопросы на иностранном языке с учетом деловой этики и культурных норм	Знает: -средства и современные нормы иностранного языка -стили, виды и средства общения на иностранном языке. Умеет: -строить высказывания о результатах своей деятельности и по профессиональным вопросам на иностранном языке.	СПЗ 1-6; Пр 1; ПЗЗ 1-15 / Тема 1-7

Условные обозначения:

Тестовые задания – ТЗ; вопросы для дискуссии – ВД; ситуационные практические задания – СПЗ; письменные работы – ПР; презентация – Пр; вопросы к зачету – ВЗ; практические задания к зачету – ПЗЗ.

2. Оценочные материалы

2.1. Оценочные материалы: текущий контроль

Текущий контроль знаний предусматривает систематическую проверку качества получаемых обучающимися знаний и умений, формируемых компетенций.

Основные методы контроля, позволяющие оценить знания и умения в рамках приобретаемых компетенций: тестовые задания, вопросы для дискуссии, ситуационные практические задания, письменные работы, презентация.

2.1.1. Тестовые задания (ТЗ)

№ ТЗ	Тестовые задания (ТЗ)
ТЗ-1,2	<p style="text-align: center;">Тема 1. Особенности межличностной и межкультурной деловой коммуникации Тема 2. Лексика деловой сферы</p> <p>7. Business communication...</p> <ul style="list-style-type: none">A. is different from other forms of communication such as personal and social communicationB. is not regulated by any special rules and normsC. is mostly informalD. is more polite than other forms of communication <p>8. Forms of business communication include:</p> <ul style="list-style-type: none">A. writing letters and e-mailsB. surfing the internet and chatting onlineC. writing essaysD. negotiating with partners <p>9. You pass a co-worker in the hallway and he asks "How are you?". You respond by:</p> <ul style="list-style-type: none">D. telling him that you have a coldE. saying "Fine, thanks"F. explaining that you are tired and stressed out in your job <p>10. A co-worker comes to your office to introduce you to a friend of his. You:</p> <ul style="list-style-type: none">D. Smile and nodE. You stand up, establish eye contact, smile and shake his handF. Give him a "high five" <p>11. Put these sentences in the best order. Put a number, 1-4, in the space.</p> <ul style="list-style-type: none">E. Very well, thanks. Let's get down to business, shall we? _____F. I'm fine, thanks. How are you? _____G. Hello again! How are you getting on? _____H. Yes, all right. _____ <p>12. Put these sentences in the best order. Put a number, 1-4, in the space.</p> <ul style="list-style-type: none">E. Miss Smith, I'd like you to meet Ms. Jones. _____F. Oh, please call me Liz. _____G. How do you do, Ms. Jones? _____H. And I'm Claire. _____ <p>13. Put these sentences in the best order. Put a number, 1-4, in the space.</p> <ul style="list-style-type: none">E. Oh, yes. I've heard of you. _____F. The name's Alex White. _____G. I'd like to introduce myself. _____H. Pleased to meet you. _____

	<p>14. Choose safe topics of small talk/ conversation in any country.</p> <p>A. Weather B. Politics C. Sports D. Religion</p> <p>15. You're at a conference party. Match the comments (1-10) and replies (A-J).</p> <table border="0"> <tr> <td>1. It's an interesting conference, isn't it?</td> <td>A That's right. I live in Prague.</td> </tr> <tr> <td>2. How's business?</td> <td>B Don't worry. I'll have some soda instead.</td> </tr> <tr> <td>3. Cheers!</td> <td>C Thanks. They look delicious.</td> </tr> <tr> <td>4. You must try one of these.</td> <td>D Yes please. I'll have a glass of red.</td> </tr> <tr> <td>5. Sorry, I didn't catch your name.</td> <td>E You're very kind but I fancy walking back.</td> </tr> <tr> <td>6. Do you fancy another drink?</td> <td>F It's Evelyn. Evelyn Burton.</td> </tr> <tr> <td>7. You're from the Czech Republic, aren't you?</td> <td>G Cheers!</td> </tr> <tr> <td>8. I must get going.</td> <td>H See you tomorrow.</td> </tr> <tr> <td>9. Let me give you a lift back to your hotel.</td> <td>I Very good, thank you.</td> </tr> <tr> <td>10. I'm afraid there's no more orange juice.</td> <td>J Yes, it is.</td> </tr> </table> <p>16. Choose the best reply (A-G) for each sentence from a dialogue (1-5)</p> <table border="0"> <tr> <td>1 What's your job?</td> <td>A There are five departments in the company.</td> </tr> <tr> <td>2 Where do you work?</td> <td>B I am an advertising manager</td> </tr> <tr> <td>3 What are your responsibilities?</td> <td>C I applied for a job and was invited for an interview</td> </tr> <tr> <td>4 What exactly do you like in your job?</td> <td>D I work for LMN United. It is a medium-sized company in marketing</td> </tr> <tr> <td>5 Is there anything you don't like in your job?</td> <td>E The salary is quite good and there are many perks provided by the company</td> </tr> <tr> <td></td> <td>F My job is to place ads in the mass media</td> </tr> <tr> <td></td> <td>G Sometimes I have to work overtime and I never get paid extra for that</td> </tr> </table> <p>17. Match jobs in a company (1-5) with responsibilities.</p> <table border="0"> <tr> <td>1 Managing director</td> <td>A I type documents and answer the phone</td> </tr> <tr> <td>2 Human resources manager</td> <td>B I look after the company's money</td> </tr> <tr> <td>3 Finance director</td> <td>C I manage the people who sell our products</td> </tr> <tr> <td>4 Production manager</td> <td>D I make the products that the company sells</td> </tr> <tr> <td>5 Sales director</td> <td>E I buy all the things that the company needs</td> </tr> <tr> <td></td> <td>F I'm responsible for recruiting new employees</td> </tr> <tr> <td></td> <td>G I have general responsibility for the whole company</td> </tr> </table> <p>18. Think and write the most suitable reaction to the following phrases.</p> <p>A. How are you?</p> <p>B. Pleased to meet you.</p> <p>C. Have a good weekend.</p> <p>D. See you next month.</p>	1. It's an interesting conference, isn't it?	A That's right. I live in Prague.	2. How's business?	B Don't worry. I'll have some soda instead.	3. Cheers!	C Thanks. They look delicious.	4. You must try one of these.	D Yes please. I'll have a glass of red.	5. Sorry, I didn't catch your name.	E You're very kind but I fancy walking back.	6. Do you fancy another drink?	F It's Evelyn. Evelyn Burton.	7. You're from the Czech Republic, aren't you?	G Cheers!	8. I must get going.	H See you tomorrow.	9. Let me give you a lift back to your hotel.	I Very good, thank you.	10. I'm afraid there's no more orange juice.	J Yes, it is.	1 What's your job?	A There are five departments in the company.	2 Where do you work?	B I am an advertising manager	3 What are your responsibilities?	C I applied for a job and was invited for an interview	4 What exactly do you like in your job?	D I work for LMN United. It is a medium-sized company in marketing	5 Is there anything you don't like in your job?	E The salary is quite good and there are many perks provided by the company		F My job is to place ads in the mass media		G Sometimes I have to work overtime and I never get paid extra for that	1 Managing director	A I type documents and answer the phone	2 Human resources manager	B I look after the company's money	3 Finance director	C I manage the people who sell our products	4 Production manager	D I make the products that the company sells	5 Sales director	E I buy all the things that the company needs		F I'm responsible for recruiting new employees		G I have general responsibility for the whole company
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T3-3	<p style="text-align: center;">Тема 3. Выбор карьеры</p> <p>1. Choose the best word to fit the gap.</p> <p>I would be very interested in for that job.</p> <p>A. entering B. working C. applying</p>																																																

