

**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І  
ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ**

**Кафедра англійської філології**

# Business studies

Київ

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Посібник створений з метою формування у студентів англomовної професійно спрямованої комунікативної компетенції в сфері бізнесу.

Посібник складається з 3 взаємопов'язаних модулів. Кожен модуль містить значну кількість завдань на розвиток навичок та вмінь у чотирьох видах мовленнєвої діяльності – говорінні, читанні, аудіюванні та письмі. Окремі «Індивідуальні завдання» призначені для самостійної та проектної роботи студентів. Усі завдання забезпечені ключами, що дозволяє здійснювати самоконтроль та самооцінку. Для зручної роботи з іншомовним матеріалом посібник забезпечено діловим англо-українським словником.

Посібник призначений для студентів економічних та управлінських спеціальностей вищих навчальних закладів.

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## **Business studies**

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# Module 1

## BUSINESS AND SOCIETY

### UNIT I

### THE WORLD OF BUSINESS



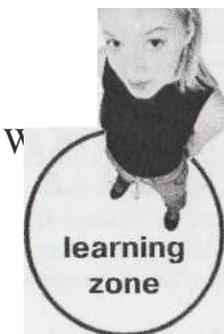
*“Success in business requires training, discipline and hard work. But if you’re not frightened with these things, the opportunities are just as great today as they ever were. »*

**John Rockefeller**

? Look at the quotation above and discuss the following questions:

1. *What do you know about the author of these words? Do you agree with his viewpoint?*
2. *What other things do you think are required to succeed in business?*
3. *In your opinion, why do people around the world do business? What do you know about business?*

**Hello! My name is Jacky Right. I'm a business consultant and I will try to help you understand the world of business. Now read the information you need to know.**



Most people work to earn money. They **produce goods** and **services**. Goods are either produced on farms, like maize and milk, or in factories, like cars and paper.

Services are provided by such organizations as banks, hairdressers', and shops. Some people produce goods; some provide services. For example, in the same garage, a man may buy a car, or he may buy some service, which helps him maintain his car.

**1. Make up five questions to this passage and ask them another student in your**

group.



## 2. Pair work

Look at the diagram below. What other goods and services do you know?  
Complete this diagram with your ideas.

### Most people produce

Goods	Services
computer	selling
cars	treating

So you can see that different businesses produce goods and provide services. But to succeed they need people (**consumers**) like you and me to buy their products.

? But how do they find out what consumers need and want? To answer this question you need to do the following tasks:

### Study the key terms:

**Basic Needs** - things that are essential for life are called basic needs. There are five basic needs.

**Wants** - these are desires for goods and services that you do not have. They are not essential for your survival. OK you could argue that you can't manage without your computer, but agree that you can live without it, that is why a computer is your want.



## 3. Pair work.

3. Make a list of your wants. Discuss it with your partner.

- *What do you actually need from your list?*
- *What is the difference between a need and a want?*
- *Which of the companies you know satisfy your wants?*
- *Which of them satisfy your needs?*
- *What are the five basic needs of humans? Notice your ideas.*

## **4. Listening**

**1. Listen to the expert in economics. He is describing five basic needs. Write them in the spaces below.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

### **Tapescript 1**

First of all I should say that all people are human beings not robots and when identifying our needs it is necessary to look inside our nature.

So, what do we need to do every day to survive? The answer seems to be very simple. Of course we need to drink, and water is one of the most important our basic need. And without a doubt everybody needs to eat something except for the women who are on diet, I'm kidding.

Since the times of Adam and Eve people have been wearing clothes. Of course during prehistoric times the clothes were made of skins of wild animals and nowadays fashion plays an important role in our lives. But it's necessary to mention that we wear clothes not only because they are beautiful, but also because they protect us from wind and sun, rain and snow. Clothes bring people warmth and it is very important for us.

And finally, we need a shelter I mean houses and apartments to live in. Without these five things it's impossible for people to survive and many business works to satisfy our basic needs.

2. Compare your ideas with his explanation. Were you right?

**BUSINESS SECTORS**

Look at the following logos. Can you name these famous companies? What do they produce? Do they meet your needs or wants?



SONY



NOKIA  
Connecting People



Microsoft

you can  
Canon

ZANUSSI

HITACHI

Moulinex  
life gets easier

2. Match the companies on the left (1-12) with the sectors they work in on the right (a-l)

<ol style="list-style-type: none"> <li>1. A company which makes aspirin</li> <li>2. A company which mines coal</li> <li>3. A company which makes men's suits</li> <li>4. A company which sells package holidays</li> <li>5. A company which makes trucks</li> <li>6. A newspaper publisher</li> <li>7. A supermarket chain</li> <li>8. A company which builds houses</li> <li>9. A company which makes washing machines</li> <li>10. A company which sells hamburgers</li> <li>11. A company which makes shampoo</li> <li>12. A restaurant chain</li> </ol>	<ol style="list-style-type: none"> <li>a) automotive</li> <li>b) construction</li> <li>c) consumer electronics</li> <li>d) catering</li> <li>e) tourism</li> <li>f) extractive</li> <li>g) fast food</li> <li>h) publishing</li> <li>i) pharmaceuticals</li> <li>j) retail</li> <li>k) textiles</li> <li>l) toiletries</li> </ol>
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**Discuss the following questions.**

- What business sectors are developed in your country?
- Do you know any Ukrainian companies working in these business sectors?
- Which business sector is the most interesting to work in? Explain why.

**3. Listening**

a) Listen to four people describing business sectors they work in. Identify these sectors. Match ideas on the left with what the speakers actually say.

- |                      |                 |
|----------------------|-----------------|
| A. It is useful      | Speaker 1 _____ |
| B. It is very hard   | Speaker 2 _____ |
| C. It is interesting | Speaker 3 _____ |

D. It needs creativeness and imagination *Speaker 4*\_\_\_\_\_

## **Tapescript 2**

### **Business sectors**

1. I have been working as a tourist guide for 5 years. I really love my job! I've already been to many countries of the world - Italy, Spain, Turkey, Thailand and others. It's really wonderful to travel around the world and earn money for this. My job is interesting and fascinating. But sometimes I can be extremely exhausted with my group. Going sightseeing isn't as easy as you can imagine. And the tourists are too noisy! They ask so many questions and some of them are too irritating. But if you love your job you won't mention all these minuses.

2. My grandfather and father were miners and I couldn't imagine my life without this job. Yes, it's very dangerous and very hard but I've already got used to it. Sometimes I think to quit but I live with my family in small city and there is nothing to do here for me.

3. I'm a fashion designer and have to be aware of the latest tendencies in the world of fashion. I often attend different shows in Paris and Italy. Of course my job requires creativeness and imagination because I need to satisfy the most sophisticated tastes. I should also say that there are some drawbacks in my profession. I work with many people and sometimes they don't understand what exactly I want from them. It is very annoying.

4. I think that my job is very important and helpful. I work in chemists. When people are ill they come to me and I give them advice what pills or drops to

buy. I need to be very patient and polite and people are very grateful for my attitude. My friends say that it is very hard to talk to ill people and I absolutely agree with them because I feel the pain too. But I help people and I am proud of it.

b) Listen again and make notes on the advantages and disadvantages

	Advantages	Disadvantage s
pharmaceutic als		
extractive		
tourism		
textiles		

**? Which sector do you think is the best for starting your own business? Why?**

**3. Read the following dialogue and see how Peter and Michael solved this problem.**



Before reading study the following words:

**to set up a company** – заснувати компанію

**profitable (adj)** – прибутковий

**profit (n)** – прибуток

**competition (n)** – конкуренція

**to be in great demand** – користуватись

ВЕЛИКИМ ПОПИТОМ

**Peter:** Hello Michael!

**Michael:** Glad to see you, Peter! We haven't seen for ages! How are you?



to solve — вирішувати/ решать	experience — досвід/опыт
to afford - могли собі дозволити /мочь себе позволить	to consider — Розглядати/ рассматривать
extended — широкий	substantial — істотний / существенный
minority — меншість/ меньшинство	to interact — взаємодіяти, взаимодействовать
contribution — вклад	to annoy —
range — спектр, діапазон	докучати/досаждать
vocational -- професійний / професіональний	flexible — гнучкий/гибкий
to possess — володіти/владеть	certain — визначений /определенный
	to realize — розуміти/ понимать
	to adapt — адаптуватися/ адаптироваться

A diploma is becoming the minimum qualification requirement for any white-collar job today. We now live in a far more complex world and most jobs today require a much higher level of intellectual skills than ever before. Graduates not only continue to enjoy higher pay and lower unemployment than non-graduates, but most employers will tell you that there is still a shortage of good graduates.

So what do employers look for in graduate recruits? The list of typical job requirements includes communication skills, the ability to gather, analyze, process and present information; and to solve problems. In the past this was enough. When graduates were small elite, employers could afford to invest in extended training programs.

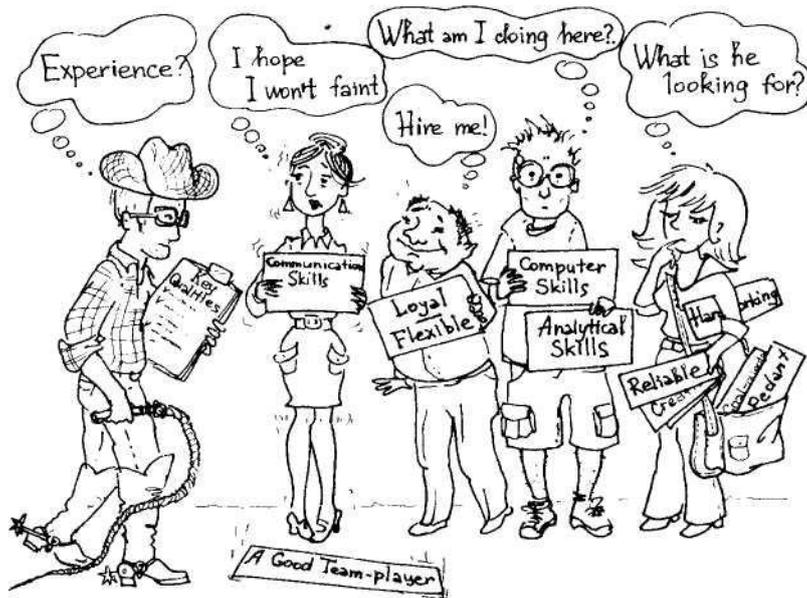
Although small numbers of graduates of exceptional potential are still reunited into training schemes, they are a small minority. Most graduate recruits today are expected to make an immediate contribution to the organization. This means that they need more than their academic qualifications. Employers look for a range of vocational skills, which are useful in almost all types of work; they are usually known as "key skills". Employers have produced long lists of desirable skills, which they would like their new graduate recruits to possess.

According to a recent **opinion poll** among employers the top six "key skills" are the following:

- communication skills;
- ability to analyze, process and present **numerical** data;
- computer skills and basic knowledge in information technology;
- team-working;
- ability to learn and develop new skills fast and to **improve** performance;
- problem solving skills

Employers also want candidates to have some additional qualities such as adaptability and commercial awareness. Above all, they want recruits to have already had some practical experience.

The most important quality most employers emphasized is work experience. Most of today graduates do have work experience of one kind or another, but most of them do not usually use all the learning opportunities it provides. Many students still consider part-time jobs only as a source of money.



Most employers want candidates to have **substantial** work experience, however, not enough employers offer suitable vacancies to provide this. Ideally, you would get vacation or part-time work relevant to your area of study so that you could start to apply theory to the world of work. Many students work in retail shops, bars and fast-food outlets, or waiters in restaurants. The money is certainly useful, but does menial work provide opportunities for useful learning and help your career prospects? Well, it does.

Even in the most jobs you can analyze everything you see and do and what your colleagues at all levels are doing. You can try and work out why things are organized the way they are and why people act the way they do; how to **interact** with a boss, colleagues and customers; what the customers like, do not like and what **annoys** them. The job can be used as a learning opportunity so you can tell future recruiters what skills and understanding you have gained.

Few people will find a lifetime employer. They will move between employers to

gain greater experience and expertise. Many will be offered short-term contracts. Others will work on a part-time or self-employed basis. Graduates have to be more **flexible** because their future careers are less **certain**. In going to university it is important to **realize** that the future will be very different from the past, that you must learn to **adapt** and that you can and should learn from every experience.

### Useful Language

Student A	Student B
<ul style="list-style-type: none"> <li>• Why don't you...?</li> <li>• If I were you, I'd...</li> <li>• I think you should...</li> <li>• You could try... (V+ing)</li> <li>• In my opinion the best thing to do is</li> <li>• Have you thought about ... (V+ing)</li> <li>• I see no reason to open</li> </ul>	<ul style="list-style-type: none"> <li>• What advice could you give to me?</li> <li>• What should I do?</li> <li>• I don't know what to begin with</li> <li>• I know it's risky but I'm all optimistic about starting...</li> <li>• Is dealing with...risky?</li> <li>• The thing that worries me most is ...</li> </ul>

### 3. Work in groups of three or four.

Student A has a problem and is asking you for a piece of advice. Students B, C and D try to help Student A by giving advice. Use phrases from "Useful language" above.

Example:

**Student A:** I want to work for an international company. I am optimistic about it.

**Student B :** In my opinion the best thing to do is to study English. It is an international language.

**Student C:** Why don't you look for a job as a secretary in one of the companies? It can be a very good beginning.

**Student D:** I think you should choose a sector: catering, tourism or cosmetics.

Student A: Thank you. I think, you are right.

Ideas for dialogues:

1. You want to leave a company. You do not like the Boss.
2. You need a place to live but you do not have money.
3. Your secretary does not work quite well.
4. You are promised positions in two companies at the same time.
5. You know that your friend does not tell you the truth.
6. Your computer does not work and you cannot do the work you promised.



### 5. Pair work

**Role play the following situation:**

#### **Student A**

You are a business consultant and have been working in this sphere for a long time. One of your clients wants to set up his own company. But you are not

Sure whether it will be successful. Give him (her) advice on how to start a business, which you think would be profitable.

#### **Student B**

You want to start your own business but you don't know what to begin with. You are thinking about opening hairdressers` or a bookshop and you don't know which business sector to choose. You ask your business consultant for advice.

### UKRAINIAN ECONOMY



*Hi! It's me. I'd like to find out how well you know Ukraine and its economy.*

1. First, match the names of industries developed in Ukraine in column A with their products in column B. Use the dictionary if you need.

A	B
1) aerospace industry 2) automobile industry 3) machine engineering 4) chemical industry 5) food processing 6) ferrous industry 7) cellulose paper industry 8) mining industry	a) plastics, fertilizers, chemicals b) steel, iron, cast iron c) locomotives, industrial robots d) processed food products e) motor vehicles f) planes, spacecrafts, missiles g) iron, silver, manganese, coal h) paper and paper products

**2. Now do the quiz. You can work in pairs or in groups.**

1. *What are the main branches of Ukrainian agriculture?*

- a) dairy industry
- b) meat-packing industry
- c) grain and sugar production

2. *Why does Ukraine have a great agricultural potential?*

- a) because of favorable geographical position
- b) because of the moderately continental climate
- c) because of its unique black soils

3. *What region is the center of Ukrainian ferrous metallurgy?*

- a) Pridniprovy Region
- b) Zakarpattya Region
- c) Volyn Region

4. *Where are missiles and spacecrafts built?*

- a) in Poltava
- b) in Donetsk
- c) in Dnepropetrovsk
- d) in Kyiv

**4. Listening.**

**Listen to the interview with the expert in Ukrainian economy and check whether your answers were correct or not.**

**Tapescript 3**

A: *Ukraine is considered to be an industrial-agricultural country. In what sectors of the economy does it have the greatest potential?*

B: You know, our potential is probably the greatest in machine engineering, ferrous metallurgy and aerospace industry. The Ukrainian plane «Ruslan» is well known in the world. As for agriculture, Ukraine has a great potential because of its unique black soils.

A: *What are the most important products of Ukrainian agriculture?*

B: I would say grain and sugar. The regions of Odesa, Dnipropetrovsk, Kharkiv, Vinnitsa, Zaporizhyya, Poltava, Kherson, and Mikolaiv are the major producers of grain. And Vinnitsa, Khmelnytskyi, Poltava, Cherkassy, and Kyiv regions are leaders in sugar production.

A: *Where are Ukraine's major industrial regions?*

B: It is the southeast of the country. I would first of all name the Donbas and the Prydniprovye. The Prydniprovye includes Kryvyi Rig, Zaporizhyya, and Dnipropetrovsk. That is where coal, ferrous ore, and manganese are mined. It is also the center of the metallurgical industry. It is necessary to point out that ferrous metallurgy is one of the leading branches of the national economy of Ukraine.

A: *I know that Dnipropetrovsk is also the city where missiles and spacecrafts are built.*

B: It's true, and these spacecrafts are used for launching satellites, not only those of Ukraine and Russia, but of other countries too.

**! Watch out**

**Economics** - the study of economies, and their money systems.

**Economical (adj)** - the careful use of money

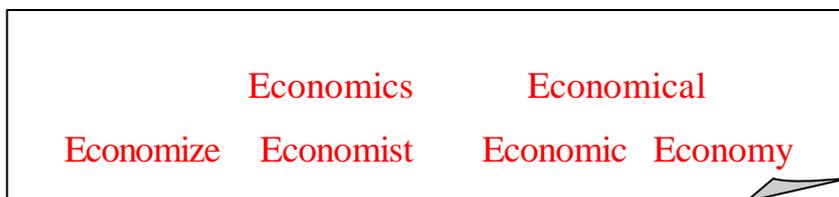
**Economize (v)** - to save money, time, and resources.

**Economist(n)** - a person who studies the way in which money and goods are produced and used in the systems of business.

**Economic (adj)** - attributive related to trade, industry, and the development of wealth

**Economy (n)** - the relationship between production, trade and the supply of money in a particular country.

1. Put the words from the box into the gaps.



1. Are electric cars .....to run?
2. Europe is more than an..... community.
- 3..is not an exact science.
4. We..... on everything to send our children to private schools.
5. The state of the .....is very worrying.
6. He is a very talented .....

3. Make up your own sentences with the words from the box.



### Funny Business

A walking economy

The guy is walking with his friend, who happens to be a psychologist. He says to this friend, «I'm a walking economy. » The friend asks, «How so? ». «My hair line is in recession, my stomach is a victim of inflation, and both of these together are putting me into a deep depression!



### Individual assignment

1. Work in groups of 3 or 4. Prepare a brief written report devoted to

the sectors of economy, which dominate in some English-speaking countries and present it to the class. Choose one of them:

- The USA
- Canada
- Australia
- The United Kingdom

Use the following web sites o prepare your report:

<http://www.factmonster.com>

<http://en.wikipedia.org>

<http://www.megaessays.com>

**2. Read the article «China's economic boom" and do the exercises after it.**

**Discuss the following questions:**

- *What famous Chinese companies do you know?*
- *Do you have any Chinese products at home?*
- *Have you ever heard the statement that Chinese products are of poor quality? Do you agree with it?*

### **China's economic boom**



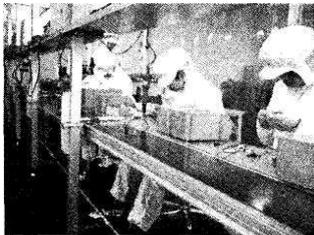
China's economy has been growing significantly for the last three **decades** and there is huge potential for further expansion.

The Chinese economy has been growing nearly ten percent a year for three decades but even now **personal incomes** are only at the level of Japan in the early 1950s. That means there's **huge potential** for further expansion. And if the experience of earlier Asian economic miracles like Japan and South Korea is anything to go by, China should carry **on** growing at this **hectic** pace for another twenty or thirty years.

For other economies China is seen as both an opportunity and a threat. On one hand it's

created a new market for suppliers of basic commodities like oil, steel, wood, soy-beans and many other agricultural products. **Commodity** producing countries like Australia, Brazil and Argentina have seen demand for their goods **soar**. And just as important, world prices for basic products - steel, many metals, oil and some foods - have gone up very sharply in the last couple of years.

But on the other hand, China's rise as a manufacturing center is seen as worrying by many competitors. China gets between thirty and fifty billion dollars of foreign investment every year -far more than any other nation. . Manufacturers in other places often find it hard to compete.



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Though at the same time, as China's population gets individually richer, the country is emerging as a **key market** for the **sophisticated** products and services typically produced in the industrialized West. China is on course to become an **economic superpower** but its not actually there yet - it's currently the sixth largest economy in the world, still smaller than Britain and France let alone the real giants Japan and the United States.