- D. writing
2. Choose the best word to fit the gap.
My went very well. I think I will get the job.
A. interview
B. interstate
C. invitation
D. inspecting
 3. Choose the best word to fit the gap.
I see from your form that you have had three different jobs in the last 5 years.
A. apply
B. applying
C. applied
D. application
 4. Choose the best word to fit the gap.
Give us some idea of what you believe are your and weaknesses.
A. strength
B. strengths
C. force
D. forces
 5. What should you do research on before the interview?
A. The company you're interviewing for.
B. The industry you hope to work in.
C. both A and B.
 6. You're asked a really difficult question. You don't know the answer off the top of your head, so you:
A. answer, "That's a tough question. I'm really not sure."
B. say the first thing that comes to mind.
C. take a deep breath and think of an answer while paraphrasing the question.
 7. Which of the following is OK to do at an interview?
A. Ask the employer questions
B. Answer your cellphone
C. Be a few minutes late
 8. Which of these things should you bring to an interview?
A. Copies of your resume
B. A list of references
C. Both a and b
 9. How early should you arrive to the interview?
A. 30 minutes
B. 10 minutes
C. 1 minute
 10. Which one of these things should you always try to do during an interview?
A. Ask your interviewer(s) for their business card and/or contact information at the end.
B. Inquire about your salary.
C. Smile and nod at everything the interviewer says.
 11. Your interviewer asks you what your greatest strengths are. How do you respond?
A. By listing five or ten qualities you think are your best ones.
B. Give two or three strengths and concrete examples of them.
C. Say all the qualities and requirements that were listed on the job description.
 12. Match typical interview questions (1-5) with answers (A-E).

Questions:

1. How did you hear about the position?
2. What do you know about our company?
3. What is your greatest weakness?
4. Why are you looking to leave your current company?
5. Why did you apply for this position?

Answers:

- A. I'm not particularly strong in social media marketing.
- B. I've been at my company for three years, but now I'm looking for more leadership opportunities.
- C. I've heard great things about the work environment here from a few colleagues. And when I saw this job posting, it seemed to match my skills very closely.
- D. From what I read, your company is one of the leaders in providing security software to other businesses.
- E. I found the position while looking for jobs online.

13. Complete this résumé by choosing headings from the box. There are two headings you do not need to use.

Interests	Work Experience	Education	References	Training
	Languages	Marital Status		

Name: Johanna Needham
 Address: 27 Leys Road, London, SW1 5BW
 Telephone: 0181 24567813
 Date of Birth: 4 June 1968
 (1) : _____ Hereward Comprehensive School 1979–1984
 University of East Anglia 1984–1986
 (2) : _____ Marketing Assistant, Britannic Travel Ltd September 1986–1991
 Sales Development Manager, Texington plc August 1991–present
 (3) : _____ Mountaineering, Painting, Reading
 (4) : _____ Spanish (good)
 French (basic)
 (5) : _____ Derek Francis Jane Holgate
 Marketing Executive Sales Director
 Britannic Travel Ltd Texington plc
 Britannic House Brentford
 Dorking Middlesex
 Surrey TW5 8ST
 RH5 6BW

TЗ-4

Тема 4. Основы публичной речи в деловой сфере (презентация)

8. Most presentations are organized in three parts. Match the parts of presentation (1-3) with the functions they include (A-H). Some parts include more than one function.

- | | | | |
|---|----------------------|---|--|
| 1 | Beginning | A | welcome your audience |
| | Short introduction | B | summarize your presentation |
| 2 | Middle | C | introduce your subject |
| | Body of presentation | D | thank your audience |
| 3 | End | E | explain the structure of your presentation |

- | | |
|------------------|-------------------------------|
| Short conclusion | F present the subject itself |
| | G explain rules for questions |
| | H invite questions |

9. Here are some things to do at the beginning of a presentation. Put them in a logical order. Put a number, 1-5, in the space.

- give instructions about question _____
 introduce your subject _____
 outline the structure of your presentation _____
 welcome your audience _____
 introduce yourself _____

10. Choose the proper way to start a presentation.

- D. Are we all here? Good, well if we look at the first slide you'll see our profits for 2017...
 E. Hello ladies and gentlemen. Thanks very much for coming along today. My name is John Brown and today I'll be talking about
 F. Hello everyone. Could you wait for a while? There are some problems with the computer...

11. Here are some more things to do in the rest of the presentation. Match the headings (1-3) on the left with the phrases on the right (A-H).

- | | | | |
|---|-----------------------|---|-----------------------------------|
| 1 | Connecting the points | A | Thank you for listening |
| 2 | Referring to slides | B | Let's move on to ... |
| 3 | Finishing | C | Are there any questions? |
| | | D | This diagram shows... |
| | | E | So, in conclusion... |
| | | F | As you can see... |
| | | G | My next point is... |
| | | H | If you look at the next slide ... |

12. Choose the proper way to comment on the slides.

- E. Well, as you can see in this slide, energy savings increased significantly as we implemented our strategy...
 F. In January 2017 there was a saving of £293, in February there was a saving of £300, in March...
 G. Here's the next slide. Is it OK? Let's move on...
 H. Oh dear! I'm awfully sorry but we seem to be having some technical problems with the projector.

13. Suddenly, someone asks a question. How do you respond?

- D. Look, I said at the start that I'd be happy to take questions at the end...
 E. That's a very interesting question...Er...OK...
 F. Would you mind if I came back to your question at the end? It's just that I'm rather conscious of the time...

14. You have reached the end of your presentation. What do you say?

- D. 'I'm terribly sorry but I seem to have taken too long, so we don't actually have time for any questions! However, if you grab me after the session I'll be happy to answer any questions you might have.'
 E. If you have any questions, I would be happy to answer them now...
 F. Any other business?

15. Match the words for company presentation (1-5) with its group of synonyms (A-G).

- | | | | |
|---|----------|---|----------------------|
| 1 | consumer | A | personnel, employees |
| 2 | salary | B | maker, manufacturer |
| 3 | company | C | pay, income |

- 4 producer
5 staff
- D department, division
E manager, executive
F business, firm
G customer, client

16. Match the companies (1-6) with their sectors (A-F).

- | | |
|--|-------------------|
| 1 a company which makes aspirin | A software |
| 2 a supermarket chain | B retail |
| 3 a restaurant chain | C public catering |
| 4 a company which sells things over the internet | D mass media |
| 5 a company which writes computer programs | E e-commerce |
| 6 a newspaper publisher | F pharmaceuticals |

17. Complete the following sentences with appropriate words from the list:

competitors	product	employees	factories	markets
	customers	sales	head office	

1. The _____ of Nokia is in Helsinki. 2. Europe is one of the company's main _____ . 3. _____ in China are very high. 4. Samsung is one of the main _____ . 5. They have _____ in ten different countries. 6. The company has more than 50,000 _____ in the world. 7. The Nokia 9100 is a very successful _____ . 8. Nokia has _____ in at least 130 countries.

18. Put the presentation steps into a logical order. Put a number, 1-8, in the space.

- Good morning, ladies and gentlemen, thank you for coming. _____
- My name is Melanie James and I work for Express Consulting. _____
- I'm here today to give a brief presentation on the company. _____
- My presentation is in three parts. The first part of my presentation is about the company structure. The second looks at the present activity of the company, and in the last part I want to talk about our future plans. _____
- First, the structure. As you know, Express Consulting is a subsidiary of Global Consulting. _____
- Now, let's look at what the company does. _____
- Finally, the future. _____
- Thank you for listening. Do you have any questions? _____

T3-5

Тема 5. Совещания и переговоры

1. Choose the best word to fit the gap.
Copies of the _____ for the meeting were distributed to the heads of departments.
A. proposal
B. summary
C. plan
D. agenda
2. Choose the best word to fit the gap.
The chair suggested that we got _____ to business as quickly as possible as there was a lot to get through.
A. on

- B. up
- C. down
- D. about

3. Choose the best word to fit the gap.

She made sure that everyone was able to express their points of _____.

- A. view
- B. opinion
- C. idea
- D. impression

4. You are attending a meeting.

What does the chairperson say to open the meeting? Choose the best option.

- A. OK everybody, thank you for coming. First of all...
- B. Right then, let's start.
- C. Shut up please, I want to get started.

5. Match words from two columns to make as many word combinations.

- | | |
|-----------------|--------------------|
| 1. to make | A. objectives |
| 2. to achieve | B. decisions |
| 3. to solve | C. an agenda |
| 4. to circulate | D. a meeting |
| 5. to chair | E. problems |
| 6. to take | F. meeting minutes |

6. Complete the following sentences with appropriate words from the list:

agenda	consensus	minutes	circulate	chairperson	items
--------	-----------	---------	-----------	-------------	-------

g) In all formal meetings and most informal meetings, there is a ... (1) whose job it is to ... (2) the business of the meeting and to ensure that the meeting's objectives are achieved.

h) It is helpful in both formal and informal meetings to have an ... (3) listing the points that are to be discussed. It is usual to ... (4) this in advance so that participants can prepare adequately for the meeting.

i) If there are too many ... (5) on the agenda, the meeting will be over-long and less effective.

j) After formal meetings the secretary writes up the ... (6), an official record of the discussion that has taken place.

k) When decisions must be taken, the chairperson hopes there will be a ... (7) on what should be done.

7. What does the chairperson say to close the meeting?

- A. 'Okay, that'll do - anybody coming to the pub?'
- B. 'Thanks for coming everybody, and I'll see you all again at the next meeting on the 12th.'
- C. 'I hereby declare this meeting closed.'

8. A good salesperson can _____ almost anybody to buy anything.

- A. satisfy
- B. appeal
- C. persuade
- D. adapt

9. Choose the best word to fit the gap.

We are willing to supply the goods _____ a discount of 5%.

- A. in
- B. after

- C. at
D. over
10. Choose the right tense form to fit the gap.
So, we'll reduce the price by 5% if you _____ the order by 5%.
A. will increase
B. increase
C. increased
D. won't increase
11. Choose the right tense form to fit the gap.
We _____ our order if you don't deliver the goods by Friday.
A. will cancel
B. cancel
C. cancelled
D. cancels
12. Choose the most polite way of saying "no" when negotiating with a partner.
A. I'm sorry, we can't agree to that.
B. That's out of question.
C. No. I am not interested.
D. No way.

T3-6

Тема 6. Деловое общение по телефону

1. Choose the most proper reply.
"Good morning, Hi Tech Inc."
" _____ "
A. Good morning, Judy speaking.
B. Hello, I'd like to speak to Bob Ickles please.
C. Hi, this is Andrew. May I help you?
2. Choose the most polite/proper option.
Answering a ringing phone:
A. Good morning, Zelig Industries.
B. Good morning, this is Jolene, secretary, may I help you?
C. Good morning, Zelig Industries, Jolene speaking. May I help you?
3. Choose the most polite/proper option.
Identifying yourself:
A. I'm calling for Mr. Kim from Helping Hands.
B. This is Andy from Helping Hands, thanks.
C. This is Andy from Helping Hands. Is Mr. Kim available?
4. Choose the most polite/proper option.
Asking for someone to speak to:
A. I want to speak to Ann Jones.
B. Hello. Could I speak to Ann Jones please?
C. Is Ann Jones in?
5. Choose the most polite/proper option.
Postponing a phone conversation:
A. This isn't a good time for me, but can I call you back at three to talk?
B. I'm sorry, I'm really busy and I can't talk right now.
C. I'm so swamped. Let's talk later, OK?
6. Choose the most polite/proper option.
Making an unexpected call:

- A. Hi, Bob here. I'm sorry to trouble you. This will only take a minute.
- B. Hi George. I really need to talk to you about the sales figures.
- C. Hi George, it's Bob. Have you got a minute to talk about the sales figures?

7. Choose the best word to fit the gap.
 _____ . I'll see if Mr. Watson is available.
- A. Hold on
 - B. Keep on
 - C. Go on
 - D. Stay
8. Choose the best word to fit the gap.
 I'm _____ Miss Johnson's in a meeting.
- A. worried
 - B. afraid
 - C. concerned
 - D. frightened
9. Choose the best word to fit the gap.
 I'll put you _____ to the Sales Department.
- A. over
 - B. off
 - C. through
 - D. in
10. Choose the best word to fit the gap.
 I would like to make an _____ ? Could you make it Friday?
- A. influence
 - B. appointment
 - C. impression
 - D. offense
11. Match the words and phrases with similar meaning.
- | | |
|---------------------------|---------------------------|
| 1. I'll put you through. | A Is that all? |
| 2. Who's calling, please? | B I'm ready. |
| 3. Anything else? | C I'll connect you. |
| 4. The line's busy. | D ... speaking |
| 5. Go ahead. | F Could I have your name? |
| 6. Hold on. | G The line's engaged. |
| 7. This is ... | H One moment. |
12. Match these comments (1-7) to their replies (A-G):
- | | |
|--|--|
| 1 Sorry, could you spell that? | A Yes, it's 0814329191 |
| 2 Could I speak to Ms. Fenton, please? | B That's OK, I'll hold. |
| 3 Could you take a message? | C The reservations department, please. |
| 4 I'm afraid the line is busy at the moment. | D Speaking. |
| 5 I'm sorry but he is away this week. | E Yes, of course, I'll get a pen. |
| 6 Could you repeat that? | F Yes, it's M-E-E-U-W-S |
| 7 Good morning, Cathay Pacific Airlines. | G I'll call back next week then. |
13. Put the telephone conversation into a logical order. Put a number, 1-9, in the space.
- Emma: Good morning. ABC Foods. How can I help you? _____
- Michael: Hello! I'd like to speak to Emma Woods. _____
- Emma: Speaking. Who's calling please? _____
- Michael: This is Michael Cassidy from CTK designs. _____
- Emma: How are you, Michael? _____
- Michael: I'm fine, Emma, thank you. Could we fix a time to meet? _____
- Emma: Sure. How about Monday? Say at 7 p.m.? _____