### ? Answer the following questions:

- *Why is China considered as an opportunity for other economies?*
- *Why is it seen as a threat?*
- *Why is China now a key market for sophisticated products?*

### 2. Find the words in the article to match the following definitions:



1. a great possibility that something might happen
2. continue
3. full of activity, very busy and fast
4. a product or raw material that can be bought and sold
5. rise very quickly to a high level
6. a very important market
7. complex and refined
8. a country with a great economic power
9. ten years
10. money earned when someone works; salaries and wages

#### 4. Give a brief overview of Chinese economy.



#### Reading

#### The future of the automobile industry

1. Which factors are important to you when buying a car? Rank the following factors and compare with a partner.

- Fuel economy
- Environmental impact
- Price
- Technological features e.g. DVD player
- Style and image

2. Read the following paragraph headings. Make four predictions about the content of the article on the car industry.

(a) *Toyota`s Prius leads the way for hybrid cars* \_\_\_\_\_

(b) *China : the road ahead* \_\_\_\_\_

(c) *High price for fuel effects car sales* \_\_\_\_\_

(d) *Technological innovations* \_\_\_\_\_

4. Scan the article and match the headings above to the paragraphs below.

Before reading study the following words:



**To saturate** – переповнювати

**Forecast** – прогнозувати

**Sales** – продажі

**Domestic market** – внутрішній ринок

**Joint venture** – спільне підприємство

**Polluting emissions**- забруднюючі викиди

**Vehicle** – транспортний засіб

**Inevitable** – неминучий

**Overseas companies** – іноземні компанії

**Competition** – конкуренція

## TIME FOR CHANGE?

1. Is it time for change in the car industry? 60 million cars and trucks are made every year, but in many parts of the world, the market is **saturated**. Car sales in the US, for instance, *are slowing down* due to high oil prices. Both GM and Ford *are cutting production* in their **domestic market**. US car makers are also facing intense competition from **overseas companies** last year, Toyota **overtook** Ford to become the world's number two producer.

2. Toyota, which led the way in 'just-in-time' manufacturing techniques, has *raised* its annual sales forecast. Both European sales and US sales have *increased*. Meanwhile, industry eyes are focused on China, where the boom continues. As new investments *grow*, and western companies set up **joint ventures** with Chinese manufacturers, the government has just forecast that the country could have 140 million automobiles on its roads by 2020 seven times more than now.

3. So what does the future for car makers hold? There is great interest in Toyota's Prius. This hybrid electric car has achieved sales of over 200,000, offering one possible solution for **reducing polluting emissions** in the future. At some point, the car industry will be forced to consider alternative, environmentally friendly ways of powering **vehicles**.

4. With interest in 'back seat' entertainment such as digital movies, it may be that technology could help turn around the car industry. So, change is **inevitable** in the car industry. The main question is: what shape will that change take?

? Answer the following questions:

- a) Why are car sales in the USA slowing down?
- b) Why does the boom in China continue?
- c) Why is Toyota Prius so popular nowadays?
- d) What factors could turn around the car industry?

2. Find the words in the article which match the following definitions:

- a) The money that you give to a company or bank in order to get a profit

later.

b) A business arrangements in which two or more companies work together.

c) A thing such as a car or bus that is used for carrying people or things from one place to another.

d) A description of what is likely to happen.

f) An animal, plant, thing that is produced from two different types of animals, plants or things.

**3. Put the words from the box into the gaps.**



a) It is necessary for the local to control the activity of foreign firms.

b) Our economy can't survive without foreign

c) Unfortunately company were down 15% last year.

d) A time when a country's economy is very successful is called a .....

e) After a great decrease in sales a company started to sell their products at reasonable .....

f) The experts ..... that the computer production will increase.

**5. Look through the article again. Write out the verbs that show change in the economic activity of a company. Divide these verbs into two categories:**

Economic growth	Economic decline

## 6. Listening

**Listen to a Finance Manager of McDonald's corporation. He is presenting the annual report. Complete the sentences with the missing words.**

I am sorry to say the company has not performed well this year. Our turnover was (1) ..... last year. This year it has fallen to (2) ..... .We also can emphasize a considerable (3) ..... in sales in the countries of (4) ..... .Our hamburgers are not in great (5).... there any more. Our restaurants had (6).....production of Big Macs and French Fries.

Falling (7) ... and weak production have had a negative effect on our plans, so we are unable to (8)..... new restaurants that we announced earlier. But if we (9) healthier food we will (10) .....our sales.

**6. Using the verbs from the previous exercise make predictions on the development of the following industries in Ukraine:**

- pharmaceutical
- aerospace industry
- ferrous industry



**DR GRAMMAR**  
**MAKE AND DO IN BUSINESS**

The verbs *make and do* are often used incorrectly in some business expressions. Let's clarify this question

18

1. Decide whether to use **MAKE** or **DO** in the following word partnerships.

.....progress	...one's best	... money
.....clear	...a profit	... the figures
..... a proposal	... business	... a living

2. Use the expressions above to complete the sentences below. Put them in the correct form.

1. Who are your main customers in Germany?

Well, last year we a lot of business with Siemens.

2. How many units of the XX77 did you produce last month?

Let me see, I the figures yesterday.

3. Can you finish the proposal by tomorrow morning?

I'll my best, but I 'm out of the office this afternoon.

4. How was business in Japan last year?

Better than we expected. We ..... a profit.

5. Have you heard from our representative in Bombay?

Yes, he's ..a proposal to extend the contract.

6. How are things in Brazil?

To be honest, we haven't much progress there.

7. Do you know what Carlos Capalbo's doing these days?

Yes, I heard he's a good living in real estate.

8. Do you think we should market our new range of bikinis in Italy?

Definitely, I'm sure we can .....a lot of money there.

9. What do you want to achieve at the marketing meeting tomorrow, Alex?

Well, first of all I want to .it clear that we should attend that trade fair in Athens.

### 3. Reading

Read the text "The fundamentals of entrepreneurship" and do the corresponding exercises.



1. Match the words from the box with the following definitions.

<b>Enterprises</b>	<b>business</b>	<b>venture</b>	<b>background</b>	<b>dropout</b>
<b>merchant</b>				
<b>Settle for</b>	<b>dropout</b>	<b>merchant</b>	<b>settle for</b>	<b>cleric</b>
<b>franchise</b>				
<b>Assets</b>	<b>equity capital</b>	<b>net residue</b>	<b>commodity outlet</b>	
		<b>forerunner</b>		

1. a particular money earning activity or place (a store, a company, a firm).
2. a business in which there is some degree of risk.
3. a person who buys and sells goods.
4. business firms.
5. a person who drops out of school or college without completing the course.
6. profit after tax, rent, etc. are paid.

7. a place from which goods are sold.

8. a special right given by a company to a person or group to sell that company's goods or services in a particular place.

9. to come to an agreement or make final arrangements about smth.

10. a clergyman, a Christian priest.

11. smth that has value and that may be sold to pay a debt.

12. part of the capital that consists of founder's shares, all of which together carry the right of ownership in the business.

13. a person's experience and education.

14. an article of trade or commerce, goods.

15. someone that follows.

**2. Complete the following sentences using the words from the previous exercise.**

1. Many women refuse from work to \_\_\_ staying at home.

2. Venice was a city of rich \_\_\_\_\_.

3. His \_\_\_\_\_ included shares in the company and a house in France.

4. This company has 34 retail \_\_\_\_\_ in this state alone.

5. Russia and Brazil have signed an agreement in deliveries of basic \_\_\_\_\_ like sugar and cocoa.

**3. Match the words on the left with their synonyms on the right.**

1. concise

a) lending

2. literally

b) shares

3. loan

c) exactly

4. stocks

d) short and clear

#### 4. Use the words from the table to complete the sentences below:

Computer is the greatest \_\_\_\_\_ of the 20 century.

A manager must know how to manage and \_\_\_\_\_ people.

The job of a fashion designer requires \_\_\_\_\_.

If your company wants to be competitive, you need to provide the \_\_\_\_\_ methods of working.

If you don't know this term look up in the dictionary and read its \_\_\_\_\_.

#### 5. Reading.



a) Read the following definitions of an "entrepreneur" and "entrepreneurship". Find in the economic dictionary or another source the definitions of these words in your native language and compare them with the ones given here. Which one is more detailed and better defined?

a) **Entrepreneur.** Briefly stated, the entrepreneur organizes and manages an enterprise for personal gain. He pays current prices for the materials used in the business, for the use of the land, for the services he employs, and for the capital he requires. He contributes his own initiative, skill and ingenuity in planning, organizing and administering the enterprise. He also assumes the chance of loss and debts. The **net residue** of the annual profits of the enterprise after all costs have been paid, he retains for himself.

h) **Entrepreneurship.** Entrepreneurship is the process of creating something different (new) by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving rewards of monetary and personal satisfaction and independence.

**b) Read the texts below and in two or three sentences give the main idea of every part.**

## Text 1

### THE FUNDAMENTALS OF ENTREPRENEURSHIP

Millions new **enterprises** start each year despite more than a 50% failure rate. Consumers, business people, and government officials take an interest in this activity. Starting and managing a new **business** involves considerable risk and effort. In creating and helping a new **venture** to grow, the entrepreneur has all the responsibility for its development, growth and survival, as well as corresponding risks and rewards.

Who wants to accept all the risks and effort involved in creating a new venture? The person may be a man or a woman, come from an upper-class or a lower-class **background**, have a college or a university degree or be a high school **dropout**. The person may have been a student, a teacher, an engineer, a salesperson, a manager, a retired person, etc.

### DEVELOPMENT OF ENTREPRENEURSHIP

Who is an entrepreneur? What is entrepreneurship? These frequently asked questions reflect the increased international interest in the field. In spite of all this interest, a concise, universally accepted definition has not yet emerged. The word *entrepreneur* is French and **literally** translated, means "between-taker" or "go-between". Let's take a look at the entrepreneurship from a historical perspective.

### EARLIEST PERIOD

One early example of a go-between is Marco Polo, an Italian, who was one of the first Europeans who sailed to the Far East. He attempted to establish trade routes to China. He signed a money contract with a money person to sell his goods. That money person was a **forerunner** of today's capitalist. A common contract during

that time provided a **loan** to the **merchant-adventurer** at a 22.5 percent rate, **including** insurance. While the money person was a passive risk taker, the merchant-adventurer took the active role in trading, bearing all the physical and emotional risks. After the successful completion of a journey by the merchant-adventurer, the money person took most of the profits (up to 75 percent), while the entrepreneur merchant **settled for** the remaining 25 percent.

## MIDDLEAGES

In the Middle Ages, the term entrepreneur was used to describe both an organizer of musical performances and a manager of large building projects. In such projects, this person did not take any risks, but merely managed the project using the resources provided. A typical entrepreneur in the Middle Ages was the **cleric** - the person in charge of great architectural works, such as castles and fortifications, public buildings, abbeys, and cathedrals.

## 17TH CENTURY

The connection of risk with entrepreneurship developed in the 17th century. At that time an entrepreneur was a person who entered into a contract with the government to perform a service or to supply **stipulated** products. Since the contract price was fixed, any resulting profits or losses reflected the efforts of the entrepreneurs - the better they worked the more profit they had. One of the entrepreneurs in this period was John Law, a Frenchman, who was the founder of the royal bank of France and the Mississippi Company, which had an exclusive **franchise** to trade between France and the New World. Unfortunately, this monopoly on French trade led to Law's downfall when he attempted to push the company's **stock** price higher than the value of its **assets**; this eventually led to the collapse of the company. Richard Cantillon, a well-known English economist at the

beginning of the 17th century, understood Law's mistake. Cantillon developed one of the first entrepreneur definitions. He is regarded by some researchers as the founder of the term. He viewed the entrepreneur as a risk taker because merchants, farmers, craftsmen, and other sole proprietors *"buy at a certain price and sell at an uncertain price, therefore operating at a risk."* »

## 18TH CENTURY

Finally, in the 18th century, the person with capital was differentiated from the one who needed capital. In other words, the entrepreneur was distinguished from the capital provider (the present-day venture capitalist). One reason for this differentiation was the industrialization occurring throughout the world. Many of the inventions developed during that time were reactions to the changing world, as was the case with Thomas Edison, the author of many inventions.

He was developing new technologies but was unable to finance his inventions himself. Edison raised capital from private sources to develop and make experiments in the fields of electricity and chemistry. Edison was a capital user (an entrepreneur), not a provider (a venture capitalist). In contrast, a venture capitalist is a professional money manager who makes risk investments from a pool of **equity capital** to obtain a high rate of return on the investments.

## 19TH AND 20TH CENTURIES

In the late 19th and early 20th centuries, entrepreneurs were frequently not distinguished from managers and were viewed mostly from an economic perspective.

Andrew Carnegie is one of the best examples of modern entrepreneur. Carnegie invented nothing. Using new ideas he developed new technology into products to achieve economic results. Carnegie, who descended from a poor Scottish family,

made the American steel industry one of the wonders of the industrial world, primarily thanks to his ability to win competition, rather than his inventiveness or creativity.

In the middle of the 20th century, the notion of an entrepreneur as an innovator was established: *The function of the entrepreneurs is to recreate or revolutionize the pattern of production by introducing an invention or, by using new technological possibilities for producing a new **commodity** or producing an old one in a new way, by opening a new source of supply of materials or a new **outlet** for products; by reorganizing an old industry and creating a new one...*

In this definition the concept of innovation and newness is an integral part of entrepreneurship. Indeed, innovation, the act of introducing some new ideas, is one of the most difficult tasks for the entrepreneur. It needs not only the ability to create, but also the ability to understand all the forces at work in the environment. The newness can consist of anything from a new product to a new organizational structure.

Edward Harriman, who reorganized the railroad in the United States, or John Morgan, who developed his large banking house by reorganizing and financing the nation's industries, are examples of entrepreneurs fitting this definition.

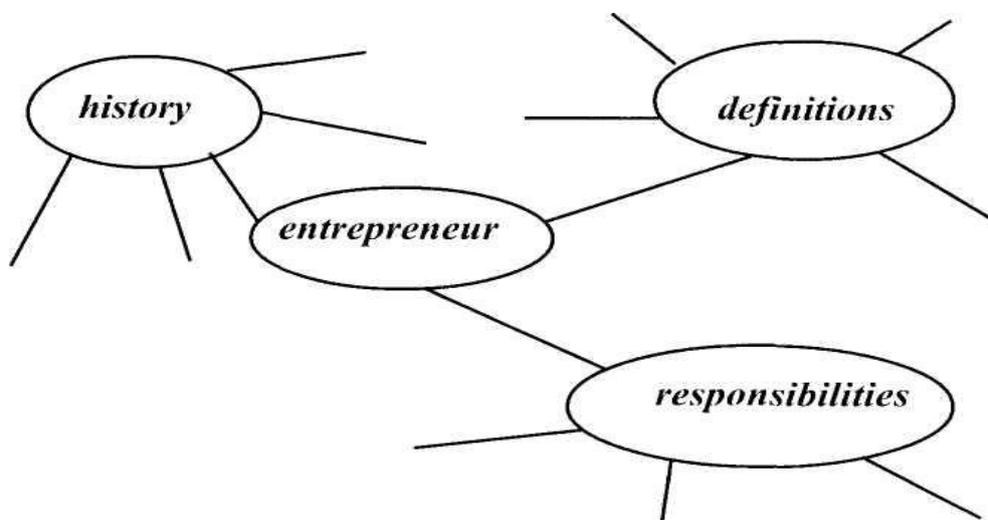
These organizational innovations are as difficult to develop successfully as the more traditional technological innovations (transistors, computers, lasers) that are usually associated with the word invention.

This ability to innovate is an instinct that distinguishes human beings from animals. The instinct can be observed throughout history, from the Egyptians who designed and built great pyramids out of stone blocks weighting many tons each, to laser beams, supersonic planes and space stations. While the tools have changed with advances in science and technology, the ability to innovate has always been present in every civilization.

## **Answer the questions:**

- 1. What are the main functions of an entrepreneur?**
- 2. What period of time was the most suitable for the development of entrepreneurship? Why?**
- 3. In your opinion what is more important for being an entrepreneur-financial independence or inventiveness and imagination? Explain your point of view.**

## **2. Build a mind map to summarize the main facts and ideas of the**



## **3. Role play**

**"Interviewing a specialist in the history of the economy".**

First, work in pairs. You are students studying business. You are going to meet a specialist in the history of the economy and ask him questions about the history of entrepreneurship. Make up a list of about 10 questions.

Then work in groups. Choose one student from the group who will be a

specialist and interview him.

## Communication workshop

### First contact

? What do you do and say when you meet someone for the first time?

1. Look at the table. Here you can find some useful phrases to introduce yourself and others. Say whether they are formal or informal.

<b>Greetings</b>	<b>Responding to greetings</b>
<p>Good morning (afternoon, evening)</p> <p>Hello.</p> <p>Hi.</p> <p>How are you?</p> <p>How are you getting on?</p> <p>How are things with you?</p> <p>I haven't seen you for ages!</p> <p>How are you?</p> <p><b>Introductions</b></p> <p>My name is ...</p> <p>I'm ... (job, position)</p> <p>Let me introduce myself.</p> <p>We haven't met before. I'm ...</p> <p>I'd like to introduce you to ...</p> <p><b>Leave-taking</b></p> <p>I'm afraid I must be going.</p> <p>It's time I was going off.</p> <p>I'm a bit of a hurry. I must be</p>	<p>I'm very/quite well, thank you.</p> <p>Not too /so bad, thank you.</p> <p>A bit tired, otherwise all right.</p> <p>O.K., thanks.</p> <p>Not very well, I'm afraid.</p> <p>I've got a bad cold.</p> <p><b>Responding to introductions</b></p> <p>How do you do. My name is ...</p> <p>Nice to meet you. Mine's ...</p> <p>Glad to meet you.</p> <p>Happy to meet you.</p> <p>Pleased to meet you.</p> <p><b>Saying goodbye</b></p> <p>Good-bye</p> <p>Good-bye for now.</p> <p>Bye-Bye.</p>

<p>off, I'm afraid.</p> <p>It's been nice meeting you.</p> <p>Hope to see you again.</p> <p>Nice meeting you.</p>	<p>See you later.</p> <p>At the best.</p> <p><b>If you want to be remembered to some other people (friends, members of family, acquaintances), use these phrases:</b></p> <p>Please give my regards to ...</p> <p>Remember me to ...</p> <p>Give my love to ...</p>
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2. In your opinion which of the phrases above are formal and which are informal ? Mark formal phrases with F.

### Listening

Listen to the dialogues below and complete the missing information.

a) *Mrs. Joseph:* Good morning, Mrs. Green.

*Mrs. Green:* Good morning ..... ?

*Mrs. Joseph:* Very well, thank you. And you?

*Mrs. Green:* I'm afraid, .....

*Mrs. Joseph:* Oh, dear, sorry to hear that.

b) *David:* Hi.

*Jean:* Hello, David ..... ?

*David:*..... And how are things with you?

*Jean:* Oh, more or less the same as usual.

c).....*Peter:* Susan, to Julie Foster. Julie, this is Susan Gray.

*Julie:* Hello.....

*Susan:* Pleased to meet you too.

d) ..... **Mr. Johnson:** I'm afraid

**Mr. Stan:** Must you really?

**Mr. Johnson:** Yes, I'm afraid so. I've got some urgent work to do.

**Mr. Stan:** Well, .....

**Mr. Johnson:** Good-bye.

**Mr. Stan:** Good-bye..... your wife.

**Mr. Johnson:** Thank you. I will.

### 5. Complete the conversation between George Addison and Annette Ricardo.

Make up questions from the words in brackets.

**Annette:** Hello (1) \_\_\_\_\_ ? (Mr/you/are/Addison?)

**George:** That's right. George Addison.

**Annette:** Nice to meet you. Let me introduce myself- I'm Annette Ricardo, from Brazil.

**George:** Glad to meet you, too (2) \_\_\_\_\_ ? (from/are/you/Rio?)

**Annette:** Yes, I am. (3) \_\_\_\_\_ ? (country/what/you/ from/are?)

**George:** I'm from the USA. I work in telecommunications. Here's my business card.

**Annette:** Really? (4) \_\_\_\_\_ ? (it/sector/interesting/in/work/ to/this/is/business?)

**George:** Yes it is. I run my own company and it is very profitable. (5) \_\_\_\_\_ ? (do/what/you/do?)

**Annette:** I work for Pele a Brazilian coffee manufacturer.

**George:** Oh, coffee is my favorite drink.

**Annette:** (6) \_\_\_\_\_ ? (you/some/like/ coffee/ would?)

**George:** With pleasure.

### 5. Make appropriate introductions in the following situations.

a) You are at a company party. You see a head of marketing department who you would like to be introduced. Let somebody introduce you.

b) You have just arrived at a restaurant. Your partner doesn't know your colleagues. Introduce them.

c) At an informal lunch introduce yourself to the daughter of a colleague.

d) You are at a conference. Introduce yourself to a person you want to discuss his report with.