Michael: That would be nice. I'll book a table somewhere local. _____
Emma: See you on Monday then. Good bye. _____

T3-7

Тема 7. Деловое общение в письменной форме

1. When you are writing a formal letter to a company, you include:
 - A. Your address
 - B. Both your address and the company's address
 - C. Your date of birth
2. The beginning of your letter should include:
 - A. Salutation: the person's name with *Dear*
 - B. Reason for writing
 - C. Closing remarks
3. When the recipient's name is unknown to you, you start your letter with:
 - A. Hello
 - B. Dear friend
 - C. Dear Sir or Madam
4. If you expect the person to answer, you write:
 - A. I look forward to hearing from you soon
 - B. Answer ASAP
 - C. Waiting for your reply
5. If you are writing a letter but you haven't been given a named contact, you sign off your letter:
 - A. Cheers
 - B. Yours faithfully
 - C. Yours sincerely
6. If you are writing a letter to your current employers, you finish the letter with:
 - A. Yours sincerely
 - B. Yours faithfully
 - C. All the best
7. If writing to your best friend, the best way of closing a letter would be:
 - A. Yours faithfully
 - B. Yours sincerely
 - C. All the best
8. If you are writing a complaint letter to your local council, the best way to end the letter is:
 - A. Hope all is well.
 - B. I look forward to hearing from you as soon as possible.
 - C. Send someone round here now or else.
9. When corresponding with a business contact by email you should:
 - A. Be as formal as if you were writing an actual letter on paper
 - B. Be a little more informal to appear up-to-date with technology and the trend towards a relaxed work atmosphere
10. Put the parts of the business letter into a logical order. Put a number, 1-8, in the space.
 - Letterhead: GEA Associates, 355 King James Street, Edinburgh, Scotland, e-mail: fionabrown@gea.com _____
 - Date: 1 September 2018 _____
 - Addressee's name and address: Mr. Felix Dubois, DSJ Bank, 277 Cross Street, London, England _____
 - Dear Mr. Dubois _____
 - Thank you for your letter of August 27 regarding our price list _____
 - We are enclosing our most recent catalogue and price list.

	<p>— If you would like any more information, please contact us any time. _____</p> <p>— Yours sincerely, Fiona Brown. _____</p> <p>11. Fill in the appropriate word from the box.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;"> pleasure touch in catalogue of further forward enclosed draw faithfully </td> </tr> </table> <p>Dear Mr. Jacobs, Thank you very much for your letter (1) _____ 5 March. (2) _____ answer to your request, we have (3) _____ in enclosing our latest (4) _____ and price list. I would like to (5) _____ your attention to the special offers. These products are available at a reduced price for a limited time only. If you would like any (6) _____ information, please get in (7) _____ with me. I look (8) _____ to hearing from you. Yours (9) _____, Howard Johnson Sales Manager (10) _____: catalogue, price list, special offers supplement.</p>	pleasure touch in catalogue of further forward enclosed draw faithfully
pleasure touch in catalogue of further forward enclosed draw faithfully		

Описание оценочного материала:

	<p>Тесты содержат вопросы по темам курса и носят компетентностно-ориентированный характер. Тесты проверяют знания основных особенностей деловой устной и письменной коммуникации, основной лексики и речевых формул делового иностранного языка, правил речевого этикета, а также умения использовать средства иностранного языка, речевые стратегии и тактики для осуществления коммуникации в типовых деловых ситуациях.</p>
	<p>Процедура: Обучающиеся в течение 15-20 минут письменно выполняют тест и сдают ответы преподавателю на проверку. Результаты проверки обсуждаются на следующем занятии. В случае оценки «не зачтено» работа выполняется повторно во внеаудиторное время и сдается преподавателю.</p>
	<p>Критерии/шкала оценивания (пример): ТЗ закрытой формы с одним правильным ответом – 1 балл ТЗ с несколькими ответами – за неполный ответ – 1 балл, за полный ответ – 2 балла ТЗ на установление последовательности – за частично правильный ответ – 1 балл, за полностью правильный ответ – 2 балла ТЗ на установление соответствия – по 0,5 балла за каждое верное соответствие ТЗ открытой формы – 2 балла. Итоговая оценка теста рассчитывается: Не зачтено – менее 60% максимального количества баллов за тест, Зачтено – от 60 до 100% максимального количества баллов за тест</p>

2.1.2. Вопросы для дискуссии (ВД)

ВД-1-5	<p>Тема 1,2</p> <p>1. What is the purpose of business communication? Why is efficient business communication important for a business?</p> <p>2. In what ways is business communication different from other types of communication? What are the special rules and norms of business communication, language and etiquette?</p> <p>3. What are the types and forms of business communication?</p>
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	<p>4. What are the rules of cross cultural communication?</p> <p>5. How to welcome your business partners and clients (introduction, small talk, etc.)?</p>
ВД-6-10	<p>Тема 3</p> <p>6. How do companies recruit people?</p> <p>7. What are the ways to find a job and how to apply for it?</p> <p>8. What are the rules for writing a good CV?</p> <p>9. How to prepare for an interview?</p> <p>10. How to behave during an interview? What to ask and how to answer questions?</p>
ВД-11-15	<p>Тема 4</p> <p>11. Give some tips for making a good business presentation. How to get started and plan your presentation?</p> <p>12. How to better organize the content of your presentation? What parts does a standard presentation contain?</p> <p>13. What should be said in the introduction? How to get the attention of your audience from the very beginning?</p> <p>14. What are the rules for making efficient visual aids?</p> <p>15. What are the things to remember when delivering your speech to the audience?</p>
ВД-16-20	<p>Тема 5</p> <p>16. What are the main reasons for holding a meeting?</p> <p>17. What makes a good meeting? What are the dos and don'ts for the chairperson and participants?</p> <p>18. In what situations do business people negotiate?</p> <p>19. What are the skills of a good negotiator?</p> <p>20. What are the useful phrases to make yourself clear, agree and disagree, ask for concessions?</p>
ВД-21-25	<p>Тема 6</p> <p>21. Why is making business calls an important skill?</p> <p>22. Why is telephoning in English not easy?</p> <p>23. What are the useful phrases to greet the caller, to take and leave messages, to make appointments?</p> <p>24. What to do if you don't understand what the caller is saying?</p> <p>25. What are the rules of good telephone etiquette?</p>
ВД-26-30	<p>Тема 7</p> <p>26. Why is business correspondence important?</p> <p>27. What are the different types of business letters?</p> <p>28. What are the main parts of a business letter? How are they organized?</p> <p>29. What are the typical phrases to start and finish a business letter?</p> <p>30. What are the rules for writing business e-mails? Are they different from standard business letters?</p>
Описание оценочного материала:	
	<p>Вопросы для дискуссии (ВД) включают вопросы по всем темам курса и носят компетентностно-ориентированный характер. Вопросы проверяют знания основных особенностей деловой устной и письменной коммуникации, основных речевых формул, стратегий и тактик, правил речевого этикета для осуществления коммуникации в типовых деловых ситуациях, а также умения использовать средства иностранного языка (лексику, грамматику) для ведения дискуссии в рамках заявленной тематики</p>
	<p>Форма предъявления: вопросы / темы.</p> <p>Процедура: Индивидуальные выступления или коллективное обсуждение на аудиторных занятиях.</p>
	Шкала оценивания /критерии:

	<p>«Зачтено» - Обучающийся знает теоретический материал, основную лексику делового иностранного языка, умеет применять теоретические знания для объяснения обсуждаемых явлений на иностранном языке, предлагает практические решения обсуждаемых проблем на основе синтеза изученного материала и личного опыта.</p> <p>«Не зачтено» - Обучающийся не освоил теоретический материал, не продемонстрировал умение использовать средства иностранного языка для ведения дискуссии в рамках заявленной тематики.</p> <p>Обучающийся отказался от ответа.</p>
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2.1.3. Ситуационное практическое задание (СПЗ)

СПЗ-1,2	<p>Тема 1,2. Use the instructions given to welcome visitors.</p> <p>Step 1 Greeting visitors Say hello to your visitor, Mr. Matthews, and welcome him. Use your own name and your company's name.</p> <p>Step 2 Making visitors feel comfortable Make your visitor feel comfortable by offering to take his coat. Invite Mr. Matthews to sit down, and offer him refreshments.</p> <p>Step 3 Asking about travel and hotel Ask Mr. Matthews about his flight. Show empathy and ask Mr. Matthews where he's staying.</p> <p>Step 4 Asking about travel experience, offering help Ask Mr. Matthews if he has been here before. Offer to act as a guide.</p> <p>Step 5: Discussing general business Ask a general question about business. Say you have heard the same thing recently from John Myers, the local sales rep.</p> <p>Step 6 Getting down to business Suggest you start the meeting. Offer to look around town afterwards and get something to eat.</p>
СПЗ-3	<p>Тема 3</p> <p>Choose a job ad for a position you would like to apply for. Work in pairs and act out a job interview.</p> <p>Student 1. Think of the things you can write about yourself in a CV to apply for this job. Prepare for an interview. Do your best to get the job.</p> <p>Student 2. Make a list of some typical interview questions and specific questions for the position. Decide if the candidate suits the job. Make a decision.</p>
СПЗ-4	<p>Тема 5</p> <p>Work in groups. You are members of a staff committee investigating ways of</p>

improving working conditions in your offices.

- Decide who will be the chair'.
- Before the meeting starts, the chairperson should look at File 1, the others at Files 2, 3 or 4.
- Hold the meeting. Reach agreement.

File 1

Here are some tips for chairing the meeting:

8. Begin by starting the purpose of the meeting.
9. Give the name of the person you want to speak next.
10. Make sure everyone has a chance to give their views.
11. If someone is talking too long, say *Thank you* and name the next person who wants to speak.
12. If there's disagreement on any point, call for vote.
13. Make sure one member of the group is keeping minutes: ask them to read out the notes at the end, if there's time.
14. Keep to the time limit: if necessary stop the discussion and summarize the conclusions and decisions you have come to.

File 2

These are your department's suggestions:

- more staff parties and picnics
- better toilets and showers
- open roof garden to staff
- more comfortable tables and chairs in staff canteen

File 3

These are your department's suggestions:

- more flowers and plants
- more flexibility about taking time off
- better lighting and heating
- more pictures and posters on the walls

File 4

These are your department's suggestions:

- more comfortable chairs
- a better coffee machine
- proper plates in the canteen instead of plastic
- more car parking places
-

CII3-5

Tema 5

Work in pairs and act out dialogues of your own. Use the role cards below. Make a deal.

Role card 1. You play the role of the supermarket chain representative.

A tea supplier is negotiating a sale with a supermarket chain. Various issues will be negotiated. You will earn points depending on the outcome. Remember, think of your priorities. You have done very well if you get 13 points.

ITEMS TO NEGOTIATE		POINTS
<i>PRICE</i>	\$ 90	3
	\$ 100	2

	\$ 110	1
<i>DISCOUNT</i>	10 % for > 1000	4
	10 % for > 2000	2
	10 % for > 5000	1
<i>DELIVERY</i>	3 DAYS	5
	1 WEEK	3
	2 WEEKS	2
<i>PAYMENT</i>	30 DAYS	1
	60 DAYS	2
	90 DAYS	3
<i>WARRANTY</i>	6 MONTHS	1
	12 MONTHS	2
	18 MONTHS	3

Role card 2. You play the role of the tea supplier.

A tea supplier is negotiating a sale with a supermarket chain. Various issues will be negotiated. You will earn points depending on the outcome. Remember, think of your priorities. You have done very well if you get 13 points.

ITEMS TO NEGOTIATE		POINTS
<i>PRICE</i>	\$ 90	2
	\$ 100	3
	\$ 110	5
<i>DISCOUNT</i>	10 % for > 1000	1
	10 % for > 2000	2
	10 % for > 5000	3
<i>DELIVERY</i>	3 DAYS	1
	1 WEEK	2
	2 WEEKS	3
<i>PAYMENT</i>	30 DAYS	4
	60 DAYS	2
	90 DAYS	1
<i>WARRANTY</i>	6 MONTHS	3
	12 MONTHS	2
	18 MONTHS	1

CI3-6

Тема 6.

Work in pairs and act out telephone dialogues of your own.

STUDENT A

Call Mary Jenkins and leave a message if she is not in. The role cards below contain your name, company, telephone number, and important business information that you want to convey to Mary Jenkins.