## CULTURAL CORNER

### Names and titles

The Americans are famous for their early use of first names in any relationship, however formal. You can notice how often Americans repeat your name in the first five minutes of conversation. The British also use first names most of the time. However, they are not good at remembering names and will soon use no name at all! In some cultures it is important to address someone using their title - for example Doctor, Professor.

### Forms of address

**Mister (Mr)** - to a man e.g. **Mister Johnson, Mr. Smith**

**Missis (Mrs)** – to a married woman e.g. **Mrs. Green**

**Miss** – to unmarried woman e.g. **Miss White**

**Ms [ miz]** – to a woman not depending on her marital status e.g. **Ms lee**

**Sir** – to a man

**Madam** – to a woman (ma`am)

a) to unfamiliar people;

b) to clients in a restaurant;

c) to customers.

**Doctor (Dr)** - to a medical doctor;

- to a person with the degree of Doctor of philosophy or Doctor of Science (the surname is always include) e.g. **Dr Brown.**

**Officer** - to a police officer e.g. **officer Drake**

**Father** – to a priest e.g. **father Graber**

**Professor** – to a University teacher at the highest level e.g. **professor Wilson**

**1. Choose the best form of address in the following situations:**

a) When you address a middle-aged man whose name you don't know, you say:

**1) Mister 2) Sir 3) Excuse me please.**

b) You are a shop assistant and you need to address your customer, a woman:

**1) Lady 2) Madam 3) Miss**

c) If you want to address an American tourist (Jane Hardly) whom you have known for a few days, you say:

**1) Madam 2) Ms Hardly 3) Jane**

d) If you want to address a visiting English teacher called Helen Parker, aged 25-30 (unmarried), you call her:

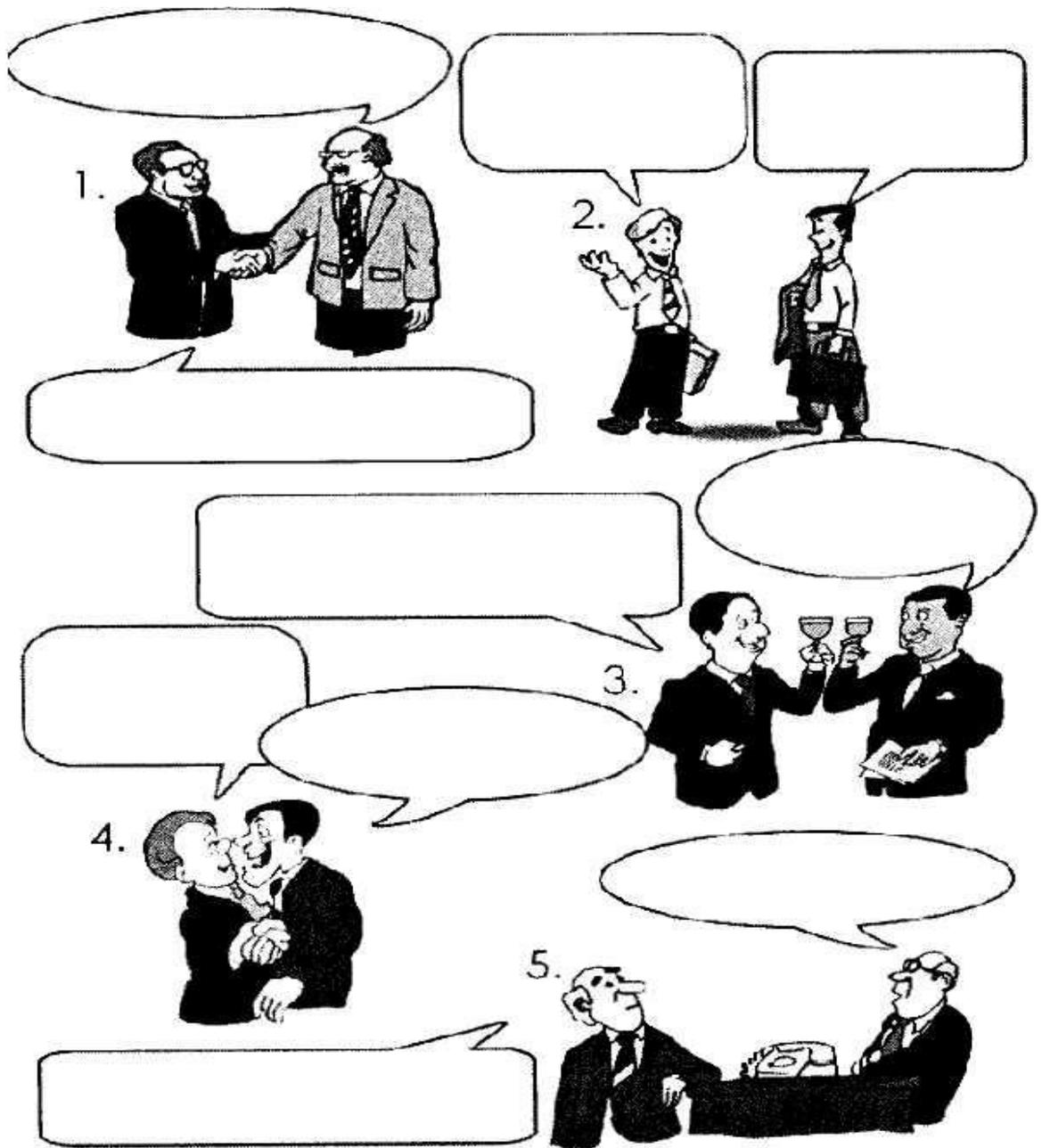
**1) Helen 2) Miss Helen 3) Miss Parker**

**?** Discuss how you address colleagues, customers, bosses, friends and family in your culture.

**What are they saying?**

**2. Pair work.**

**Write a short conversation between two people talking. Each statement should have at least 6 words or more. Act these conversations out.**



## SUCCESS IN BUSINESS



? 1. Discuss the following problems.

a) *Is the job of a businessperson popular in your country? Why?*

b) *Could you describe a typical entrepreneur working in the sphere of business using the following tips:*

- *Age*
- *Sex*
- *Background*
- *Marital status (married, single, divorced)*

c) *Why do you think people are interested in doing business?*

*Look at the following factors and choose among them. Can you add any more reasons?*

- communicating with people
- participating in different Exhibitions
- making money
- traveling abroad
- meeting new interesting people
- enjoying the job itself

d) *What companies or people do you know that succeed in business?*

**5. Read the following quotations and decide which of them can be best applied to business.**

«The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will»

**Vince Lombardi**

“Life is like riding a bicycle. You don't fall unless you stop pedaling”

**Claude Pepper**

“If you think you can, you can. And if you think you can't you're right”

**Mary Kay Ash**

«Success, remember, is the reward of hard work»

**Sophocles**



**ing**

**Read the article about the successful businessman Richard Shen. Give the article a headline according to the content.**

Before reading study the following words:

**To manage** – управляти

**To expand** – розширювати

**Annual sales** – щорічні продажі

**A market** – ринок

**A customer** – покупець

**An employee** – службовець у компанії

**Entrepreneur** – підприємець

**A sales representative** – торгівельний  
представник



Richard Shen's success story illustrates how much effort it takes to transform a good idea into a successful business. Shen is one of those rare **entrepreneurs** who has the skills to **manage** and **expand** his business. Shen **set up** his company at 18 by selling his truck and using

\$1,200 to open Audio Chamber International. Now it produces high-quality stereo systems and installs them in vehicles that range from VW bugs and Cadillacs to helicopters and boats. The products of this company **are in great demand** in spite of very high competition. Shen does business with many countries.

His company is very profitable. Audio Chamber's one store has **annual sales** of between \$1 million and \$2 million.

Shen says that every success is built on the ability to do better than good enough. He doesn't understand why so many new businesses fail. "What I do is not that big of a deal - I'm simple, and I work hard", he says. Working hard for Shen means working 18 hours a day. "You have to listen to your **market**", says Shen. "This means **customers** and **employees**."

You must take care of them."

Each customer receives personalized attention and each **sales representative** respects the **clients**.

Selling stereo equipment is not Shen's only goal. "To succeed in business I have to be **responsible**, be an example and show others the correct way of making a life", Shen mentions. "Business is not just making money - it's a pleasure to communicate with people and to feel that they need you."

Now Shen is a very successful **entrepreneur** who inspires confidence in a number of people who work for him.

**? Answer the following questions.**

- When did Shen set up his first company?
- What does this company do?
- What is Shen's attitude to his customers and employees?
- What does he do to succeed in business?

### **Pair work**

Study your role cards. Act out the conversation.



<b>Student A</b>	<b>Student B</b>
Imagine that you are Richard Shen. A journalist will interview you about your career. Answer his/her questions.	You are a journalist from Financial News. Introduce yourself to Richard Shen and interview him about his career.

### **1. Look at the article again and find words to match these definitions.**

- a) a person who buys something from a shop. \_\_\_\_\_
- b) a person who works for somebody or for company in return for money \_\_\_\_\_
- c) to make decisions in a business or an organization, to organize people, keep them \_\_\_\_\_

under control. \_\_\_\_\_

d) a person who travels around an area selling his company's goods. \_\_\_\_\_

e) to be very popular (about product or service). \_\_\_\_\_

**2. Put the words and expressions from the box into the gaps in the proper form.**

A customer    an entrepreneur  
to be in great demand    profitable    to expand

A company has decided to open a new consulting center to give advice to their \_\_\_\_\_ about new services.

If a small company wants to earn more money and attract more customers, it must ..... it's business.

3. The new technologies are developed very fast and we can see that different mobile phones, notebooks and computers .....nowadays.

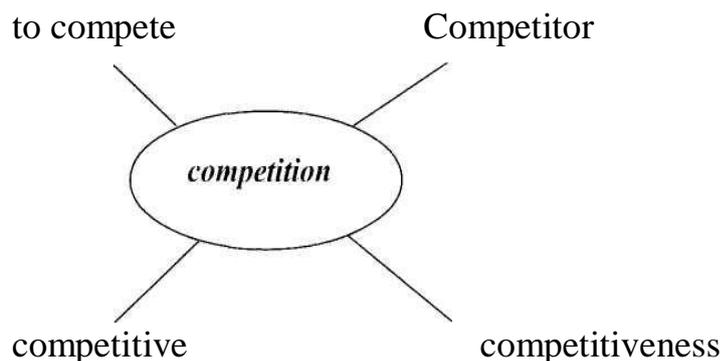
4. If you want your company to be ..... you must take care of your employees.

5. We call .....a person who starts and manages a business and has all the responsibility for its development, growth and survival.

**3. How many words derived from the word SUCCESS can you find in the text above?**

**Write these words out and make up sentences with them.**

**4. Look at the word family for the word competition. Look up in a dictionary the words you don't know.**



**Now put these words into the gaps below:**

a) McDonald's and Kentucky Chicken often ..... with each other for their customers.

b).....There are many products on the market today. It is not easy task to choose the best one.

c)Our firm is proud that we provide better service than our.....

d)One of the most important tasks of Ukrainian companies is to raise the.....of their products in the world market.

e)Due to .....companies provide goods and services of higher quality because they don't want to lose their clients.

**5. Build word families for each of these words. Compare your answers with others in the group.**

<p>to manage a profit a representative</p>
--

**6. Match the words from the column A with their synonyms from the column B.**

<b>A</b>	<b>B</b>
1. a competitor	a) to enlarge
2. a company	b) a consumer
3. to set up	c) a businessperson
4. to expand	d) a firm
5. an entrepreneur	e) a rival
6. a customer	f) to found

## Individual assignment



Reading. Read the text and do exercise below.

Before reading study the following words:

**Effectiveness** - ефективність

**To eliminate** - виключати

**To affect** - впливати

**Junk food** - некорисна їжа з великою кількістю калорій  
(суррогатна їжа)

**Flywheel** - махове колесо

**Brisk** - жвавий, моторний

**To embrace** - сприймати, обніматися

**To boost confidence** - розвивати впевненість у собі

**Accomplishment** - досягнення

**Time-waster** - поглинач часу

**Pest**- паразит

**Inner voice** - внутрішній голос

**To implement** - виконувати

**Persistent** - упертий, наполегливий

**Goal**- ціль

## **Balance is the Key to Success**

1. Long-term effectiveness is in balance. Get your life organized.

Try you eliminate or minimize things that affect you in a negative way.

Live a healthy lifestyle and maintain your health.

Give up junk food and unhealthy habits like instant coffee and cigarettes.

To keep your “flywheel” spinning, develop some healthy habits, for example, go for a brisk walk every day.

2. Set realistic goals and priorities and write them down. It helps to stay focused. Spend 10-15 minutes in the morning planning your day. Focus on the **priorities**. **Invest** in your health, **knowledge** and skills. Take one step at a time.



Keep looking for possibilities and developing useful skills.

The more skills you have the more **competitive** and marketable you are.

Generally people who do what they like are healthier, happier, look better and live longer than those who do not.

Choose a profession you like, but make sure that it is **in demand**.

**Embrace** change — constantly **adapt** to the changing business **environment**.

4. Read for about an hour every day on a **subject** that interests you.

Learn a couple of new English words every day.

Write a couple of paragraphs in your journal or diary every day.

5. Believe in yourself no matter what. It is important to **boost confidence**.

Look in the mirror every morning and say:

**"I am special and unique. I am designed for accomplishment and success."**

Bring positive things and variety into your life.

Try to deal more with positive thinking people.

Put yourself in the 'fun-zone' from time to time.

6. **Network on purpose**. Try to **get acquainted** with a new interesting person every day. Start up a **conversation** with a **stranger** sometimes.

**Treat** others the way you want to be treated.

Be **open-minded** — you might learn something useful.

Learn from others and be creative.

7. Learn from mistakes and **failures**, and don't **waste** time on useless regrets. (*One of the ways to avoid repeating your mistakes in the future is to make a list of them in your journal and look through it from time to time.*) Learn to recognize '**pests**' and **time-wasters** and **avoid** them.

8. Listen to your **inner voice** and try to keep your life as simple as possible. Spend 30 minutes cleaning and organizing your home and office every day.

9. **Implement** or **put into practice** your **decisions** and plans.

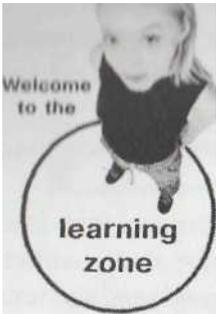
Monitor your progress and be persistent in achieving your goals.

**Find the words in the article which match the following definitions:**

Spin   unique   network  
Decision   knowledge   Priority

- a) making up your mind; ability to make up your mind. \_\_\_\_\_
- b) right to be first; thing which has to be done first. \_\_\_\_\_
- c) interconnecting system ( of railways, etc.); radio/TV system. \_\_\_\_\_
- d) action of turning round and round;
- e) what is generally known.
- f) So special that there is nothing similar to it.

**BUSINESS RISKS**



Many **people** have the image of entrepreneurship as a «high risk» activity. And the fact is, practically **every** business involves some risks. However, successful entrepreneurs actively work to reduce their risks as much as possible.

*In your opinion why is it risky to run your own business? Do you know what has to be done to succeed?*

**1. Pair-work**

With a partner read the following quotations describing some of the sacrifices made by people who have started their own business. Decide which of these you would be prepared to accept and which you would not.

At            the  
beginning   it   was  
eighteen   hours   of  
work   a   day,   seven

I had to sell  
my house in order to  
get enough money  
to start the business.

I'm earning less than half of my previous salary after eighteen months in business.

When I started, my three kids were in school and I had to mortgage our home and put every cent that I had into the business.

2. Look at the following questions to be asked before starting any business and complete them with the question words from the box.

**How   How   How   What   What   What**  
**Why**

1. .... am I now?
2. .... do I want to run my own business?
3. .... do I want to achieve in life?
4. .... do I get on with other people?
5. .... good organizer am I?
6. .... experience do I have in the proposed area of business?
7. .... much help will need from my family or friends?



**BUSINESS WITH FUN**  
**Read the following joke:**

On the first day the son of the entrepreneur joined the family firm, the founder took him on to the roof of the factory building and said, "I am going to give you your very first lesson in business. Stand on the edge of the roof." Reluctantly, the boy went to stand on the edge of the roof. "Now," said his father, "when I say, «Jump,» I want you to jump off the roof."

"But, Dad," said the boy, "there's a huge drop!"

"Do you want to succeed in business?"

"Yes, Dad."

"And you trust me, don't you?"

"Yes, Dad."

"So do as I say and jump."

The boy jumped. He crashed to the ground and lay there, winded and braised. His father went racing down the stairs and ran up to him. That was your first lesson in business, son, "Never trust anyone."

? Discuss the following questions.

- *Do you agree or disagree with the father's advice on how to succeed in business?*
- *Is it possible to do business without trust?*
- *What advice would you give to your child if you were on the father's position?*

### Individual assignment

Do the Quiz and see if you could be a successful entrepreneur.

For each of the following questions, tick the answer, which comes closest to what you feel about yourself.

<p><b>1. Are you a self-starter?</b></p> <p>a. I only make an effort when I want to.</p> <p>b. if someone explains what to do, then I can continue from there.</p> <p>c. I make my own decisions, I don't need anyone to tell me what to do.</p>	<p><b>9. Can you stay the course?</b></p> <p>a. The biggest challenge for me is getting a project started.</p> <p>b. if I decide to do something, nothing will stop me.</p> <p>c. If something doesn't go right I lose interest.</p>
<p><b>2. How do you get on with other people?</b></p> <p>a. I get on with almost everybody.</p>	<p><b>10. Are you motivated by money?</b></p> <p>a. For me, job satisfaction can't be measured in money</p>

b. I have my own friends and I don't really need anyone else.

c. I don't really feel at home with other people.

### 3. Can you lead and motivate others?

a. Once something is moving I'll join in.

b. I'm good at giving orders when I know what to do.

c. I can persuade most people to follow me when I start something.

### 4. Can you take responsibility?

a. I like to take charge and to obtain results.

b. I'll take charge if I have to but I prefer someone else to be responsible.

c. Someone always wants to be the leader and I'm happy to let them do the job.

### 5. Are you a good organizer?

a. I tend to get confused when unexpected problems arise.

b. I like to plan exactly what I'm going to do.

c. I just let things happen.

### 6. How good a worker are

terms.

b. Although money is important to me, I value other things just as much.

c. Making money is my motivation.

### 11. How do you react to criticism?

a. I dislike any form of criticism.

b. If people criticize me I always listen and may or may not reject what they have to say.

c. When people criticize me there's usually some truth in what they say.

### 12. Can people believe what you say?

a. I try to be honest, but it's sometimes too difficult to explain things to other people.

b. I don't say things I don't mean.

c. When I think I'm right, I don't care what anyone else thinks.

### 13. Do you delegate?

a. I prefer to delegate what I consider to be the least important tasks.

b. When I have a job to

you?

a. I'm willing to work hard for something I really want.

b. I find my home environment more stimulating than work

c. Regular work suits me but I don't like it to interfere with my private life.

**7. Can you make decisions?**

a. I'm quite happy to execute other people's decisions.

b. I often make very quick decisions which usually work but sometimes don't.

c. Before making a decision I need time to think it over.

**8. Do you enjoy taking risks?**

a. I always evaluate the exact dangers of any situation.

b. I like the excitement of taking big risks.

c. For me safety is the most important thing.

do I like to do everything myself.

c. Delegating is an important part of my job.

**14. Can you cope with stress?**

a. Stress is something I can live with.

b. Stress can be a stimulating element in business.

c. I try to avoid situations which lead to stress.

**15. How do you view your chances to success?**

a. I believe that my success will depend on factors outside my control.

b. I know that everything depends on me and my abilities.

c. It is difficult to foresee what will happen in the future.

**16. If the business was not making a profit after five years, what would you do?**

a. give up easily.

b. give up reluctantly

c. carry on.

up your using the following

=0	-2	b	4	c=	=2	a	=4	b	=0	c
		b		c=		a		b		c

	b	c=	a	b	c
	b	c=	a	b	c
	b	c=	a	b	c
	b	c=	a	b	c
	b	c=	a	b	c
	b	c=	a	b	c
-2	-4	0	6	-4	-2
				-0	

**Read the characteristics below and see if you can be a real entrepreneur.**

### **44 or above**

You definitely have the necessary qualities to become the director of a successful business. You have a strong sense of leadership, you can both organize and motivate and you know exactly where you and your team are going.

### **between 44 and 22**

You may need to think more carefully before setting up your own business. Although you do have some of the essential skills for running business, you will probably not be able to deal with the pressures and strain that are a part of the job. You should perhaps consider taking some professional training or finding an associate who can compensate for some of your weaknesses.

### **below 22**

Managing your own company is not for you. You are better suited to an environment where you are not responsible for making decisions and taking risks. To operate successfully you need to follow well defined instructions and you prefer work that is both regular and predictable.