ROLE CARDS	
1	2
You are Mike Berggson. You work for LJ computers. Your telephone number is 604-324-4321. You have to call Mary Jenkins from the Stellar Corporation and tell her that her shipment of computers has	You are Tanya Griswold. You work for Krubb Interior Designs. Your telephone number is 017-367-2190. You have to call Mary Jenkins from the Stellar Corporation and tell her that you have come up with an

arrived. If she is not in, leave a message with the secretary. You want Mary to call you so that you can discuss the delivery and instalment schedule.	estimate for the renovations. If she is not in, leave a message with the secretary. You want Mary to call you so that you can discuss the color of the walls and floor tiles.
3	4
You are Sara Voldemort. You work for Darkside Media. Your telephone number is 250-432-3456. You have to call Mary Jenkins from the Stellar Corporation and tell her that the advertising campaign is ready to launch. If she is not in, leave a message with the secretary. You want Mary to call you so that you can discuss payment for services.	You are Dana Walker. You work for Jones and Baily Law Firm. Your telephone number is 312-556-6655. You have to call Mary Jenkins from the Stellar Corporation and tell her that she won her court case. If she is not in, leave a message with the secretary. You want Mary to call you so that you can discuss payment for services.

STUDENTS B

You are Mary's secretary. The role card information below includes the boss's whereabouts and her expected return time. When people call asking for the boss, you should give the information in the card and take a message.

ROLE CARDS	
1	2
You work for the Stellar Corporation. You are a secretary. Your boss is Mary Jenkins. She is talking to a client. She is expected back in about an hour.	You work for the Stellar Corporation. You are a secretary. Your boss is Mary Jenkins. She is away on business. She is expected back tomorrow.
3	4
You work for the Stellar Corporation. You are a secretary. Your boss is Mary Jenkins. She is talking to the boss. She is expected back in about 15 minutes.	You work for the Stellar Corporation. You are a secretary. Your boss is Mary Jenkins. She is away on maternity leave. She is expected back at the beginning of next month.

Описание оценочного материала:

	Ситуационные практические задания (СПЗ) включают задания на проверку умений обучающихся использовать средства иностранного языка, речевые стратегии и тактики, навыков коммуникации на иностранном языке для решения задач межличностного и межкультурного взаимодействия в заданных ситуациях делового общения (прием гостей, знакомство, телефонная беседа, совещание, переговоры, собеседование при трудоустройстве).
	Форма предъявления: задание с описанием ситуации, ролей Процедура: Обучающиеся изучают ситуацию, работают в парах или малых группах, разрабатывают стратегию беседы, план ее ведения, отбирают необходимые языковые средства и речевые клише, затем демонстрируют беседу преподавателю и обучающимся
	Шкала оценивания /критерии: «Зачтено» - Обучающийся демонстрирует умение использовать средства иностранного языка, речевые стратегии и формулы для осуществления коммуникации в заданной ситуации устного общения, понимание с партнером

<p>установлено, цель коммуникации достигнута. «Не зачтено» - Обучающийся не знает и не способен использовать средства иностранного языка, речевые стратегии и формулы для решения практической задачи, установить понимание с партнером по коммуникации; цель коммуникации не достигнута. Обучающийся отказался от ответа.</p>

2.1.4. Контрольная работа для обучающихся заочной формы обучения Письменные работы (ПР)

ПР-1	<p>Тема 3 Choose a job ad for a position you would like to apply for. Write a CV in order to apply for that job.</p>
ПР-2	<p>Тема 6 Write a business letter according to the situation. Situation: You are the Personnel Manager of Thornton Transport, Timberlake Road, Thornton Heath, Surrey, CR5, 8SM. You are looking for a bi-lingual secretary. Task: Write a letter to your local recruitment agency explaining what you need. Include details of the secretary's duties, terms of employment, etc. Their address is RJS Recruitment, 34 Valley Street, Thornton Heath, CR7 15KM. you can add any information you think necessary.</p>
ПР-3	<p>Работа с текстом по тематике дисциплины. Здесь студент должен:</p> <ul style="list-style-type: none"> – Сделать полный письменный перевод текста по тематике дисциплины. – Составить словарь к тексту. Словарик содержит 15 – 20 ключевых слов и выражений, отражающих тематику текста, с переводом. – Кратко изложить содержание текста в нескольких предложениях – составить резюме текста. Резюме составляется на английском языке; оно должно быть грамотным, соответствовать содержанию текста и отражать его структуру.
Описание оценочного материала:	
	<p>Контрольная включает письменные работы (ПР 1-3) на проверку умений и навыков обучающихся использовать средства иностранного языка, речевые клише для осуществления деловой коммуникации в письменной форме (деловое письмо, резюме, работа с текстом)</p>
	<p>Форма предъявления: в распечатанном виде Процедура: Обучающиеся в период самостоятельной работы письменно выполняют задания и сдают его преподавателю на проверку. Результаты проверки обсуждаются на занятиях. В случае оценки «не зачтено» работа выполняется повторно.</p>
	<p>Шкала оценивания /критерии: «Зачтено» - Обучающийся демонстрирует умения и навыки использовать средства иностранного языка, речевые стратегии и формулы для осуществления коммуникации в письменной форме в заданной ситуации; соблюдает правила и нормы деловой переписки, составления деловой документации; соблюдает стиль деловой переписки, речь грамотна. «Не зачтено» - Обучающийся не знает и не способен использовать средства иностранного языка, речевые стратегии и формулы для решения практической задачи, нарушает основные правила и нормы иностранного языка и деловой переписки.</p>

Презентация (Пр)

Пр-1	<p>Тема 4 Make a short presentation of a company. You may speak about any famous company or the company you work for.</p> <p>Stick to the plan:</p> <ul style="list-style-type: none"> — <i>Name</i> — <i>Location</i> — <i>Company history</i> — <i>Activities</i> — <i>Products/ Services</i> — <i>Target customers</i> — <i>Company structure, number of employees</i> — <i>Main markets</i> — <i>Main competitors</i> — <i>Finance: revenue, profit</i>
Описание оценочного материала:	
	Презентация (ПР) включает задание на проверку умений и навыков обучающихся использовать средства иностранного языка, речевые клише для осуществления публичного выступления перед аудиторией на деловую тематику: представление компании
	<p>Форма предъявления: задание, содержащее тематику и план выступления</p> <p>Процедура: После обсуждения правил подготовки и проведения презентации компании на иностранном языке, отработки необходимых для этого языковых средств обучающиеся получают задание выбрать любую реально существующую компанию, собрать основную информацию про нее, используя аутентичные источники (сайты), подготовить текст презентации и слайды PowerPoint, подготовить презентацию к устному выступлению на иностранном языке. На подготовку задания обучающиеся получают не менее 10 дней.</p> <p>Презентации проводятся в ходе аудиторного занятия.</p>
	<p>Шкала оценивания /критерии:</p> <p>Презентация обучающихся оценивается по следующим параметрам:</p> <ul style="list-style-type: none"> — тщательность разработки темы, соответствие содержания выступления предложенному плану, требованиям к устному выступлению; — уровень владения иностранным языком, грамотность речи; — уровень владения навыками презентации, соблюдение правил публичного выступления; — эффективность использования визуальных средств. <p>«Зачтено» - Обучающийся демонстрирует умения и навыки использовать средства иностранного языка, речевые стратегии и формулы для осуществления публичного выступления перед аудиторией на деловую тематику: представление компании; соблюдает правила публичного выступления. Содержание выступления соответствует предложенному плану, структурировано; речь грамотна, обучающийся без затруднений передает содержание презентации и общается с аудиторией.</p> <p>«Не зачтено» - Обучающийся не демонстрирует умения и навыки использовать средства иностранного языка для осуществления публичного выступления перед аудиторией на деловую тематику. Текст презентации составлен с отсутствием четкого плана и структуры, не адаптирован к устному выступлению.</p>

Обучающийся допускает большое количество грамматических и лексических ошибок. Обучающийся говорит с большими затруднениями, что препятствует пониманию его речи и общению с аудиторией.