**Written task. In 130-150 words give a description of a businessman or a businesswoman. Use the quiz above as the basis for your essay.**

**Look through the following article in Ukrainian. Say in English what major problems are raised in it.**

**Малий бізнес як запорука стабільності суспільства.**

Як сказав мудрець, є два способи нагодувати людину — дати їй рибу або дати вудку, щоб вона могла ловити її самотужки. Немає потреби коментувати, який шлях результативніший. У процесі структурних перетворень ми зіштовхнулися зі значними трансформаціями робочої сили й серйозним безробіттям. Такі проблеми жодна держава не може розв'язувати без розвитку малого й середнього бізнесу. І мова сьогодні не тільки про те, щоб допомагати окремим підприємцям. Нам необхідна ефективна державна політика в цій сфері. Безумовно, у країні досягнуто певного прогресу в становленні малого й середнього бізнесу. Зростає кількість підприємств і людей, що працюють на них; успішно діють бізнес-центри, бізнес-інкубатори, технопарки, консультативні центри. Можна сказати, що "критичну масу" малого підприємництва в цілому сформовано.

**4. Match the following expressions in Ukrainian with their English equivalents:**

- |   |   |
|---|---|
| 1. процес перетворень                   | a) to solve the problems                        |
| 2. безробіття                           | b) effective state policy                       |
| 3. ефективна державна політика          | c) the most efficient way                       |
| 4. досягти прогресу                     | d) unemployment                                 |
| 5. розвиток малого й середнього бізнесу | e) process of transformation                    |
| 6. розв'язувати проблеми                | f) to achieve the progress                      |
| 7. найрезультативніший шлях             | g) the development of small and middle business |

5. Give the summary of the article in English. The following words and expressions will help you:

- The title of the article is...
- The main problem discussed in the article is...
- The author thinks that...
- The article is devoted to the problem of...

- The main idea of the article is...
- In conclusion the author says (insists, sums up) that...

### Individual assignment

Visit the Internet sites [www.infoplease.com](http://www.infoplease.com), or [www.woopidoo.com/biography/](http://www.woopidoo.com/biography/) and find the biographies of famous and successful businesspeople. Choose one of them and write a short career profile.

### PROJECT WORK

1. Imagine you are a successful businessperson. You are going to write your own career profile. Before doing this think, what steps you should take to start your own business.

2. Answer the following questions:

- Where did you take money for your business?
- When did you start your business?
- What product or service do you produce?
- Why is your product or service successful?
- Who are your competitors?
- Who are your customers?
- What do you do to succeed in business?

3. Now **write your own career profile**.

### COMMUNICATION WORKSHOP

#### Getting to know each other.

? What do you do and say when you meet someone for the first

time?

? What do businesspeople talk about during the first meeting?

Underline your choices.

The weather

the city/place they are in

Sport

other cities/countries

Their jobs

their salaries

Holidays

politics

1. Which of the following tips do you think are important to make a good conversation? Tick your choices and add suggestions.

1. listen carefully

2.give only "yes" or "no" questions

3.show interest and ask questions

4.both listen and talk

5.answer questions and add extra information

6.only ask questions if you are the host

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

**2.Look at the table below. You can see four main topics that are used to maintain the conversation and to get to know your business partner better. For each of these topics write several questions you may ask your partner.**

**Jobs**  
**Family**

**Spare time**

### **3. Listening**

Complete the table above with the questions from the tape.

#### **Tapescript 6**

**Origins:** Where are you from? Where do you come from? Where do you live? Where were you brought up?

**Jobs:** What company do you work for? What line are you in? What business sector do you work in?

**Family:** Are you married? Have you got a large family? How many children do you have? What are their ages? What does your wife/husband do?

**Spare time:** What do you do in your free time? What is your hobby? Where do you usually go during your summer vacation? Do you like jogging? (listening to the music, reading). What kind of music (books) do you prefer?

### **4. Pair work**

Now practice asking and answering questions on these topics.

Jobs

Family

Spare time

Origins

Any other topics that interest you.

### 5. Pair work

Work in pairs. Read the situation below. Distribute the roles and act them out in a dialogue.

You both work for Tent Corporation but haven't met before. You have been called to a meeting. You each arrive to find just one colleague present. You need to get to know each other. Try to find something you have in common..

<b>Student A</b>	<b>Student B</b>
<p>You are in Information Technology. You work for the Ukrainian subsidiary. You are visiting Europe to learn more about the IT systems used in European subsidiaries. You were born in Moscow, Russia and were brought up in Ukraine. You studied computer science at Stanford University in America. You are married with two children. You love sport; you play tennis and golf; you watch as much football as possible. You're no longer so interested in music, although when you were younger, you played electric guitar in a pop group.</p>	<p>You are in Sales. You work at the headquarters of Tent Corporation in the UK. You were born in Scotland but brought up in the south of England. You studied economics at Stanford University. You are not married but you live with your partner. In your spare time, you go to the cinema a lot, sometimes to the theatre. You love music, especially opera. You are not very interested in sport. When you were younger, you used to be the drummer in a rock band.</p>

### 6. Group work

Working in groups of three or four participants. Imagine that you have met for the first time. You are waiting for a bus to take you to a conference hall. Use the time to get to know each other.

## CULTURAL CORNER



Some topics may be considered taboo in some cultures. In the UK, many people avoid the topic of religion. This may be because Britain is a country where religion has a relatively minor role, or it may be because British people regard someone's religious beliefs as very personal. A stereotype of the Americans is that they ask you how much money you earn quite soon after meeting you. This is certainly not generally true. However, Americans tend to be more open about money and its importance. Death is taboo subject in many cultures; people reluctantly discuss anything connected with the end of their lives! Politics also can be a delicate subject in some parts of the world.

### ? Do you know what topics are considered taboo in Ukraine?

#### 1. Choose the best word to fit the gap.

1. It's important to understand how other cultures behave so you don't cause

\_\_\_\_\_.

*A offence*      *B problem*      *C disaster*      *D behavior*

2. In some countries it is quite \_\_\_\_\_ to use the correct title when talking to business colleagues.

*A offensive*      *B likely*      *C formal*      *D tricky*

3. Having good \_\_\_\_\_ may help you to make deals more easily.

*A entertaining*      *B manners*      *C demonstrations*      *D handshaking*

4. If someone looks me straight in the eyes without \_\_\_\_\_ I tend to think they are honest.

*A yawning*      *B burping*      *C blinking*      *D sniffing*

5. Your body \_\_\_\_\_ usually gives other people information about how you really feel.

*A appearance*      *B impression*      *C language*      *D relationship*

## 2. Fill in the gaps with the correct nationality.

1. He lives in Holland so he must be \_\_\_\_\_ .

2. She comes from the USA so I think she's \_\_\_\_\_ .

3. They speak French so they could be \_\_\_\_\_ or \_\_\_\_\_  
(France/Canada).

4. He's a \_\_\_\_\_ but he can't speak Spanish.

5. I became a \_\_\_\_\_ citizen when I married a woman from Hungary.

## 3. Complete the table:

Country	Nationality	Language
Italy		
		Mandarin
	Japanese	
Poland		
	Spaniards	
		Greek
	Belgian	
		Portuguese
The USA		
	Ukrainian	
	Englishman/woman	
Sweden		
	Swiss	
The Netherlands		
	Danish	

## 4. Answer the following questions:

- What products are these countries famous for?
- Products of which country do you prefer buying?
- What country would you like to do business with? Why?

## 5. Pair-work.

Do the AROUND THE WORLD quiz. Test your knowledge of international customs and etiquette with the help of this quiz. Circle the answer you think is correct.

### AROUND THE WORLD

#### 1. China

**You're invited to someone's house. Which of these may cause offence?**

- a) Blowing your nose.
- b) Refusing an offer of food.
- c) Not removing your shoes before entering.

#### 2. Saudi Arabia

**You want to hire a car to tour the country. Is this permitted?**

- a) Yes, but you must take a driving test first.
- b) Yes, but only if you're a male.
- c) No, tourists have to travel by camel.

#### 3. Finland

**You're planning to relax in a Finnish sauna. What should you wear?**

- a) Nothing
- b) A toweling robe.
- c) A bath hat

#### 4. Nepal.

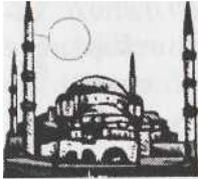
**While traveling you want to photograph local villagers. Is this allowed?**

- a) Yes - the Nepalese love being photographed.
- b) No- their religion forbids it.
- c) Yes, but you must ask permission first.

#### 5. Cyprus

**On a village tour, a local offers you glyco. You should**

- a) Eat it - it's a local dessert.
- b) Ride it - it's a type of bicycle.
- c) Wear it - it's a national hat.



### 6. Morocco

**You'd like to visit some mosques but are you allowed to go inside?**



- a) Yes, but you have to take your shoes off.
- b) Yes, you don't have to take your shoes off.
- c) You mustn't enter unless you're a Muslim.

### 7. Thailand

**On a bus, the only free seat is next to a Buddhist monk. Should you take it?**

- a) Yes, but only if you're a male.
- b) Buddhist monks aren't allowed to travel by bus.
- c) Yes, but you must bow first.

### 8. Italy

**You'd like to visit the duomo (cathedral) on a hot day. To show respect, what should you cover?**

- a) Your guidebook.
- b) Your thighs and shoulders.
- c) Your head and ears

### Tapescript 7

### Cultural corner

#### Quiz

1. In China it's considered impolite to refuse food. Even if you are not hungry, it is better to try a piece of snake or baked cockroach not to offend your hosts.

2. People in Saudi Arabia don't bother with the problems of equal opportunity for men and women. That's why women are still forbidden to drive in this

country. So if you are a man, you are lucky.

3. It is considered unhygienic to wear anything if you want to relax in a Finnish sauna.

4. The Nepalese, like many other cultures, are sensitive about having their photos taken. So, hide your cameras and enjoy natural communication.

5. A glyco is a traditional dish, given as a welcome to visitors in Cyprus. It's impolite to refuse it or offer money for it.

6. Non-Muslims are not allowed to go inside Moroccan mosques.

7. Buddhist monks are forbidden to touch or to be touched by females. If you want to visit a cathedral in Italy, you should avoid wearing shorts or miniskirts, or showing bare shoulders.

**6. Complete the text using one word for each gap which you think fits best. This may be different parts of speech: prepositions, verbs etc.**

Doing business with people of other nationalities involves more than learning foreign languages. There are often cultural differences (1) people of different national backgrounds. These differences sometimes complicate business relationships (2) negotiations. It (3) .....important to be aware (4)..... your own cultural tendencies as well as those of your business partners.

The areas which we need to be aware (5).....include body language, gestures, socializing customs, attitudes (6)..... punctuality and dress. It is useful to know, (7) ..... example, that the British (8) hands less often than other European people, that Americans (9) first names (10)..... of ten than many other nationalities and that the Japanese (11).....that harmony and consensus (12)..... very important.

We (13).....find out about other (14) .. by reading and talking to

(15).....with experience. When we (16) ..... other countries, it is important to (17)..... good observers and listeners. We (18)..... avoid criticizing other cultures and realize that we all have similar problems but (19) .....ways of dealing with them.

### **Individual assignment**

**1. Write several tips for foreigners who want to visit Ukraine what topics it is better to avoid while speaking with Ukrainian people.**

**2. Prepare a brief report about the topics, which are considered taboo in the following cultures:**

*American culture, Asian culture, European culture*

## **Unit 3**

### **Women in business**

**?** Discuss the problem.

1. *Look at the statement below. Do you agree or disagree with them? Discuss these statements with a class.*

- Women's place is at home.
- Women can't do business because they are born to take care of children.
- Women don't want to be in business because they are too lazy.

Express your opinion with the help of expressions from the "Useful Language" box.

### Useful Language

#### Opinions, Preferences:

I think...  
In my opinion...  
I'd like to...  
I'd prefer...  
The way I see it...  
I'm pretty sure that...  
I strongly believe that...

#### Giving

The reason why I think so is...  
That's why...  
I can give some examples...  
To support my viewpoint I'd like to describe some facts...

#### Disagreeing:

I don't think that...  
I don't agree  
But what about...  
Frankly, I doubt if...  
I strongly disagree  
Shouldn't we consider...  
It would be better...

#### offering explanations:

2. What were the most interesting ideas and the most persuasive thoughts of your groupmates?

3. Now express your own opinion on each statement in the written form starting with the following phrases:

- I don't think that...
- I'm pretty sure that...
- Don't you think it would be better...
- Many people think....

-1 strongly believe that...



## Reading

Read the article concerning the situation with women's employment in the UK. Are there any special women's problems in Ukrainian business?

Before reading study the following words:

**Equality** – рівність

**Poverty** – бідність

**Average income** – середній прибуток

**Survey** – опит

**Career ladder** – службові сходи

### Poverty and slow promotion for women

Mary Robinson, former Irish president and senior UN official, is the exception. There might be much talk of the age of **equality**, but according to a report by the Equal Opportunities Commission, women are still discriminated in the workplace and in society in general.



The report says that women continue to face a life of **poverty**. Women over 40 receive less than half of men's **average incomes**. Research also found that women who took a career break to look after a member of the family found that their lower pay made it harder for them to safeguard their income when they were out of work.

The EOC report comes a day after the United Nations issued its **survey** on women

employed by Western firms. While women make up 40 per cent of the labour force and outnumber men on the lower rungs of the **career ladder**, less than 3 per cent are in top management jobs.

The survey also revealed that women were fighting a losing battle against sexual discrimination.

«Almost universally, women have failed to reach leading positions in major corporations and private sector organisations,» said the survey's author Linda Wirth. «The higher the position, the bigger the gender gap».

### **? Discuss the following problems.**

1. *Why do women earn less money than men doing the same job?*

2. *What should be done to improve this situation?*

### **Listening**

**1. Listen to different people talking about career opportunities for women for the first time and say who speaks about:**

1. lack of women's desire to achieve goals;
2. the only duty of women to bring up children;
3. lack of opportunity for an attractive woman to obtain a high level position;
4. the necessity for women to take care of their children;
  
5. those people who can achieve success in business

### **Women in business**

#### Tapescript 8

a) My name's Mary. I am a Canadian woman working in Paris. The difference I notice here is that it is very difficult for a woman to obtain a high position unless she is extremely tough and not very attractive. In my industry - technology you rarely see an attractive woman at a

high level position. For a young woman, like myself, who is very ambitious and wants to succeed, I find that being somewhat attractive immediately impedes my chances of success.

b) I'm Josef from Germany. I think the biggest obstacle to women's careers is people's attitudes. Society expects women to take the responsibility of looking after the family, while men earn the bread. Imagine if it was the norm that men stayed at home to take care of the children and do the housework. The topic of debate nowadays would be "men and their careers".

c) Hello! I'm Elena from Russia. I am sure a lot of women don't want to be leaders. But if a woman wants something she'll go and get it.

d) Hi! My name is John, I'm Scottish. The only people who succeed in business are the shareholders and the fat cats who sit at the top of the ladder.

e) I'm Nick. I live in London. There are fewer women at the top because they still take the lead role in bringing up children. Hopefully this is because they choose to and not because they feel they must. I suspect househusbands are just as rare as businesswomen.

### **? Discuss the following questions.**

1. *Do you agree or disagree with these people? Express your opinion on this problem.*

2. *Does the attitude to women's success in business differ from country to country? How do you think why?*

3. *Do you know any countries where women are not allowed to work at all?*

### **EQUALITY IN LANGUAGE**

Although a word "MAN" in its original sense carried the dual meaning of "adult human" and "adult male", its meaning has come to be so closely identified with adult male. So the generic use of "MAN" and other words with masculine markers should be avoided.

**Examples**

**Alternatives**

mankind	humanity, people, human beings
man's achievements	human achievements
man-made	synthetic, manufactured
the common man	the average person, ordinary people
nine man-hours	nine staff-hours

## Occupations

Avoid the use of MAN in occupational terms when persons holding the job could be either male or female.

### Examples

### Alternatives

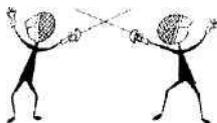
chairman	coordinator (of a committee or department), moderator (of a meeting), presiding officer, head, chair
businessman	business executive
fireman	firefighter
mailman	mail carrier
steward and stewardess	flight attendant
policeman and policewoman	police officer
congressman	congressional representative

## Reading



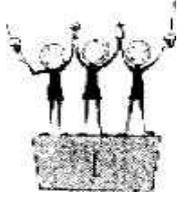
**You are going to read a text about different styles that men and women have in the workplaces.**

**1. Look at the cartoons and say which figures you think represent men and which represent women.**

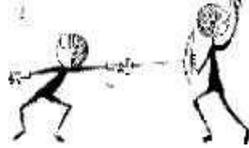


first

Confrontational, competitive; personal achievement comes

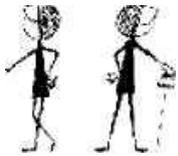


Share credit for success; welcome contributions



Forceful, self-protecting, challenging,

hysterical



talk about personal matters; in control

**2. Read the text and see if the writer's ideas are the same as yours.**

**3. The article has sub-sections match the cartoons to these sections.**

Men and women do things differently. Cristina Stuart is a Managing Director of Speakeasy Training, a consultancy that runs courses for men and women working together. Here she describes a few key differences between two sexes in the workplace.

### **1. Working together.**

The male approach to business is competitive, direct and confrontational. Personal status and a focus on the individual are very important for men. The female method is collaborative. Collective actions and responsibility are more important than personal achievements. Goodwill and the well-being of the individual are also of great importance.

### **2. Dealing with problems.**

The male approach is to go to the heart of the problem, without taking into account secondary considerations. The female preference is to look at various options.

### **3. Body language.**

Male body language tends to be challenging. Female body language tends towards self-protection. A stereotypical female pose is sitting cross-legged; the male sits with legs apart to give an impression that he is in control.

Male behavior can include forceful gestures for example banging a fist on the desk for effect. The female style doesn't usually include aggressive gestures.

#### 4. Language.

The male way of speaking doesn't encourage discussion. Women tend to welcome others' opinions and contributions more.

#### 5. Conversation.

Men like to talk about their personal experiences and achievements or discuss "masculine" topics such as cars and sport. Women usually talk about staff problems and personal matters.

#### 6. Meetings.

If a woman doesn't copy the male confrontational style, she is often ignored.

#### 7. Humor.

Men's humor can be cruel - a man's joke usually has a victim. Female humor is less hurtful. A woman often jokes against herself.

#### 4. Complete the table with words from the text then mark the stress.

Verb	Noun	Adjective/-ing form
to compete		competitive
	confrontatio	
to collaborate		
		controlling
		encouraging
to achieve		achieving

#### 5. Complete the following sentences using one of the words from the table.

1. It was a great .to win the company's prize for excellence.
2. This is a really difficult job at times. I'd like a bit of \_\_\_\_\_ form my boss occasionally.
3. I hate having meetings with Alan. He's always aggressive and \_\_\_\_\_ .
- 4.I don't like working on my own, I need other people to \_\_\_\_\_ with.
5. It's impossible to \_\_\_\_\_ events, but you can influence them.

#### 6. According to the text, which of these phrases are typically used by men and which by women?

Example:

"It's very simple. The point is..."

*Men because "the male approach is to go to the heart of the problem "*

1. " But we need to take into account of..."
2. "You look worried. What do you think about the new plan? "
3. "That's rubbish!"
4. "I built the department from nothing."
5. "Thanks for your kind words, but this really was a team effort."
6. "It was so funny. He looked ridiculous!"

**? 7. Work in groups and discuss the questions.**

*1. What is the style of male and female managers in companies in Ukraine? Are they similar to the ones outlined in the text?*

*2. Do you think there is a difference in style between men and women or is any difference usually because of personality?*

*3. Do you know any men who have a "female" style of working? Or women who have a "male" style of working?*

*4. Do you find it easier to work with men or women? Why?*

**8. Choose a spokesperson in the group to make a presentation to the whole class, summarizing the opinions in the group.**

**Individual assignment**

Visit the Internet site <http://secretsofsuccess.com>, [www.the-bag-lady.co.uk](http://www.the-bag-lady.co.uk), <http://www.infoplease.com/spot/womenceol.html>, choose one of the biographies of successful businesswomen and write a short summary of it. In your summary explain the reason of your choice.

**COMMUNICATION WORKSHOP**

**More contacts**

<b>Requests</b>	<b>Responses</b>
I wondered if I could....	Sure. /Certainly.
Would you mind my (his,her)	Not at all. /It'd be a pleasure.

<p>...ing...?</p> <p>Could you...?</p> <p>I've got a favor to ask you. Could you..?</p>	<p>I suppose so.</p> <p>Well... that's not easy/ a bit of a problem.</p> <p><b>When we respond positively to a request we say "No":</b></p> <p>"Would you mind postponing the meeting?"</p> <p>" No, not at all./No, that's all right"</p> <p><b>When we respond negatively we tend to say "Yes "(I do mind) :</b></p> <p>"Would you mind canceling the meeting?"</p> <p>"Well, yes, I'm not sure"</p>
---	--



## WATCH OUT

**Be careful how you use *lend* and *borrow*. Study carefully the definitions below:**

- **to lend sth to sb** - to give something to somebody or allow some body to use something temporarily, on the understanding that it will be returned.
- **to borrow sth from sb** - to take and use something that belongs to somebody else with the intention of returning.

**1. Fill in the gaps in the sentences using the correct form of the verbs *to lend* and *to borrow*.**

1. Can you .... me \$5? I'll pay you back tomorrow.
2. I that video to John last month but he didn't give it back.
3. My friend .....some money from a bank, but I don't know how he will return it.
- 4 .....me your pen for a minute, will you?
5. Could you .....me some money until the weekend, please?
6. Could I..... your phone? My battery's dead.
7. Who did you ..... it from?

8. Who did you .....it to?

9. she asked me if she could ..... my camera for the party.

10. The bank ..... Them the money to buy it.

**3. Match the requests on the left with appropriate responses on the right.**

REQUESTS	RESPONSES
1. We've got so much work on and it's all got to be finished by Wednesday. Would you mind working all weekend?	a) Sure. It's ten o' clock. b) It's our office too, you know, but we'll try to be quieter. c) Of course. I'll pick you up at about
2. Could you give me a lift? My car has broken down.	eight. d) Sorry. I'm in the middle of something. Get it yourself.
3. Would you mind moving elsewhere to talk? You are speaking too loudly. I cannot concentrate.	e) Sorry, I can't. I'm tied up all day. f) Sorry, I can't make Tuesday. How about Wednesday?
4. The phone's ringing. Could you get it?	g) I'm afraid I can't. It's my parents' thirtieth wedding anniversary and we're
5. Would you mind moving our meeting to Tuesday?	having a big party.

**a) Pair work**

Student A	Student B
Greet Student A and make requests in the following situations.	Respond appropriately.

1. You need some change to make a telephone call.
2. You need some help in checking the English in a fax.
3. It's raining and you would like to borrow an umbrella.

4. You would like to ask your boss if you could finish the work early today.

### b) Pair-work

<b>Student A</b> Respond appropriately.	<b>Student B</b> Greet Student A and make the following situations.
--	--

1. You need some change for the parking meter.
2. You need to use a colleagues phone to make a personal call.
3. You need a lift home because your car is being repaired.
4. You need to leave a meeting early to catch a train.

### 4. Look at these questions with *mind*. Match the first part of the phrase with the last.

- |                         |                         |
|-------------------------|-------------------------|
| Do you mind if I....    | ....closing the window? |
| Would you mind if I ... | ....closed the window?  |
| Would you mind ....     | .... close the window?  |

6. Questions with *mind* mean *Is it problem for you?* How would you give permission and refuse permission to the question: *Would you mind if I smoked?*



### CULTURAL CORNER

#### Physical contact

In social contact with people from other cultures, it is very difficult to know how to behave.

### 1. Answer the following questions.

<b>Handshakes</b>	On what occasions do you shake hands? Who do you shake hands with? Should the handshake be firm and brief, or long and warm?
-------------------	---

<b>Kissing</b>	Do you ever kiss anyone outside intimate relationships? If yes, who do you kiss? How many kisses do you give?
<b>Touching</b>	Do you ever touch each other? Who can you touch? In what way is it acceptable to touch someone?
<b>Keeping distance</b>	Do you stand/sit close to people, or do you keep distance?

## 2. Listening

Listen to different people talking about physical contact in their cultures. Make notes under the headings below:

	Country	Physical contact
<b>1</b>	<b>Speaker</b>	
<b>2</b>	<b>Speaker</b>	
<b>3</b>	<b>Speaker</b>	
<b>4</b>	<b>Speaker</b>	

## Communication workshop

### Extract 1

In my country we shake hands every time we meet someone. If it is someone we know, we might hug them or even kiss them.

### Extract 2

We tend to shake hands the first time we meet, but generally we don't encourage much physical contact. We never kiss people if they are not the members of our family.

### Extract 3

We usually bow slightly when we meet someone – it's a sign of respect.

### Extract 4

Shaking hands firmly and for quite a long time is a real sign of welcome in our culture. If it's someone we know quite well, we kiss them on both cheeks.

**3. Discuss the above questions and any other aspects of the physical contact in your culture.**

**4. Do the following quiz to find out more about physical contact in different cultures.**

### QUIZ

1. «You're never fully dressed without a smile» is a familiar phrase in the United States.

**True or false:** A smile is a universal expression of genuine pleasure.

2. In Japan small gestures convey great meaning. Which is an appropriate behavior in Japan?

- A. Covering your mouth when you laugh.
- B. Winking to convey agreement.
- C. Speaking in a loud, forceful voice.

3. **True or false:** Never keep your left hand in your pocket while shaking hands with your right one in Germany.

4. Spitting is considered bad manners in many places, but in which country is it actually against the law?

- A. France
- B. Italy
- C. Singapore

5. You are the sole passenger on a bus in Bahrain. A man enters, and chooses the seat next to you. **True or false:** He intends to start a conversation with you.

6. You are greeting a new associate in France. As you firmly grasp his hand, heartily pumping it up and down, he looks a bit bemused. This is because:

- A. He's relieved you didn't kiss him.
- B. The French handshake is more of a handclasp, with no pumping action.
- C. He wishes you had kissed him.

7. In the United States, men sometimes slap each other on the back, backside, arms, or shoulders. **True or false:** This is totally acceptable in the Netherlands.

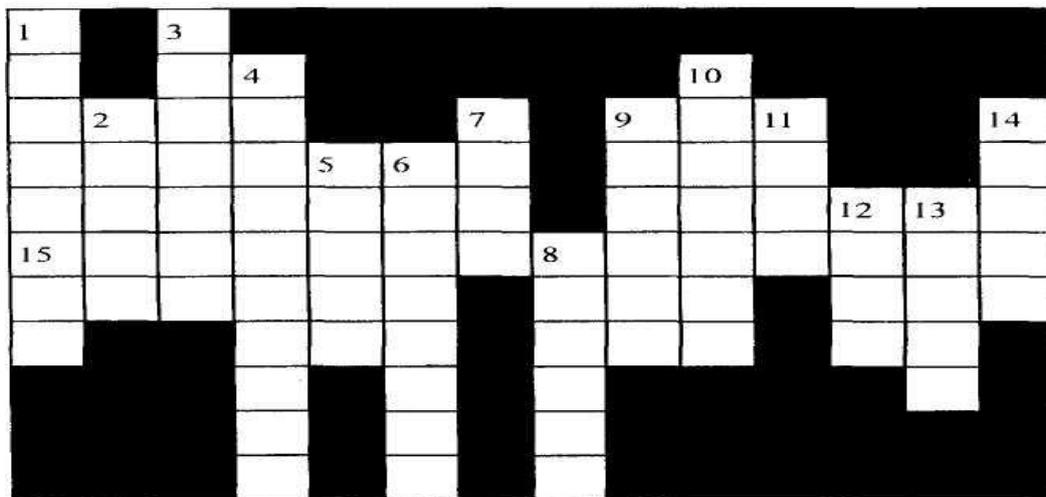
8. **True or false:** Before female executives travel to Brazil, they should be certain their nails are well-manicured.

9. You feel good after your big sales call in Stockholm, Sweden. It's a surprise to you, then, when they don't accept the deal. This could be because during the meeting, you:

- A. Leaned backward in your chair and crossed your arms
- B. Rested your ankle on your knee the whole time
- C. Laughed loudly
- D. All of the above

10. **True or false:** Snapping your hand downward is used to emphasize a point in Spain.

**3. Complete the puzzle and find the key word in 15 across.**



1. In Northern Europe, people feel comfortable when the ..... distance between them is about 75 cm.
2. .... subjects are ones which should be avoided because they may cause offence or embarrassment.
3. In Germany, people are addressed by their titles and .....
4. It is useful to know what kind of clothes are ..... at business meetings in other countries.
5. In Britain, people ..... hands less often than in the rest of Europe.
6. It is important not to be late but to be ..... for a business meeting.
7. .... language is interpreted differently in different cultures. For example, crossing your arms in front of you means different things according to your cultures.
8. A ..... is an established and habitual practice which is typical of a particular group of people.
9. A ..... is a ceremony which is often repeated in the same form.
10. A lot of people think that all Europeans have attitudes ..... but they are often very

different.

11. In Japan it is very important to take a        when you visit colleagues.

12. A British businessman normally wears a        at a meeting.

13. Attitudes to business are different. For example, in some countries short-sleeved shirts are not acceptable.

14. In Britain it is important to include        when making a presentation because a sense of humor is valued.

### Individual assignment

**Do the test and check your knowledge of business English.**

#### **TEST**

**1. A set of notes telling you about something is a -**

a. handbook b. tome c. directory d. manual

**2. Things which are made or brought or sold are called -**

a. nices b. excellents c. wells d. goods

**3. Your plan for how you are going to spend your money is your -**

a. economy b. budget c. savings plan d. loan scheme

**4. The law which stops other people using your discovery is a -**

a. patent b. copyright c. censorship d. intellectual property

**5. An agreement between two people or companies in law is a -**

a. concord b. compact c. concurrence d. contract

**6.....A person who speaks for another person or organization them.**

a. stands in for b. aliases c. represents d. mimics

**7. The people who work for a business are the -**

a. stuff b. staff c. stiff d. businessmen

**8. What you write down what you do so you can check later are -**

a. tapes b. CDs c. records d. memoirs

**9. When a company tries to find new or better ways of making or doing**

**something, this is -**

a. investment b. quality control c. research d. management

**10. Members of a profession who act as a group have a -**

a. united trade b. trade union c. syndicate d. united syndicate

**11. People who you often work with are your -**

a. associates b. partners c. unionists d. colleges

**12. The greatest number or proportion in a group is the -**

a. minority b. minimum c. maximum d. majority

**13. If you arrange to see someone at a particular time, you have a/n-**

a. agreement b. appointment c. arrangement d. assignment

**14. All the different products that a company makes or sells are its product-**

a. stockpile b. facilities c. goods d. range

**15. The way you feel or act toward something depends on your -**

a. altitude b. attributes c. attitude d. ailments

**16. If you arrive on time, you are -**

a. punctual b. punctured c. punctilious d. perfunctory

**17. The things and people around you make up your -**

a. atmosphere b. ambience c. society d. environment

**18. Something which happens every year is -**

a. biennial b. year-long c. seasonal d. annual

**19. The people who work in an organization are its -**

a. crew b. members c. fellows d. personnel

**20. Something on another continent is...**

a. overseas b. alien c. transatlantic d. far-flung

**21. The financial year is divided into-**

a. sixths b. quarters c. thirds d. halves

**22. How things look for your future are your -**

a. retrospectives b. prospects c. appointments d. considerations

# MODULE II

## IN A COMPANY

### UNIT 1. COMPANY INFORMATION



Hello!!! In this module you will learn about different companies, their history, structure and activities.

As you know, a lot of different companies exist in the world of business. Some of them are large, other are small. Some of them succeed in business, other fail. They have their own structure, their employees and customers. They produce or sell different goods and provide different services. You are going to meet some of them and find out more about their activity.

1. Look at the picture and answer the following questions:



- *What do you know about Avon?*
- *What products does this company produce?*
- *Do you often use or buy the products of this company?*

### 2. Listening

Listen to a person describing this company. In the table below choose the correct answer, *a* or *b*.

Before listening study the following words:



*Annual sales* – щорічні прода

*Responsibility* – відповідальніс

*Annual turnover* – щорічний товарообіг

*Subsidiary* – філія

*Shareholder* – акціонер

Tapescript 1

The largest direct-selling company in the world, with annual sales of nearly 6 billion US dollars, Avon means business. The largest corporate contributor to causes for women's health, and repeatedly recognized by publications like Working Woman and Working Mother are just two of the many reasons Avon is known as The Company for Women. With consumers in 143 countries on 6 continents, Avon is connecting women Around the World. We're proud of our unique history, our legacy of supporting employee diversity, and our responsibility to consumers and the environment. Avon started out as the California Perfume Company when founder, Mr. David McConnell, 28 of New York, USA discovered that the rose oil perfumes he was giving away were the reason people were buying his books. Since then Avon has been specializing in producing cosmetics and perfumes for women.

He named the company Avon in 1939 in tribute to his favorite playwright, William Shakespeare and Stratford on Avon. Mrs. P.F.E. Albee of Winchester New Hampshire, USA pioneered the company's now-famous direct-selling method. Today, with sales representatives numbering three and a half million, Avon products are sold in 143 countries around the world. Women have been selling Avon since 1886-34 years before women in the US won the right to vote!

<b>Activity:</b>	<b>a</b> sells cosmetics in the USA and Canada	<b>b</b> sells cosmetics all over the world
<b>Annual sales:</b>	<b>a</b> \$6 billion	<b>b</b> \$3 billion
<b>Year of</b>	<b>a</b> 1886	<b>b</b> 1986
<b>Name of founder:</b>	<b>a</b> Mr. David McConnell	<b>b</b> Mr. McDonald
<b>Number of sales representatives:</b>	<b>a</b> 3,5 million	<b>b</b> 7,5 million
<b>Company philosophy:</b>	<b>a</b> responsibility to consumers and the environment.	<b>b</b> responsibility to shareholders.

### PRESENTING A COMPANY

1. Study the information about Oriflame. Use expressions from the "Useful language" to present this company to your partner



**Head Office** Sweden, Stockholm

**Products** high-quality natural cosmetic products

**Turnover** about 652 million Euros in annual sales

**Products** 550 products over 64 million catalogues in 35 languages

**Employees** 4,600 employees

### Useful language

#### **History**

*The company was set up in ...*

*The company was founded in ...*

*The founder of the company was ...*

*At the beginning it produced (sold) ...*

#### **Location**

*The company is based in ....*

*The head office is in ....*

*Our subsidiary/factory/store/office is located in...*

#### **Products and services**

*My company specializes in...*

*Our main products are...*

*We manufacture/produce/make...*

*We sell...*

#### **Size**

*We have sales of...*

*Our annual turnover is...*

*We employ...*



2. Here are some facts about Avon. Use the words below to complete the second sentence, so that it means the same as the first. Put the words in the correct form.

To found            to sell  
to employ  
to specialize in    sales

1. The company produces cosmetics and perfumes.

It ..... cosmetics and perfumes.

2. Avon's customers buy its products in 143 countries.

Avon..... its products in 143 countries.

3. Our turnover for this year is \$6 billion.

We have ..... of \$6 billion this year.

4. Mr. David McConnell set up his company in 1886.

Avon..... in 1886.

5. 3.5 million sales representatives work for the company.

The company ..... 3.5 million people.

**3. Here are some questions about companies. Put the words in the right order.**

1. name the company your is What of?
2. does company What the produce?
3. the located Where company is?
4. sales What company's the annual are?
5. does company many How employ the people?
6. was your When set up company?

7. sell your What company does?
8. founder was of the Who your company?

**4. What other questions can you ask about a company? Write them down using the tips below.**

- customers
- the number (amount) of products the company sells
- products/services
- export market

**5. Complete the sentences choosing the correct word in brackets.**

1. Our ..... are not very good this year. (sell/sales)
2. We..... electrical equipment. (produce/product)
3. Where is your..... located? (manufacture/factory)
4. We have 300 .....(employs/employees)
5. The of your shop is very important if you want to attract customers from the street.  
(located/location)
6. Our is road and bridge construction. (specialize/ specialty)

**1. Use the words from the box to complete the paragraph below. Notice that the stressed syllable changes in this group of words.**

<i>VERB</i>	<i>NOUNS</i>	<i>ADJECTIVES</i>
1Prod`uce	2`product 3pro`duction 4produc`tivity 5pro`ducer	6Pro`ductive 7'unpro`ductive

A few years ago, Harry Coe's, a large (1) of tinned food, decided that some of their workers were not(2) ..... enough. Much of the work of

preparing fruit and vegetables was done on rows of tables rather than on a (3) line. So they decided to introduce a piecework system, whereby workers got paid according to the amount of work they completed. The company thought that this would motivate previously (4) .....workers, and thereby increase(5) ..... . Yet the new pay scheme did not (6) ....

the results they expected: after six months they were still processing the same amount of agricultural (7)....., but there was a lot of dissatisfaction among the workers who were now all earning different amounts of money.



### WATCH OUT

These two verbs are often confused: *to find* and *to found*

**1. Complete these sentences using the correct form of the verb.**

**There is one noun.**

1. Who ..... this company?
2. Who were the.....of the European Union?
3. It was difficult for me to..... a good location for my shop.
4. Have you already ..... the job?
5. This firm was ..... in 2002.
6. Have any new companies been .....in this sector recently?

### Individual assignment

**Visit one of the Internet sites below and write a short description of a company - its history and activity.**

[www.toshiba.com](http://www.toshiba.com)      [www.motorola.com](http://www.motorola.com)

[www.reebok.com](http://www.reebok.com)

[www.tefal.com](http://www.tefal.com)

Check your answers on p.87 Ex.1 (1-5;2-6;3-3;4-7;5-4;6-1;7-2)



Reading

You are going to read a text about **Nokia Corporation**.

- What do you know about this company (products, subsidiaries, headquarters...)?

Before reading study the following words:

**A supplier** – постачальник

**A device** – пристрій

**Mass media (pl)**- засоби інформації

**Edge technologies** – сучасні технології

**To acquire** – придбати

**To purchase** – купувати



Nokia is the world leader in mobile communications. Due to its experience, innovation and user-friendliness, the company has become the leading supplier of mobile phones. By adding mobility to the Internet Nokia creates new opportunities for companies and further enriches the daily lives of people.

From the beginning, Nokia was in the communications business as a manufacturer of paper - the original communications **medium**. Then came technology with the founding of the Finnish Rubber Works at the turn of the 20th century. Rubber, and associated chemicals, were leading **edge technologies** at the time. Another major technological change was the expansion of electricity into homes and factories which led to the establishment of the Finnish Cable Works in 1912 and, quite naturally, to the manufacture of cables for the telegraph industry and to support the new **device** -the telephone! Finally in 1967 Finnish Rubber Works Ltd. and Finnish cable Works together set up Nokia Corporation. Nokia began to expand its business and strengthen its position in the tele-communications and consumer electronics markets. At the beginning of 1980s Nokia **acquired** French consumer electronics company Oceanic. In 1987, Nokia also **purchased**

the Swiss cable machinery company Maillefer. In the late 1980s, Nokia became the largest Scandinavian information technology company and remains the same until now. Nokia comprises two business groups: Nokia Mobile Phones and Nokia Networks. It employs 54,000 people. At the end of 2001, Nokia had 18 production facilities in 10 countries around the world. It produces not only mobile phones, it is also a major producer of computers, monitors and TV sets. Nokia sells its products to over 130 countries. Nokia's annual sales are EUR 31.2 billion. "We maintain our leading position on a global stage through the skill, enthusiasm and positive attitude of Nokia people wherever in the world they may work. We achieve our objectives through what we call the Nokia Way - a style of work which enables our people to work together in harmony as a team." - says Jorma Ollja, Public Relations manager in Nokia Corporation. The Nokia Way is built on core values of Customer Satisfaction, Respect for the Individual, Achievement and Continuous Learning.

Did you know that the world's first international cellular mobile telephone network NMT was opened in Scandinavia in 1981 with Nokia introducing the first car phones for the network? Or, that the world's first NMT handportable, the Nokia Cityman, was launched in 1987?

**Do the following vocabulary exercises:**

**1. Here you can see the answers. What are the questions?**

1. EUR 31.2 billion. \_\_\_\_\_ ?
2. At the beginning of 1980s. \_\_\_\_\_ ?
3. 54,000 people. \_\_\_\_\_ ?
4. 130 countries. \_\_\_\_\_ ?
5. Because it uses skills, enthusiasm and positive attitude to people.  
\_\_\_\_\_ ?
6. \_\_\_\_\_ Mobile phones, TV sets, monitors. \_\_\_\_\_ ?

**2. Correct these statements.**

1. The company has become the leading supplier of mobile phones thanks to its location.
2. Nokia produces not only mobile phones but also microwave ovens and fridges.
3. Nokia purchased the Swiss cable machinery company at the beginning of 1990s.
4. The world's first international cellular mobile telephone network NMT was opened in the USA in 1984.
5. In the late 1990s, Nokia became the largest information technology company.