2.2 Оценочные материалы: промежуточная аттестация

Промежуточная аттестация по итогам обучения по дисциплине осуществляется в форме дифференцированного зачета. При очной форме обучения зачет может проводиться:

1) на основании результатов текущего контроля при положительной оценке всех заданий по каждой теме,

или

2) в форме устного выступления обучающегося по одному из вопросов к зачету и выполнения в парах одного из практических заданий к зачету.

2.2.1. Вопросы к зачету (ВЗ)

1. What is the purpose of business communication? Why is efficient business communication important for a business?

2. In what ways is business communication different from other types of communication? What are the special rules and norms of business communication, language and etiquette?

3. What are the types and forms of business communication?

4. What are the rules of cross cultural communication?

5. How to welcome your business partners and clients (introduction, small talk, etc.)?

6. Give some tips for making a good business presentation. How to get started and plan your presentation?

7. How to better organize the content of your presentation? What parts does a standard presentation contain?

8. What should be said in the introduction? How to get the attention of your audience from the very beginning?

9. What are the rules for making efficient visual aids?

10. What are the things to remember when delivering your speech to the audience?

11. Why is making business calls an important skill?

12. Why is telephoning in English not easy?

13. What are the useful phrases to greet the caller, to take and leave messages, to make appointments?

14. What to do if you don't understand what the caller is saying?

15. What are the rules of good telephone etiquette?

16. What are the main reasons for holding a meeting?

17. What makes a good meeting? What are the dos and don'ts for the chairperson and participants?

18. In what situations do business people negotiate?

19. What are the skills of a good negotiator?

20. What are the useful phrases to make yourself clear, agree and disagree, ask for concessions?

21. How do companies recruit people?

22. What are the ways to find a job and how to apply for it?

23. What are the rules for writing a good CV?

24. How to prepare for an interview?

25. How to behave during an interview? What to ask and how to answer questions?

26. Why is business correspondence important?

27. What are the different types of business letters?

28. What are the main parts of a business letter? How are they organized?

29. What are the typical phrases to start and finish a business letter?
30. What are the rules for writing business e-mails? Are they different from standard business letters?

2.2.2. Практические задания к зачету (ПЗЗ)

1. Welcome a visitor to your company.
2. Make a phone call and make a business appointment.
3. Negotiate a pay rise with your employer.
4. Negotiate a price for the goods to be delivered.
5. Conduct a job interview.
6. Present a company you know well or work for. Discuss it with your partner.
7. Introduce yourself to a business partner and make some small talk.
8. Make a phone call and leave a message for someone who is not in.
9. Give advice to your partner on how to write a good CV.
10. Give advice to your partner on how to prepare for an interview.
11. Give advice to your partner on how to behave during an interview.
12. Make up a dialogue during a business lunch.
13. Give a visitor a tour of a company.
14. Discuss with your partner your positions in the company, advantages and disadvantages of your jobs.
15. Negotiate the terms of delivery of the goods you'd like to order.

Описание оценочного материала

Форма предъявления: Обучающимся выдается задание, содержащее один из вопросов к зачету (ВЗ) и одно из практических заданий к зачету (ПЗЗ).

Процедура:

Для подготовки устного выступления по ВЗ обучающийся имеет возможность продумать план выступления и сделать необходимые записи. Время подготовки – 10 минут.

Для подготовки выступления по ПЗЗ обучающиеся делятся на пары, знакомятся с описанием практического задания, разрабатывают стратегию беседы, план ее ведения, отбирают необходимые языковые средства и речевые клише, затем демонстрируют беседу в заданной деловой ситуации преподавателю. Время на подготовку – 20 минут.

Шкала оценивания /критерии: Оценивается знание основной лексики делового иностранного языка, основных речевых формул, стратегий и тактик, правил речевого этикета для осуществления коммуникации в типовых деловых ситуациях, а также умения использовать средства иностранного языка (лексику, грамматику) для ведения дискуссии в рамках заявленной тематики; для решения задач межличностного и межкультурного взаимодействия в заданных ситуациях делового общения (прием гостей, знакомство, телефонная беседа, совещание, переговоры, собеседование при трудоустройстве).

«Отлично»

Оценки «отлично» заслуживает обучающийся, который знает теоретический материал, основную лексику делового иностранного языка, умеет применять теоретические знания для объяснения обсуждаемых явлений на иностранном языке, демонстрирует умение использовать средства иностранного языка, речевые стратегии и формулы для осуществления коммуникации в заданной ситуации устного общения, в случае если понимание с партнером по коммуникации установлено, цель коммуникации достигнута, речь обучающегося при этом грамотна, допущено небольшое количество лексических и грамматических ошибок или не допущено совсем.

«Хорошо»	Оценки «хорошо» заслуживает обучающийся, который знает основную лексику делового общения, демонстрирует умение использовать ее в заданной ситуации делового общения, допускаются незначительные лексические и грамматические ошибки, при этом коммуникация осуществляется без потери смысла.
«Удовлетворительно»	Оценки «удовлетворительно» заслуживает обучающийся, который знает основную лексику делового общения, демонстрирует умение применять ее в деловом общении, допуская при этом фонетические, лексические и грамматические ошибки, которые частично влияют на понимание в процессе коммуникации, испытывает трудности в понимании звучащей речи.
«Неудовлетворительно»	Оценки «неудовлетворительно» заслуживает обучающийся, который не освоил большую часть теоретического материала, не продемонстрировал умение использовать средства иностранного языка для ведения дискуссии в рамках заявленной тематики, для решения практической задачи в рамках заданной ситуации делового общения: установить понимание с партнером по коммуникации, достичь цели коммуникации на иностранном языке. Обучающийся отказался от ответа.

Методические материалы

Методические указания и задания к занятиям семинарского типа, контрольной и самостоятельной работе по дисциплине «Иностранный язык для делового общения» для обучающихся специальности 38.05.01 Экономическая безопасность.

11. Методические материалы, определяющие процедуры оценивания знаний, умений, навыков и (или) опыта, характеризующих этапы формирования компетенций

Текущий контроль

Текущий контроль успеваемости по дисциплине осуществляется для проверки хода и качества усвоения учебного материала, стимулирования учебной деятельности обучающихся, совершенствования методики проведения занятий и проводится в ходе всех видов занятий в форме устного опроса на лекционных, семинарских и практических занятиях, выполнения устных и письменных практических заданий, в форме рубежного контроля и в форме выполнения контрольных работ.