3. Match the words from column A with their synonyms from column B.

A	B
1.opportunity	a. buy
2.foundation	b. manufacture
3.acquire	c. keep up
4.produce	d. include
5.maintain	e. possibility
6.objective	f. creation
7.medium	g.mean
8.comprise	h. goal
9.leader	i. head

4. **Circle the word that does not belong to each horizontal group**

1. firm	comp	subsidiar	society
2.	leade	employe	salesman
3.	acqui	manufact	make
4.hea	leade	boss	supplier
5.	prod	client	consumer
6. goal	aim	opportun	objective
7.	maint	found	establish

5. **Work with the dictionary. Complete the columns below.**

<b>Nouns</b>	<b>Verbs</b>
supplier	.....
..	acquire
leader	.....
establishment	.....
..	sell
consumer	.....
..	employ

**6. Put the words from the previous exercise into the gaps.**

1. To become a good..... you must possess only positive qualities.
2. Our company bought the equipment on \$50,000 last year. It was very expensive

.....

3. Coca-Cola is a very profitable company. Its annual .....are \$50 millions.
4. Our company operates on a global stage. We . our goods to 125 countries.
5. We achieve our goals through the respect to our.. .

Individual assignment

**Read the article about Kodak.**

- *What do you know about Kodak Company?*
- *Have you ever used any Kodak's products?*

1. Read the quotation from the text about Kodak:

*"The following statements were made in different centuries, but, taken together, they perfectly sum up Kodak's core philosophy: The promise of innovation. The guarantee of simplicity."*

**Does your experience prove these ideas? How can you explain it?**

2. **These are the basic principles of Kodak Company, formulated by George Eastman, its founder.**



**4. Fill in the gaps with the words from the table above:**

1. Today Kodak's ..... is well-known all over the world.
2. If you want your business to be successful you have to spend much money on .....
3. Any innovation requires much .....and hard work.
4. From time to time companies.....their new products as greatest achievements of the century.
5. Henry Fox Talbot..... a system of producing photographs on glass plates.

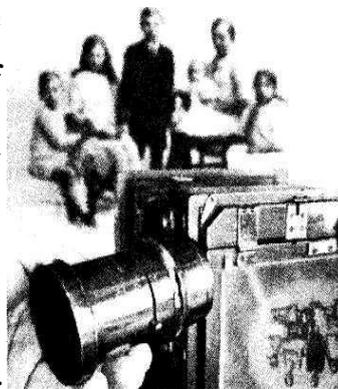
**5. Read the text about Kodak and give the summary of every part.**

**Kodak**

"Learning from success"

**Early business principles**

What can we learn from looking at the histories of successful companies? In the case of Kodak (more correctly Eastman Kodak) we can see the value of formulating good business principles from the very beginning. Such principles as care for the customer and for employees are fundamental to the growth and success of the business and need to be established at the beginning.



The story of Eastman Kodak also tells us something about how companies need to react to new technologies. The story of Eastman Kodak is a story in which technological change is not seen as a threat, it is embraced and welcomed because it offers new opportunities.

Today, Eastman Kodak is a premier multinational corporation and one of the 25 largest companies in the United States.

## Early beginnings

In 1879, London was the centre of the photographic and business world. Photography had started in France with Nicephore Nicepce's first photograph from nature in 1826. These ideas were soon taken up by Daguerre with the patenting of the Daguerrotype system of photographs on metal plates. In Britain, Henry Fox Talbot developed a system of producing photographs on glass plate, which could then be printed on paper. In 1844, the first photographically illustrated book "The Pencil of Nature" by Henry Fox Talbol was published by Longman in London. Lewis Carol, the author of *Alice in Wonderland* was an early photographer.

In 1879, George Eastman traveled to London to patent a machine for making glass photographic plates. Two years later, with a business partner, Henry Strong, he formed the Eastman Dry Plate Company. In 1883 Eastman startled the photographic world with the first "rolls" of film. In 1888, he launched the first "Kodak" camera, which was pre-loaded with enough "film" for 100 exposures.

Today, we think of the "disposable camera" as being a modern invention, yet the first Kodak was launched with the slogan "*You press the button, we do the rest.*" The Kodak camera cost \$25. When the customer had used the 100 exposures, the whole camera was returned to the company where prints were made and a new film inserted in the camera. The 100 prints and newly preloaded camera were returned to the customer for the price of just \$10! Eastman had four basic principles for business:

- mass production at low cost
- international distribution
- extensive advertising
- a focus on the customer.

Eastman saw these four principles as being closely related. Mass production could not be justified without international distribution, which, in turn, needed the support of strong advertising. From the beginning, he gave the company the belief that fulfilling the customers' needs and desires is the only road to corporate success.

Eastman added further policies to these business principles:

- foster growth and development through continuing research
- treat employees in a fair and self-respecting way
- reinvest profits to build and extend the business.

By 1896, thirteen years after its launch, the 100,000th Kodak camera was produced, a success which speaks volumes for the power of good advertising when it is supported by a good product and customer service. In 1891, Eastman set up his first overseas factory and distribution centre in Harrow, England, just outside London. In 1900, Eastman had factories and distribution centers in France, Germany, Italy and other European countries. A factory in Japan was under consideration. In the same year, Eastman introduced the first "Brownie" camera at a price of just one dollar!

Eastman Kodak was largely responsible for popularizing the "hobby" of photography and putting this technology into the hands of ordinary people.

### **Color And Moving Pictures**

Eastman had collaborated with Thomas Edison on the development of film, cameras and projectors for moving films. In 1923, Eastman made a simple clock-work-powered movie. In 1935 Kodachrome was launched as the first successful color film for amateurs to make color slides and 16mm movie films. In 1942, Kodacolor, the first true color negative film (for making prints) was introduced.

### **Embracing Change**

Traditional photography is based on the science of exposing light-sensitive silver halide salts to light. This basic chemistry remained the only way of producing images for many years. But new technologies started to challenge this basic industry.

The first was video, so Kodak started to produce and market video cassettes in 1984 in 8mm, Betamax and VHS formats. In the same year, they broke into another market which would become an even greater threat. They announced a full range of flexible floppy disks for personal computers.

### **The Digital Challenge**

Today, many of us do not use traditional photographic cameras. We take pictures and video with digital cameras, which do not require film or processing. We can print these pictures at home (and get remarkably good quality) and exchange pictures and moving images through the Internet and email attachments.



Kodak recognized and embraced this technological challenge as early as the mid-1970s. In 1985 they produced their first electronic publishing system. Since then, while the traditional photography business has remained strong, Kodak's research and development have produced still video cameras, digital printers, digital still and movie cameras and the Photo CD.

Kodak's 1999 annual report carried two cover slogans *"Take Pictures Further"* and *"You Press the Button. We Do the Rest"*, combining their current and original marketing messages. As the report said, "The two statements were composed a century apart, but, taken together, they perfectly sum up Kodak's core philosophy: The promise of innovation. And the guarantee of simplicity."

**6. Do the following test choosing the proper variant:**

1. When did Eastman found the first photographic company'?

- a) in 879                      b) in 1881                      c) in 1883

2. The first company was called:

- a) Dry Plate Company      b) Kodak      c) the Pencil of Nature

3. \$ 10 was the price of

- a) a new Kodak camera    b) 100 exposures      c) 100 prints and newly pre-loaded

camera

4. Eastman established his first overseas company in

- a) 1891    b) in 1886    c) in 1900

5. The first true color negative film was introduced in

a)1929    b)1935    c)1942

6. In the 80s of the last century the company developed

a) video cassettes    b) CDs    c) tape recorders

7. If we have a digital camera, we can

a)exchange pictures through the Internet

b)use a film at home

c)go to a special center to develop a film

### 7. Interviewing a company representative.

You are a journalist. Your editor wants you to write an article about Kodak for your newspaper. Prepare a set of questions (8-10) to interview a representative of the company.

**7. Write an essay about Kodak. Your essay should not be longer than 180-210 words.**



### DR Grammar

#### 1. Read the following text.

Jeff Bezos founded the dotcom company Amazon in the early 90s when he noticed that the use of the Internet was growing by more than 2000% per month, he realized that in a virtual bookstore he could offer his customers far more choice than he could in a physical store (his virtual store would take up six times as much space as a football field if it were real). In the beginning, many customers felt less comfortable about buying books online than they did in a shop, but they soon discovered that in fact it was just far more easy and safe. Bezos has made Amazon more than just a place to buy books. You can also read book reviews, news and even parts of books there, and this has attracted many people to the website.

**2. Get ready for the interview with Jeff Bezos, the founder of Amazon. Make up 10 questions you would like to ask him.**

- a) \_\_\_\_\_ ?
- b) \_\_\_\_\_ ?
- c) \_\_\_\_\_ ?
- d) \_\_\_\_\_ ?
- e) \_\_\_\_\_ ?
- f) \_\_\_\_\_ ?
- g) \_\_\_\_\_ ?
- h) \_\_\_\_\_ ?
- i) \_\_\_\_\_ ?
- j) \_\_\_\_\_ ?

### Individual assignment

Read the article about the Ukrainian company "KyivStar" and do the exercises after it.



### Reading

Read the article about the Ukrainian company "KyivStar"

### «Київстар» сьогодні

Станом на середину жовтня 2004 року «Київстар» обслуговує понад 5 млн. абонентів, забезпечуючи покриття території, де проживає понад 87% населення України. Своєю мережею «Київстар» охоплює 1 163 великих і малих міста та 16 650 сільських населених пунктів, всі основні національні та регіональні шляхи, більшість морських та річкових узбережж України. «Київстар» надає роумінгові послуги у 141 країнах на 5 континентах, а також на 250 круїзних пароплавах та 500 паромах світу, маючи 269 договорів про

роумінг із зарубіжними операторами. «Київстар» забезпечує мешканців України найсучаснішими телекомунікаційними послугами.

### Типи розвитку

Усе починалось 9 грудня 1997 року коли у мережі «Київстар» було зроблено перший дзвінок. Зосередивши від самого початку свої зусилля на наданні послуг якісного зв'язку українському населенню, компанія з кожним роком прискорювала темпи розвитку – почавши з частки ринку у 4.2% на кінець 1997 року, у червні 2001 року вона стала безперечним лідером ринку за кількістю абонентів, а в листопаді того ж року компанія вже вітала свого мільйонного абонента.

### Партнери

Одним з основних партнерів «Київстар» є такі відомі в усьому світі компанії як Telenor, Ericsson, Comverse. Telenor став акціонером «Київстар» у березні 1998. Зміцнюючи стратегічне партнерство, Telenor у 2002 році став головним акціонером з 54.21% часткою акцій «Київстар».

### Співробітництво

Співробітництво «Київстар» і Ericsson почалося ще у 1997 році. Саме завдяки устаткуванню, що надає компанія Ericsson, «Київстар» має можливість контролювати технічні процеси своєї діяльності і постійно поліпшувати якість зв'язку і додаткових послуг. Успішне співробітництво з компанією Comverse забезпечує «Київстар» стійку конкурентну перевагу на ринку передплачених послуг мобільного зв'язку.



**2. Match words and words combinations in Ukrainian with their equivalents in English:**

1. абонент
2. контролювати технічні процеси
3. послуги мобільного зв'язку

4. зміцнювати стратегічне партнерство
5. прискорювати темпи розвитку
6. стійка конкурентна здатність
7. найсучасніші телекомунікаційні послуги
8. провідний оператор мобільного зв'язку

- a) mobile communication services
- b) up-to-date communication services
- c) to accelerate the speed of development
- d) to strengthen strategic partnership
- e) leading mobile operator
- f) stable competitiveness
- g) a telephone subscriber
- h) to control technical processes

**3. Use these words and word combinations to write your own 8 sentences.**

**4. Prepare a report about "Kyiv Star" in English. You can add any information you need from different sources.**



### **Colgate World of Care**

*Welcome to the world of Colgate-Palmolive.*

*Every day millions of people like you trust our products*

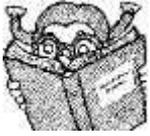
*To care for themselves and the ones they love.*

**6. Render the text about Colgate into English.**

Компанія Colgate була заснована у 1806 році Вільямом Колгейтом в Лос Анжелісі. Головними продуктами цієї компанії були мило та свічки. Перші сто років компанія діяла у США. Але на початку 1900х років вона почала поширюватись та заснувала декілька філій в Європі, латинській Америці та на Далекому Сході. Зараз Colgate є дуже прибутковою компанією, щорічний обсяг її прибутків складає 17 мільйонів доларів. На компанію працюють 50 тисяч робітників, а свою продукцію Colgate продає у цілому світі. Сучасна

спеціалізація компанії це зубні щітки та пасти.

Colgate посідає одне з головних місць на світовому ринку.



## Reading

### WHAT'S IN A LOGO?

Before reading the article, discuss the following questions:

- *Why is logo important for a company?*
- *Can a company do without a logo?*
- *Which logos do you like most of all? Why?*

**Before reading study the following words:**

to distinguish – відрізняти

recognizable – пізнаваний

to identify – визначати, впізнавати

identity – індивідуальність, відмінна риса

to promote – просувати, робити популярним



What attracts customers? Obviously the quality of a product does, but visual images play an important role too.



**T-FAL**

There are now many products and services on the market which are similar in content though produced by different companies. That is why it is necessary for a company to distinguish itself from its competitors by having a strong company image, which is immediately recognizable.

Logos are part of this image. They are symbols, which often include a name or initials to identify a company. The logo establishes a visual identity for the company, just as different groups of young people express their identity through hairstyles and clothes.

All groups from all cultures and throughout the ages have used colors and symbols to show their identity.



In different cultures, different colors have different meanings. Some colors may be connected with coldness in one culture and with warmth in another; some colors represent life in one culture but death in another. International companies have, therefore, to make sure that their logos will not be misunderstood or misinterpreted in different countries.

The logos of large international companies are recognizable throughout the world. One of the most famous logos is that of Coca Cola.



The design of the words "Coca Cola" has not changed since 1886, although the surrounding design has been changed from time to time.



Many companies have, over the years, renewed their logos to fit in with contemporary design and to present more powerful images. Some logos incorporate an idea of the product; the steering wheel in the Mercedes logo, for example, and the airplane tail of Alitalia.

Companies need to have a strong corporate identity. The logo helps to promote this image and to fix it in the minds of the consumers. Logos, therefore, need to be original and to have impact and style.

**1. Answer the following questions about the article:**

- a) Why is it important for a company to distinguish itself from its competitors?
- b) What do logos include?
- c) What do the international companies need to take into account while creating a logo?
- d) How does a logo help companies to attract customers?

2. Explain the following words in English:

- A logo
- A design
- An image

*1. Which logo design do you like?*

*2. What image does it include?*

*3. What makes it attractive?*



**3. Pair-work.** Role-play this situation:

<b>Student A</b>	<b>Student B</b>
<p>Before setting up your company you need to plan all details connected with its activity. And one of the problems is a company's logo. You want to produce and sell soft drinks and you know that there are many competitors in this sector. Nevertheless you want to make your company global. You know that logo is very important for every company, so you come to a business consultant and ask to help you.</p>	<p>You are a business consultant. Answer all questions of your client and help him to create his company's logo.</p>



## COMPANY SLOGANS

*A company slogan, motto, or tagline is a word or phrase that identifies and explains a product's or company's benefit to the consumer in a meaningful and memorable way.*

### 1. Match the companies with their slogans.

- Try to formulate the ideas of these slogans in your native language.
- Do you know any slogans of Ukrainian companies?
- Do they persuade customers to buy the products of these companies?

- |                           |                   |
|---------------------------|-------------------|
| 1. Obey your thirst"      | a) Wella          |
| 2. "Because I'm worth it" | b) Nokia          |
| 3. "Keep Walking"         | c) McDonalds      |
| 4. "Just do it"           | d) L'Oreal        |
| 5. "Perfect to you"       | e) Sprite         |
| 6. "I'm loving it!"       | f) Johnnie Walker |
| 7. "Connecting people"    | g) Nike           |

### 2. Do you know any more slogans of the famous companies?



### 3. Pair –work.

**Read the ideas about establishing unusual businesses. Choose one of them and think of the most suitable company name, logo and slogan.**

**Share your ideas with the group.**



Design a car with two steering wheels so that when the driver is tired the person sitting next to him can take over without switching seats.

Instead of using one spoon and one fork, design one piece with the spoon on one

 side and the fork on the other. So that when you finish eating your soup just flip it over and you can eat your potatoes. This way you will have to wash less dishes.

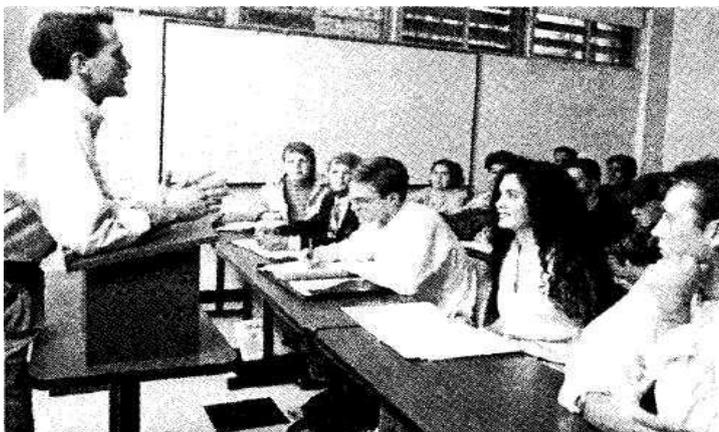
 Lipstick for ladies with a beer flavor. Men will love to kiss the woman who dares to use it.

 Design a mini watermill for your kitchen sink. Every time you wash dishes the mini watermill will generate electricity that can later be used to watch TV or other electric devices you have in the house. It is another idea for alternative energy.

 Design universal shoes that fit both right and left feet. There are many benefits like you can buy a spare shoe for in case you loose one or if one is worn out but the other one is still good. Also you don't have to figure out which one is left or right, you can just put on any one.

## PROJECT WORK

**In groups of three - four students or individually invent your own company, give it a name, create its logo and slogan, give its description. Present your company to the class.**



**COMMUNICATION  
WORKSHOP**

Presentations

*Subject*

*Signaling the end*

<p>I'd like to talk today about... I'm going to present... inform you about... describe</p> <p>The subject of my presentation... speech... report...</p> <p>We are here today to decide... learn about... agree...</p> <p>The purpose of this talk is - put you in the picture about... - give you the background to...</p> <p><b>Main parts</b></p>	<p>That completes my presentation. Before I stop/finish, let me just say... That covers all I wanted to say.</p> <p><b>Summarizing</b></p>
<p>I've divided my presentation four parts/sections. They are... Firstly/first of all... Secondly/then/next... Thirdly Finally/lastly/last of all...</p>	<p>Let me just run over the key points again. I'll briefly summarize the main issues. To sum up... Briefly...</p> <p><b>Closing</b></p> <p>Thank you for your attention Thank you for listening.</p> <p><b>Inviting questions</b></p> <p>I'd be glad to answer any questions at the end of my talk. If you have any questions, please feel free to interrupt. Please interrupt me if there is something, which needs clarifying.</p>

**1. Complete the following sentences. Choose the correct verb. The first one has been done for you.**

1. I'd like *to inform* you of the latest news.  
a) speak b) **inform** c) describe
2. ....Could you up? We can't hear you at the back.  
a) talk b) say c) **speak**
3. .... I'll have to the place as I don't have any photos with me.  
a) **explain** b) describe c) present
4. .... He's going to the latest results.  
a) describe b) **inform** c) present
5. .... We'll have time to about this over lunch.

a) discuss                      b) say      c) talk

6. .... We will                      you when the project comes to the end.

a) say    b) describe    c) tell

**2. Use the words from the box to complete the introduction in the presentation.**

a) look at    b) talk about    c) points of  
view  
d) brief    e) questions    f) finally

Good afternoon and thank you for making an effort to be here with us today. My name's Rachel Rawlins and I 'm responsible for public affairs. What I'd like to do today is to (1)\_\_\_\_\_our recent corporate campaign. This (2)\_\_\_\_\_ talk will hopefully (3)\_\_\_\_\_ a springboard for discussion. I'm going to (4)\_\_\_\_\_ the corporate campaign from three (5) \_\_\_\_\_ firstly, the customers; secondly the financial institution; and (6) \_\_\_\_\_, the shareholders. If you have any (7) \_\_\_\_\_, just interrupt me as I (8) \_\_\_\_\_.Your point of view may well be different, and we'd like to (9)\_\_\_\_\_ from you.

**3. Prepare a one minute presentation about one of the following subjects:**

- **Company logo and slogan**
- **Profitable spheres of business**
- **Women in business**

Your presentation should have an introduction, body and conclusion. Also think of three questions that you expect to be asked after your presentation.

**Any presentation should consist over the following parts:**

- a) introduction of the speaker
- b) subject of the presentation
- c) history
- d) description
- e) major product areas
- f) customers
- g) company production figures
- h) conclusion

**Write an introduction in which you:**

- introduce yourself
- explain the aim
- indicate the main topics

**Use the following phrases:**

- a) Firstly, I'd like to consider...
- b) So, just before I finish, let me summarize the main points again. First,..., second,..., and finally,....
- c) Before going on, I'd just like to take a moment to explain...
- d) Right, let's stop there. If you have any questions, I'd be pleased to try to answer them.
- e) I've divided my talk into three parts. First I'll talk about..., then I'll mention..., and finally I'll say a little about...
- f) To conclude, I'd like to deal briefly with...
- g) As I mentioned earlier,...
- h) Ok, let's move to the first point.

**CULTURAL CORNER**

Understanding the "body language" of different nationalities - the way they use gestures, eye-contact, and touching to communicate without words - is an important part of communicating across cultures.



**1. Do the following quiz to find out more about body language**

**in different countries.**

1. The two OK gestures (a circle of the index finger and thumb, or a thumbs-up) that are so popular in the United States are extremely rude in many parts of the world. Choose the country where one or both of these well-meaning OK gestures are offensive and shocking.

- a. Brazil
  - b. Australia
  - c. Spain
  - d. Middle Eastern countries
- c. All of the above

2. **True or false:** Asians may show disagreement by squinting and sucking air through their teeth.

3. Never demonstrate how big or small anything is in Latin America by measuring the space between your two extended index fingers. There is only one part of the male anatomy to which that gesture refers. The correct way to illustrate length in Latin American countries is:

- a. Hold one hand at the appropriate height from the floor.
- b. Extend your right arm, and measure from your fingertips to the correct distance up your arm with your left hand.
- c. Whip out a measuring tape or slide rule.

4. **True or false:** In Chile, slapping your right fist into your left palm is obscene, and an open palm with the fingers separated means «stupid.»

5. US executives are generally comfortable standing with about two feet of space between them. **True or false:** The normal speaking distance in much of Latin America is less than one foot.

6. You are late for your appointment with your new German boss, then you call him by his first name and move your chair closer to his desk. Which of the following

might placate him?

- a. Ask him about his family.
- b. Slouch.
- c. Stick your hands in your pockets.
- d. Apologize for being late and get right down to business.

7. **True or false:** In Japan, tapping one's finger repeatedly on the table signifies agreement and support of a speaker's statement.

8. People from different cultures point with various parts of their bodies: their chins, thumbs, or palms. **True or false:** An Englishman will generally indicate something with his head.

9. A British professor was a guest lecturer at a university in an Islamic country. During his address, he unthinkingly insulted the audience by displaying a part of his body. What did he show the audience that was so offensive?

- a. His teeth
- b. His left hand
- c. The sole of his foot

10. In Hawaii, a common gesture for greeting is called the «shaka» and is done by:

- a. Shaking two clasped hands in the air
- b. Nodding your head rapidly up and down
- c. Folding down your three middle fingers to the palm, extending your thumb and pinkie, holding out your hand and shaking it.

**?** Discuss the following questions.

- ***Do people in your country use gestures a lot?***
- ***Are there any gestures that you consider offensive?***
- ***What gestures are inappropriate in business communica-***

*tion in Ukraine?*

### 3. Work in groups.

**Discuss what impression you can produce to a stranger doing the following things:**

- *the noises you make: yawning, clicking a pen, sniffing, tapping your fingers.*
- *talking in a loud voice; talking in a soft voice.*
- *sitting cross-legged during an important meeting.*
- *keeping your hands in the pockets while speaking to your business partner.*



## UNIT 2 TYPES OF COMPANIES

As you know, there are different companies in the world of business-companies, which operate only on domestic market, and big multinationals with subsidiaries all over the world. There are companies, which employ thousands of people, and companies with only one person. And the type of a company depends on its form of ownership.



## Reading

Read the text about different kinds of companies in the UK.

*Before reading study the following words:*

*Public limited company (plc) – акціонерна компанія відкритого типу*

*Private limited company – акціонерна компанія закритого типу*

*Sole trader – приватний підприємець*

*Partnership – товариство*

*Share – акція*

*To share – ділитись*

*Shareholder – акціонер*

*Stock Exchange – фондова біржа*

*Debt – борг*

*Losses – збитки*

Many of the larger businesses in the UK are **public limited companies**. It means that the public is able to buy and sell shares on the Stock Exchange. The examples of such companies are Marks and Spencer, Guinness and the National Westminster Bank. However, it is very expensive to set up this kind of company (minimum \$ 100.000). That's why small businesses take one of the following forms:



### ***Sole trader or Sole proprietor***

This is the simplest way of starting a business. You work on your own and entirely responsible for all aspects of running your business. This is especially suitable for small retail businesses.



### ***Partnership***

When two or more people want to start a business together they can set up a partnership and agree on how the business will be operated. All partners are

responsible for the debts of the partnership and profits and losses are shared between them.



### ***Private Limited Company***

A company can be formed with minimum by two people becoming its shareholders. If the company goes out of business the responsibility of each shareholder is limited to the amount of money that he has contributed. A private limited company has the letters Ltd. (Limited) after its name.

? Answer the following questions:

- ***Where are shares bought and sold?***
- ***Who is entirely responsible for running his business?***
- ***What type of company has the letters Ltd. after its name?***
- ***How many people are needed to set up a partnership?***

**2. Match the verbs on the left with the nouns on the right to form business expressions.**

- |               |             |
|---------------|-------------|
| a) establish  | 1. profits  |
| b) pay        | 2. business |
| c) buy        | 3. company  |
| d) contribute | 4. debts    |
| e) run        | 5. money    |
| f) share      | 6. shares   |

**3. Fill in the gaps with the word combinations from the previous exercise. Put them in the proper form.**

a) If you want to get more profit, you need to more .....

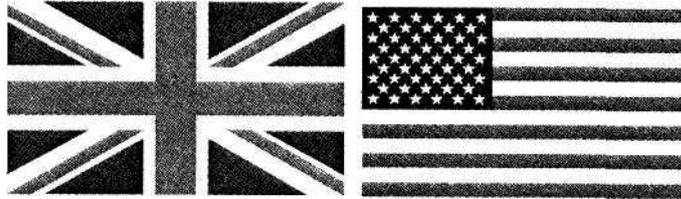
b)..... My uncle was a very wealthy man because he ..... of the profitable companies on the Stock Exchange.

c)..... I don't like with someone else. That's why I am a sole proprietor.

d)..... Nowadays it is very difficult tofor small companies because of great competition.

e)Before ..... you need to decide what form of owner ship it will have.

f) We..... all..... together with my partner when our company went bankrupt.



**British**  
Sole proprietor  
Public limited company (plc)  
Private limited Company (Ltd)

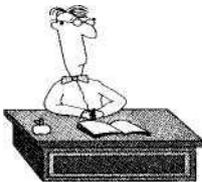
**American**  
- individual (single) proprietor  
- Corporation (Inc)  
- Close Corporation

Choosing the form of ownership is very serious and responsible decision. Before making this decision businesses should take into account not only money matters but also all advantages and disadvantages of these forms of companies.



**Reading**

Read about pluses and minuses of running a sole proprietorship and decide what is the biggest advantage and disadvantage in this form of ownership.



**Sole proprietorship**

<i>advantages</i>	<i>disadvantages</i>
-------------------	----------------------

<ul style="list-style-type: none"> <li>• It is easy to start.</li> <li>• It is inexpensive to start.</li> <li>• It is flexible, because the sole proprietor himself/herself holds all the authority.</li> <li>• It is best adapted to a small business because it can provide individualized products and services to their customers.</li> </ul>	<ul style="list-style-type: none"> <li>• “Unlimited liability”- if the owner gets into debt he risks losing his money and property to pay bills.</li> <li>• If the owner is ill or dies it is difficult for the business to continue.</li> <li>• Typically there are long working hours and few holidays.</li> <li>• There are not much money to expand your business.</li> </ul>
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### Listening

Listen to a business expert describing the positive and negative sides of setting up a partnership. Complete the table below.

### Partnership

Advantages	Disadvantages

### Tapescript 3

Well, partnership is very common type of organization. As you know, it's impossible for one person to know everything about business, so partners can help each other and specialize in certain areas. And one more important fact that responsibilities can be also shared and each partner can have more free time. It's also easier to expand business because there is more capital to invest.

But if you have chosen a bad partner, it's really a pity because it's very hard to get rid of a bad partner and disputes or arguments about the business are unavoidable. And in

addition partnerships have unlimited liability.



## Corporation

<i>advantages</i>	<i>disadvantages</i>
<ul style="list-style-type: none"> <li>• It is easy to attract investments.</li> <li>• Corporation does not die with the death of a founder or partner, and ownership rights can be easily passed on to other people.</li> <li>• It provides the opportunity of using talents, knowledge, and experience of an unlimited number of people.</li> <li>• It has the financial power to research, develop, and produce</li> </ul>	<ul style="list-style-type: none"> <li>• It is difficult and expensive to start.</li> <li>• It is difficult to control.</li> <li>• The management usually takes great care of the principal stockholders' interests, while the rights of those who have a small number of shares are often neglected.</li> <li>• It's more strictly regulated legally than a sole proprietorship or partnership is.</li> </ul>

**6. Match words from each column to make common word combinations.**

- |            |                        |
|------------|------------------------|
| 1.         | provide a. investments |
| 2. raise   | b. control             |
| 3. invest  | c. money               |
| 4. keep    | d. service             |
| 5. attract | e. profits             |

**7. Make up five sentences with these word combinations.**

**8. Fill the gaps in the sentences below with words from the box.**

a) Headquarters      b) partnership  
c) Corporations d) private limited  
company      e) shareholder      f) owned  
g) Stock exchange      i) sole proprietor  
j) Pool      k) partners      l) shares

1. The .....of this corporation have greatly increased in value during the last two weeks.
2. The .....of their office is in Portland, Oregon.
3. A ..... a person who owns his or her business himself (herself) with no other.
4. If a business is ..... by several partners, it is a .....
5. .... sell their stock at the .....
6. All owners of a corporation are called .....
7. Business people ..... their money, efforts, and talents to organize partnerships.
8. When the shares of a corporation are not freely sold at the Stock Exchange, it is a .....

**9. Make up questions to suit the answers.**

1. \_\_\_\_\_ ?

A partnership can have up to 20 partners.

2. \_\_\_\_\_ ?

Shareholders are people who own shares in a company.

3. \_\_\_\_\_ ?

The Stock Exchange is a place where shares are bought and sold.

4. \_\_\_\_\_ ?

It's easy and inexpensive to start.

5. \_\_\_\_\_ ?

Greater influence belongs to shareholders who have more shares because they have more votes at the annual stockholders' meetings.

**10. You are a business consultant. A visitor comes to your office asking for advice. He or she wants to set up a sole proprietorship. Fill in the answers to your visitor's questions.**

**You:** Hello! How can I help you?

**Visitor:** Good morning! My name is \_\_\_\_\_ I want to setup a sole proprietorship! I plan to open a small shop selling shirts and ties. Could you please give me some recommendations?

**You:** With pleasure. What would you like to know?

**Visitor:** What must I have and know to start a sole proprietorship?

**You:** .....

**Visitor:** But what if I don't have enough capital to invest?

**You:** .....

**Visitor:** Is it very difficult and expensive to start a sole proprietorship?

**You:** No, .....

**Visitor:** I know that, besides money, I should invest some personal assets. I don't understand what "personal assets" mean. Could you explain it to me, please?

**You:** Personal assets are .....

**Visitor:** Can anybody else, besides me, own and operate my business?

**You:** No, only the sole proprietor can .....

**Visitor:** I have a lot of objectives for my business. But can you tell what I should consider as the main objective?

**You:** There is only one main objective in every business. It is .....

**Visitor:** Thank you. But I think I'll have to come again.

**You:** You are very welcome.

? Discuss the problem:

Josef Stanley is a very good designer. He thinks about starting his own business. He plans to provide different services in designing and decorating offices and apartments. But he doesn't know what to start with and what form of business to choose. ***What would you recommend him?***

### Case study.



John has always wanted to have his own restaurant. He is a wonderful cook and likes good homemade food very much. He worked for a big company, but one day when he thought he had enough money, he decided to leave his job and work for himself. He rented the bottom floor in a large house to open his restaurant, but soon realized that he didn't have enough money to purchase all the equipment he needed. Yet, he managed to get a loan from the bank, and the restaurant was opened as planned. Unfortunately, he had no money left for an advertising campaign. Since few people knew about the new restaurant, there were few customers. The food was very good, but rather expensive because it was prepared by John himself. He had to raise prices even higher to pay the expenses because he had so few regular customers. Soon even they stopped visiting John's restaurant since there were cheaper restaurants and cafes in the neighborhood - a lot of fast-food restaurants among them. Very soon John's expenses were higher than his profits. He could not repay the bank for his loan or even its interest. His rent was overdue. Within a year he went bankrupt, the restaurant was sold, and John had to look for another job.

? Answer the following questions:

- Why did John fail? List the reasons of his failure.

- If you were a business consultant, what would you recommend John to do before opening his restaurant?

### Role play

Student A	Student B
<p>You are John. You have come to a business consultant for recommendations. Answer the consultant's questions and discuss his/her recommendations with him/her.</p>	<p>You are a business consultant. A man has come to your office for recommendations. He wants to open his own restaurant. Ask him all the questions you need to ask: investment capital, location of the planned restaurant, kinds of food to be served, opportunities for advertising, etc. Then give him your recommendations.</p>

## PROJECT WORK

**You have already created your own company. Now you need to decide what type of organization to choose. In groups conduct a discussion; give reasons for your decisions.**

### COMMUNICATION WORKSHOP INVITATIONS

<p><b>Invit</b></p>	<p>We'd like to invite you to... Would you like to come to...? We wondered if you could come to...? What about...?</p>
<p><b>Acc</b></p>	<p>Thank you... I'd love to. That would be nice. I'd be delighted.</p>
<p><b>Decl</b></p>	<p>I'd love to, but... I'm sorry, but I've got another engagement I'm afraid I can't come. I'm going to...</p>
<p><b>Plac</b></p>	<p>Is it far? What's the best way to get there?</p>

<b>Tim</b>	I'd recommend you to take a taxi. I'll send you a map. Would Tuesday evening suit you? What sort of time? Shall we say 8 o'clock?
<b>Conf</b>	Let's say 8 to 8.30 So, that's 7.30 on Wednesday? Let me just confirm that. Tuesday at 8.00, at your I look forward to seeing you.

**1. Helen Connell wants to invite her business partner Josef Green to visit her house. Complete Josef's half of the dialogue with sentences *a* to *d*.**

**Helen:** We'd like to invite you to our house before you return to England.

**Josef:** .....

**Helen:** Could you manage Saturday?

**Josef:** .....?

**Helen:** Well for drinks, and then for dinner.

**Josef:** ..... ?

**Helen:** That's fine. There will probably be a few other people, but we'll keep it nice and informal.

**Josef:** .....

- a) That's really very kind, Helen.
- b) Yes...what sort of time?
- c) So about 7.30?
- d) Great. I look forward to it.

**2. Complete sentences *a* and *b* so they mean the same as the sentence in italics.**

**1. What day do you prefer?**

**a** What day..... you?

**b** What day is .....for you?

**2. How about Wednesday?**

**a** ..... Wednesday convenient?

**b** ..... Wednesday suit you?

**3. Sunday's convenient for me.**

**a** Sunday .....me.

**b** Sunday .....fine for me.

**4.I can't make it on Friday.**

**a** Friday ..... convenient for me.

**b** Friday ..... suit me.



**3.Pair work**

Prepare five invitations of your own (for dinner at your house, for a drink after work, for a game of golf or tennis). Then, in pairs, take it in turns to make and respond to the invitations.



**4.Pair work**

**Student A**

You are a visitor to Student's B company. You will be invited out to dinner. You are only in

**Student B**

Student A is visiting your country and you are responsible for

<p>the country for four days and you only have one evening free (Thursday). Respond to the invitation positively and politely. Make sure you understand the arrangements.</p>	<p>looking after him/her. You would like to invite your guest to dinner at your home, if possible on Monday evening. Other evenings are possible but not so ideal. If you can, organize the dinner and make all the arrangements, including picking him/her up, etc.</p>
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### 5. Pair work

<p><b>Student A</b></p> <p>You are visiting Student B's country for a training course. He/she will invite you to the theatre tomorrow evening. Unfortunately, you have already arranged to go out to dinner with some friends.</p>	<p><b>Student B</b></p> <p>Student A is on training course in your city. Invite him/her to the theatre tomorrow evening.</p>
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### Cultural corner

#### The Business of Gifts

Being invited out to someone's home in a foreign country poses questions about what to wear, what to take, when to arrive and leave and what gifts to give. Everyone likes to get gifts, and

business people are no exception – but what gifts are appropriate?



## Reading

1. Read the information about the culture of gift-giving in different countries. Can you guess what country is described?

**Match each paragraph with a country where these customs are used.**

- |    |                |
|----|----------------|
| 1. | a) Brazil      |
| 2. | b) Japan       |
| 3. | c) U.S.A.      |
| 4. | d) Switzerland |

\_\_\_\_\_1\_\_\_\_\_ Gifts are given frequently and are important part of all relationships. Politeness may require that the recipient first decline the gift; the giver may have to offer it three times. Since gifts are never opened in the presence of the giver, the presentation is of equal importance. Proper gift-wrapping is vital. Gadgets are popular gifts.

\_\_\_\_\_ 2\_\_\_\_\_ businesspeople in this country give out many promotional items, which are not gift-wrapped. Formal gift giving among U.S. executives is usually limited to Christmas and commemorative events. Some executives who deal with foreigners have learned to give gifts on other occasions. Gadgets are popular, and gifts may display a corporate logo. Gifts are opened immediately.

\_\_\_\_\_3\_\_\_\_\_ Gift-giving habits vary among three major linguistic groups. Quality and craftsmanship are appreciated, but gifts must not be mistaken for a bribe. Small, tasteful gifts are preferred over the large and ostentatious. Crafts or folk art from your home region are respected. Gifts are usually opened immediately.

\_\_\_\_\_4\_\_\_\_\_ Hospitality is important, but gift giving is not universal among businesspeople. Secretaries at companies can be very helpful, and a gift of a scarf or perfume is a good way to express appreciation. However, gifts to members of the opposite sex can be misinterpreted; a man should say: «This is from my wife» when

giving a gift to a woman. Be cautious about gifts with a green-and-yellow color scheme, which represents the national colors. Gifts should be stylish.

? Discuss the following questions.

- *Are gifts important in business communication in your country?*
- *What gifts are common?*
- *Are there any special traditions connected with gift giving?*

3. Write a short report about the culture of gift giving in Ukraine.

4. Do the following quiz to find out more about different cultures and different gifts.

### *Beware Businessmen Not Bearing Gifts*

1. Match the occasion when a gift is absolutely required with the country.

- |    |                       |                         |
|----|-----------------------|-------------------------|
| A. | July 15 and January 1 | 1. United Arab Emirates |
| B. | Every stage of a deal | 2. Nicaragua            |
| C. | Secretarial services  | 3. Japan                |

2. Your Singaporean client looks stricken when he sees the gorgeous hand-made cowhide boots you had bought especially for him. **True or false:** Your client is probably a practicing Hindu.

3. **True or false:** A gift should always be wrapped in its country of origin.

4. **True or false:** In Asia, the recipient of a gift will place the gift aside, rather than opening it in the presence of the giver.

5. Sport-related gifts are often appreciated. Of course, you need to know your client's sport. In the Caribbean, you'll find golf, tennis, snorkeling, and fishing, but other sports are present

as well.