Критерии оценки устных ответов в ходе проведения семинарских и практических занятий

Шкала оценивания и отметка	Показатели оценивания
Отлично	Содержание материала раскрыто в полном объеме, предусмотренном учебной программой. Речь последовательна, хорошо продумана, изложена грамотным языком, с точным использованием терминологии. Обучающийся продемонстрировал умение иллюстрировать материал конкретными примерами, в том числе на основе ранее изученного материала, показано умение делать обобщение, выводы, сравнение. Изложение ответа осуществляется самостоятельно, без наводящих вопросов. Обучающийся принимает активное участие в изложении или в обсуждении изучаемого материала.
Хорошо	Обучающийся не полно раскрыл содержание материала, но показано общее понимание вопроса, достаточное для дальнейшего изучения программного материала. Изложение материала недостаточно последовательное, имеются затруднения и допущены ошибки в определении понятий и в использовании терминологии, однако обучающийся активно участвует в обсуждении изучаемого материала.
Удовлетворительно	Обучающийся затрудняется в изложении

	материала, делает обобщения, выводы, сравнения с помощью преподавателя, отвечает с помощью наводящих вопросов и подсказок, затрудняется в приведении примеров. С трудом вспоминает пройденный материал, не активен, в обсуждении материала участвует эпизодически.
Неудовлетворительно	Обучающийся не раскрыл основное содержание учебного материала или содержание материала излагалось с многочисленными подсказками, показавшими незнание или непонимание большей части учебного материала, допущены путаница и ошибки в определении понятий, продемонстрировано полное неумение приводить примеры при объяснении материала, в обсуждении материала пассивен.

Рубежный контроль является одним из видов текущего контроля. Рубежный контроль осуществляется с целью систематической проверки достижения обучающимися обязательных результатов обучения по дисциплине – минимума, который необходим для дальнейшего обучения, выполнения программных требований к уровню подготовки обучающихся. Рубежный контроль проводится по завершении изучения отдельных наиболее сложных и объемных тем, разделов учебной дисциплины. Рубежный контроль проводится на практических или семинарских занятиях. Лица, не сдавшие (не прошедшие) рубежный контроль, до промежуточной аттестации не допускаются. Результаты рубежного контроля заносятся в журнал учета учебных занятий. Рубежный контроль проводится в форме письменного или автоматизированного (компьютерного) тестирования. Обучающемуся предъявляется не менее 20 тестовых вопросов. Время для выполнения задания предоставляется из расчета: 1 минута на один тестовый вопрос.

Критерии оценки результатов тестирования

Шкала оценивания	Критерии оценивания
Отлично	Даны ответы не менее, чем на 90% тестовых заданий
Хорошо	Даны ответы не менее, чем на 75% тестовых заданий
Удовлетворительно	Даны ответы не менее, чем на 60% тестовых заданий
Неудовлетворительно	Даны ответы менее, чем на 60% тестовых заданий

Контрольная работа является видом текущего контроля, в отдельных случаях (если есть соответствующее указание в учебном плане) контрольная работа является формой промежуточной аттестации. Контрольные работы выполняются обучающимися в виде письменных ответов на вопросы, решения задач, выполнения контрольных (в том числе тестовых) заданий или практической проверки выполнения практических действий по составлению (корректировке) юридических документов. Выполнение контрольных работ может быть организовано в электронной форме. Содержание заданий на контрольную работу и порядок ее выполнения устанавливаются кафедрой.

**Критерии оценки результатов выполнения контрольной работы,
проведенной в форме решения практических задач**

Оценка	Критерии оценивания
Отлично	Решение задачи (выполнение задания) осуществлено верно, обучающимся продемонстрировано умение пользоваться теоретическими знаниями, приведены все необходимые ссылки на нормативно-правовые акты. Выводы достоверны и аргументированы с привлечением источников нормативно-правовой информации. Формулировки выводов четкие, понятные и обоснованные. При неоднозначности возможного решения (описания ситуации) приведены возможные варианты с указанием последствий.
Хорошо	Задача (выполнение задания) решена верно, обучающимся продемонстрировано умение пользоваться теоретическими знаниями для решения практической задачи. Однако приведены не все необходимые ссылки на нормативно-правовые акты, формулировки выводов недостаточно четкие и понятные. Аргументация выводов свидетельствует об их недостаточной достоверности и обоснованности.
Удовлетворительно	Задача в целом решена, однако отсутствуют ссылки на нормативно-правовые акты. Решение задачи осуществлено шаблонно, без должного проявления профессиональной компетентности. Отсутствует логика, точность

	и грамотность изложения решения задачи (выполнения задания). Вывод недостаточно обоснован, не содержит необходимой аргументации, поверхностный или не следует из решения задачи.
Неудовлетворительно	Задача решена неверно или решение задачи отсутствует.

При оценивании результатов письменных контрольных работ обязательно учитываются грамотность изложения, чистота и правильность оформления работ. Работа, правильно передающая содержание материала, но изложенная с грамматическими ошибками или ошибками в графическом оформлении, не может быть оценена выше, чем - удовлетворительно. За работу, выполненную с грубыми грамматическими ошибками, нелитературным языком, неграмотно или небрежно графически оформленную, выставляется оценка - неудовлетворительно.

Критерии оценки результатов выполнения контрольной работы, проведенной в форме тестирования:

Шкала оценивания	Критерии оценивания
Отлично	Даны ответы не менее, чем на 90% тестовых заданий
Хорошо	Даны ответы не менее, чем на 75% тестовых заданий
Удовлетворительно	Даны ответы не менее, чем на 60% тестовых заданий
Неудовлетворительно	Даны ответы менее, чем на 60% тестовых заданий

При проведении контрольной работы в смешанной форме (теоретическая часть – в форме тестирования, а практическая часть – в форме выполнения практического задания) каждая часть работы оценивается отдельно по пятибалльной шкале в соответствии с вышеуказанными критериями. Оценка за контрольную работу в целом выставляется по сумме баллов за теоретическую и практическую часть в соответствии со следующей шкалой оценивания:

Оценка	Сумма баллов за теоретическую и практическую часть контрольной работы
Отлично	9-10
Хорошо	7-8
Удовлетворительно	5-6
Неудовлетворительно	0-4

Разработчик
Доцент кафедры
иностраннных языков



Ю.И. Рыжова

Обсуждено и одобрено на заседании кафедры
протокол №7 от «25» июля 2023 г.

**Лист дополнений и изменений, внесенных в рабочую программу
дисциплины**

Номер изменений	Номера страниц				Всего страниц	Дата	Основание* для изменений
	изме- ненных	заме- ненных	анну- лирован- ных	новых			

*Основанием для внесения изменения является решение кафедры
(протокол № ___ от « ___ » _____ 20__ г.).