***Match the following sports and countries:***

- |    |                  |             |
|----|------------------|-------------|
| a. | Cricket and polo | 1. USA      |
| b. | Football         | 2. Russia   |
| c. | Bowling          | 3. Barbados |
| d. | Baseball         | 4. Aruba    |
| e. | Billiard         | 5. Brazil   |

### **UNIT 3**

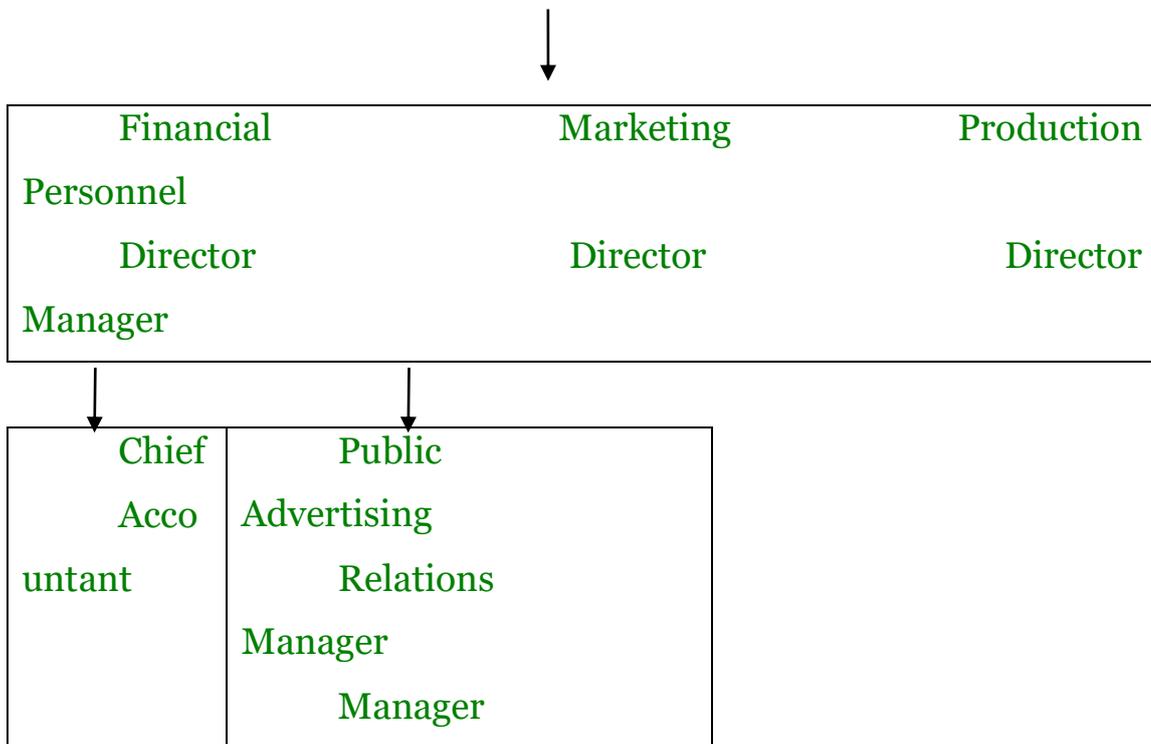
## **COMPANY STRUCTURES**



In business organization structure means the relationship between positions and people who hold the positions. Organization structure is very important because it provides an efficient work system as well as a system of communication. Most companies are made up of three groups of people: the shareholders (who provide the capital), the management, and the workforce. The management structure of a typical company is shown in the following organization chart.

### **The organizational chart of the company**





## Reading

**Read how things are organized in a company.**

**Before reading study the following words:**



**Hierarchy** – ієрархія

**Board of Directors** – рада директорів

**Chairperson** – голова ради директорів

**Managing Director** – директор

**Senior managers** – головні менеджери

**Advertising (publicity)** – реклама

**CEO** – виконавчий директор

**To appoint (to the position)** – призначати на посаду

At the top of the company **hierarchy** is the **Board of Directors**, headed by the **Chairperson** (or **President**). The Board **is responsible for** making

**policy decisions** and for determining the company's strategy. It usually **appoints a Managing Director (or Chief Executive Officer)** who has overall responsibility for the running of the business. **Senior managers** head the various **departments** or functions within a company, which may include **Marketing, Production, Finance** etc.

**Answer the following questions.**

- *What is headed by the Chairperson or President?*
- *What is the Board of Directors responsible for?*
- *What is Managing Director responsible for?*
- *What do Senior managers head?*
- *Who provides capital for a company?*

1. Fill the gaps with the necessary prepositions.

1. Our company is headed ..... the President.

2. We deal ..... producing and selling cosmetics.

3. Our Marketing Manager is responsible .....promotion of goods and reports directly ..... the President.

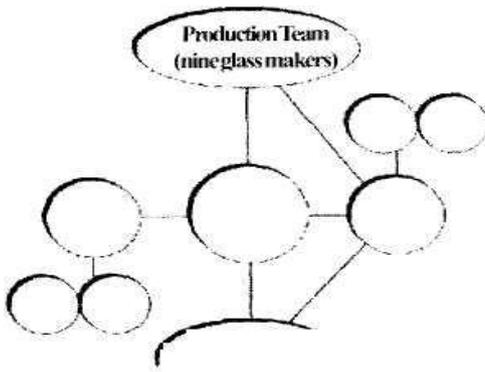
4.....Marketing Department usually consists ..... two divisions - Sales and Advertising.

5..... As to Human Resources Department, it takes care .....the personnel, its recruitment, and training.

6.....Our subsidiary is composed ..... five Regional departments.

2. **Below you see the organization chart of **Royal Swedish Crystal**. Find where you are in the chart.**

RSC is a small company, which produces high-quality glasses and sells these all around the world. There are 18 employees and the Managing Director. He is responsible for sales and marketing and has under him a sales team of three:



one Export manager and two sales representatives. The office staff deals with orders and gives secretarial help to the Managing Director. As Chief Designer, you are in charge of the design department and your job is to make new designs and organize the work of the production department. There are two other designers under you. There is no Production Manager: The team of nine glass makers report to

you and to the Managing Director.

### Listening

Listen to Peter Sharon describing the structure of his company.

Use his description to complete the organization chart below.

**Before listening study the following words:**



**to be divided** – підрозділяти

**to supervise** – контролювати

**supervisor** – начальник

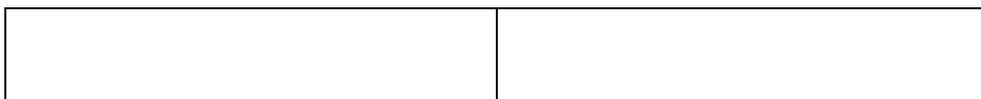
**subordinate** – підпорядкований

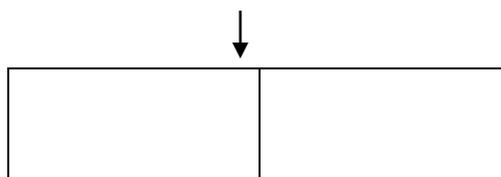
**to be subordinated to** – підпорядковуватись

**to hold a position** – займати посаду

*Johnson-Johnson*

President





## Tapescript 4

My name's Peter Sharon I work for Johnson & Johnson. Johnson & Johnson is the world's known manufacturer of health care products, as well as a provider of related services. I suppose that if I'm going to describe how things are organized in this company I'd better start at the top. That's where you can find Mr Rodgers who is the President of our company and everybody's boss here. The President is the nominal head of the company, and is elected at the annual shareholders' meeting. But the President does not **supervise** the day-to-day running of the company. That's the **duty** of Managing Director. There are two Managing Directors at our company and they report directly to the President. The first Managing Director, Mrs Taylor is responsible for production. Mr Brown who is in charge of promotion of our products **holds the position** of the second Managing Director. The work of the company **is divided** among seven departments. Mrs Taylor supervises Production, Finance, R&D and Law. Marketing, Personnel and Public Relations **are subordinated to** Mr Brown. Marketing Department is subdivided into two sections - Advertising and Sales.



## BUSINESS WITH FUN

### Main Vice President

Tom was so excited about his promotion to Vice President of the company he worked for and kept bragging about it to his wife for weeks.

Finally she couldn't take it any longer, and told him, «Listen, it means nothing, they even have a vice president of peas at the grocery store!».

«Really?» he said. Not sure if this was true or not, Tom decided to call

the grocery store. A clerk answers and Tom says «Can I please talk to the Vice President of peas?»

The clerk replies «Canned or frozen?»»

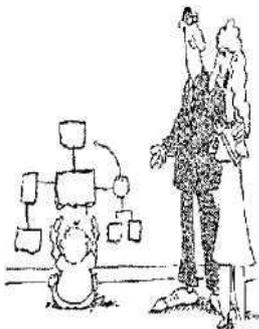
### Individual assignment

**Read the text about alternative organization structures and do the exercises after it.**

*Can you imagine a place of work where you don't have to go every day? What kind of company or organization can it be?*

### **Reading**

Read the text about different types of business organization.



### Alternative forms of Business Organization

#### **Contingency workforce**

Individuals are hired by companies to work on short-range projects or to cover unexpected demands that cannot be met by a permanent core group of employees. One out of five Americans is now a member of the contingency workforce.

As a result of the process of downsizing there appeared a demand for interim professionals or freelance. They have created a new class of professional temporaries who are different in education and professional experience from clerical temporary workers.

#### **Horizontal corporation**

When a company reduces hierarchy it creates cross-functional teams made up of members from different departments to run them.

This organization structure is opposite to the vertical corporation where information and execution of orders are tightly controlled from above. The horizontal corporate world, in contrast, is networked internally and focused on its customers. Hierarchical and department boundaries are eliminated, supervision is minimized, and self-managing teams become the building blocks of the new enterprise.

### Shamrock organization

Shamrock organization is an example of information- age corporation. The leaves of shamrock symbolize three different segments of activity and workforce.

One leaf of the shamrock or segment of the new organization represents the core workforce, which includes managers, technicians, and qualified professionals. This group owns the knowledge that distinguishes a company from its competitors. They are full time workers committed to the company and in return receive high salaries and generous benefits.

The second leaf of the shamrock represents organizations outside the company to whom work is contracted. These are nonessential workers or units that can be replaced without damage to a company. They are normally self-employed and are specialists in a certain kinds of work. They deal with data processing operations, cleaning services that maintain buildings, and supply of raw materials or even deal with parts in a manufacturing process.

The third leaf of the shamrock is the temporary or part-time, flexible labor force of just-in-time employees. The company saves money because it only employs these people when it needs them.

### Virtual corporation

One more model for the new organization. It is described as the de-organized, disembodied and borderless organization. It has been associated with alliances, federations, partnerships. The virtual corporation is an innovative business structure

organized around a few core modules and key skills and supported by a network of independent people. Its objective is to keep productivity high. The ability to satisfy the customer becomes the driving force behind this organizational architecture.

? 1. Outline the advantages and disadvantages of being a freelance.

**Would you like to work for a virtual corporation?**

2. Compare the shamrock organization with a traditional company. What are the advantages and disadvantages of the shamrock organization for the following? Fill in the table.

	ADVANTAG	DISADVANTAGE
For the company		
For the core workers		
For the self-employed people		

3. A traditional computer company has decided to reorganize as a shamrock organization in order to cut costs. Discuss the following points. In each case give your reasons.

? a) Which of these jobs should you keep in the core? Choose them from the box.

Accountant      computer programmer  
                          lawyer  
 Advertising manager      secretary

**What other jobs do you think should be in the core?**

b) *Is it better to use self-employed workers or a flexible labor force to do the non-core jobs?*

c) *Which of these functions should you keep in the core?*

Cleaning      strategic planning      sales  
 catering      administration      training      organizing holidays  
 for staff

**4. In the written form explain your choice to work for this or that organization. Your essay should not be more than 180 - 210 words.**

### COMPANY DEPARTMENTS

*Cotto Bros, is divided into a number of departments, which all work together to keep the company working properly. Each of these departments has a particular role to play.*

**1. Unjumble the letters in brackets to give the names of departments in a company.**

**(nodurpocit)**

This department is responsible for manufacturing the goods. It has to make sure that the quality is high and the cost per item is at a certain level.

**(imetgarkn)**

This department decides how much of the goods should be made by department A, and once they have been manufactured, this department is responsible for advertising and selling them.

**(nfacine)**

This department prepares the budget for the company, and decides how much money should be given to each department, and also how much of the profits should be spent on investment.

**(laleg)**

This department prepares contracts, guarantees, patents and other legal

documents and also represents the company if it is involved in a court case.

**(enorsnel)**

This department is responsible for the people in the company. They deal with hiring and firing staff, and also any problems that staff have with their health or their personal lives.

**2. Now look at people who work in different departments. Identify their professions.**

**1. Mr Scott** works in the finance department. His job is to make sure that the company's financial records are correct.

- a. Accountant    b. Shop Steward    c. Engineer    d. Director



**2. Mrs Cameron**

is in charge of a department or part of a department. Her job is to tell people what to do and when to do it.

- a. Accountant    b. Personal Assistant    c. Director    d. Manager

**3. Mr Boswell** works in the legal department. His job is to know how the law affects the company.

- a. Accountant    b. Majority shareholder    c. Director.    d. Lawyer

**4. Mr Mc Fee** works in Research and development. His job is to design machinery.

- a. Director    b. Shop Steward    c. Engineer    d. Manager



**5. Mr Glasgee** works in the factory. He represents the local trade union in its dealings with the management.

- a. Engineer    b. Shop Steward    c. Lawyer    d. Personal Assistant

**6. Mrs Gonergill** is one of the senior members of the company. She and her associates

decide the future of the company, and elect the chief executive officer.

- a. Engineer      b. Shop Steward      c. Director      d. Manager



**7. Mr Brown** is one of the owners of the company. He owns the most shares of the company in the stock market.

- a. Majority shareholder      b. Engineer      c. Director.      d. Lawyer



**8. Miss Phearson** helps her boss organize her day, and prepare for meetings. She reminds her of appointments and works closely with the secretary.

- a. Majority Shareholder      b. Personal Assistant      c. Lawyer.      d. Director

**3. Now write the short descriptions of the following jobs: *secretary, computer programmer, sales manager, trainer, tax expert, representative*. The vocabulary given below may be useful for you.**

**To be responsible for:**

- buying, (selling) products
- training staff
- quality control
- organizing training courses
- dealing with customers
- keeping everything in good working order
- systems administration and in-house programming for special company tasks
- dealing with different system errors
- contacts a firm makes promoting company's business
- keeping a minute book
- economic analyses
- annual marketing planning

**4. Use this information to complete the sentences. First describe the person's job**

**and then say what he is doing now. Pay special attention to the use of the present simple and present continuous tenses.**

*Example:* The managing director (/run the firm /speak to the bank manager)

*The managing director runs the firm. At the moment he is speaking to the bank manager.*

1. Receptionist (give out keys/talk to a client)
2. Office manager (give orders/write a memo)
3. Post room clerk (sort out letters/make coffee)
4. Personnel officer (employ people/interview applicant for a job)
5. Head of the accounts department (count money/read report)
6. Sales manager (find new markets/phone client)
7. Managing director's secretary (organize the office work/file papers)

## **5. Translate into English**

1. Наш директор керує компанією вдало.
2. Рада директорів банку складається з 17 персон.
3. Містер Вільямс, голова ради директорів, контролює діяльність нашої фірми. Відділ маркетингу та фінансовий відділ знаходяться у підпорядкуванні керуючого директора.

5. Керуючий директор доповідає про свою діяльність безпосередньо президенту компанії.

6. Усі обов'язки з виробництва товарів розділяються між двома відділами – виробничим відділом та відділом з дослідження та розвитку.

**5. Complete the sentences below with an appropriate adverb or adjective from the box.**

**Polite/politely**  
**tactful/ tactfully**  
**competent/competently**  
**efficient/efficiently**  
**Smart/smartly**  
**forceful/forcefully**  
**Accurate/accurately**

*Example:* A typist must be able to type *accurately* (without mistakes)

1. The receptionist must look ... (well-dressed)
2. She must dress ... (well)
3. She must answer the phone ... (with politeness)
4. Her typing must be ... (free from mistakes)
5. A personnel officer needs to talk to people ... (without making them feel embarrassed)
6. The office manager must run the office ... (well, without wasting time)
7. The sales manager needs to speak ... (with force)
8. All the staff need to be ... (able to do their work)

### PROJECT WORK

**In groups or individually draw the organization chart of the company you have created. Decide how many departments your company will have, what functions they will perform and who will be responsible for these departments.**

### **COMMUNICATION WORKSHOP**

#### **Eating out**

**?** Answer the following questions:

- *Where can you eat out in Ukraine?*
- *What cuisine do you prefer?*
- *What restaurant would you choose to invite your business*

*partner to? Why?*

<i>Restaurant</i>	<i>language</i>
<i>Asking for information</i> What would you like? What do you recommend? What exactly is that'?	<i>Complaining</i> I think this bill is wrong. That's not what I ordered. Can you change it please?
<i>Giving advice</i> I suggest... I recommend... It's a local dish. It's made of... It's very spicy.	<i>Paying</i> Do you take (Visa cards)? Shall we split the bill? I'm paying. Please, I insist. Is service included? Can I have a receipt please?

*Ordering*  
*To start .... / as a starter*  
*To follow ... / as a main*  
*course*  
*For dessert ....*  
*I'd like ...*  
*...*

### **1. Listening**

**Sally Dillon and Charles Damon are having lunch in The Bull's Ring. Listen to the dialogue. What do they order?**

<i>The Bull's Ring</i>	
<i>Grilled Texan Steaks</i>	
<i>Food</i>	<i>Drink</i>
<i>Grilled Steak.....\$12.50</i>	<i>Coffee .....\$1.00</i>
<i>BBQ Ribs .... \$11.50</i>	<i>Beer ... \$1.25</i>
<i>Steak Teriyaki..\$2.50</i>	<i>Juice ....\$1.50</i>
<i>Fajitas .... \$ 11.50</i>	<i>Cola ... \$ 1.00</i>

### **Tapescript 5**

S: Ok. Are you ready to order?

C: Not yet. What do you recommend?

S: I suggest Fajitas. I like it very much.

C: What exactly is that?

S: Well, its Mexican dish - minced meat cooked with vegetables.

C: Is it spicy?

S: No, its delicious.

C: Ok. I'll have Fajitas then.

S: And I'd like grilled steak.

C: What would you like to drink?

S: I'd like a cup of coffee, strong with milk.

C: I don't drink coffee. I'll have orange juice.

S: So, let's call a waiter.



**2. Look at the menu below and discuss with your partner what you want to eat.**

<i><b>The Flying Kimono</b></i>	
<i>The best Sushi outside of Japan</i>	
<i><b>Food</b></i>	<i><b>Drink</b></i>
<i>Tuna Roll ....\$2.00</i>	<i>Tea ....Free</i>
<i>Salmon Roll ...\$2.00</i>	<i>Cola ...</i>
<i>\$1.00</i>	
<i>California Roll ...\$3.00</i>	
<i>Mixed Sushi ....\$6.00</i>	
<i>Miso Soup ....\$1.00</i>	

#### 4. Discuss the following questions.

- *If you visited countries where people ate the following foods, would you try any of them: monkey, snake, dog, insects? Why, why not?*
- *What is the most unusual thing you've ever eaten? Did it taste good or bad?*

#### 4. Listening

Jane Tucker, a businesswoman, is ordering breakfast in a small restaurant.

Listen to the dialogue. Fill in the gaps with the missing words.

**Ms. Tucker:** Excuse me! Could I order now? I'm in a little bit of a hurry.

**Waiter:** Certainly. Would you like to start with some 1\_\_\_\_\_?

**Ms. Tucker:** No, thanks. I'll have some orange juice.

**Waiter:** Sure. What would you like to have as a  
(2)\_\_\_\_\_?

**Ms. Tucker:** I'll have French onion (3) \_\_\_\_\_. And what would you recommend as a main (4) \_\_\_\_\_?

**Waiter:** I recommend you the New York steak with mashed potatoes.

**Ms. Tucker:** Ok. I'll take it.

**Waiter:** Anything to (5) \_\_\_\_\_ ?

**Ms. Tucker:** Yes. Could you bring me a glass of (6) \_\_\_\_\_ please?

**Waiter:** Red or white?

**Ms. Tucker:** Red wine, please.

**Waiter:** Very good. I'll be right back with your (7) \_ .

### Tapescrpt 6

Ms. Tucker: Excuse me! Could I order now? I'm in a little bit of a hurry.

Waiter: Certainly. Would you like to start with some coffee?

Ms. Tucker: No, thanks. I'll have some orange juice.

Waiter: Sure. What would you like to have as a starter?

Ms. Tucker: I'll have French onion soup. And what would you recommend as a main course?

Waiter: I recommend you the New York steak with mashed potatoes.

Ms. Tucker: Ok. I'll take it.

Waiter: Anything to drink'?

Ms. Tucker: Yes. Could you bring me a glass of wine, please?

Waiter: Red or white?

Ms. Tucker: Red wine, please.

Waiter: Very good. I'll be right back with your order.



### 5. Pair work

**Look at the menu below. Student A is a waiter, Student B is a client. Role play the dialogue "In a cafe".**

<i>Dartes Deli</i>	
<i>Sandwiches from Paradise</i>	
<b>Food</b>	<b>Drink</b>
<b>BLT</b> .....\$3.50 (Crispy bacon with lettuce And tomato. With or without cheese)	<b>Coffee</b> .....\$1.00
<b>Ham &amp; Cheese</b> ....\$ 3.25 (Fresh ham with cheddar cheese, onions & pickles)	<b>Milk</b> ....\$ 1.25
	<b>Juice</b> ....\$ 1.50
	<b>Cola</b> ....\$ 1.00

**5. Complete the following passage putting the verbs in brackets in the Present Perfect or the Present Perfect Continuous.**

**Robin** : I think the waiter (forget)1. \_\_\_\_\_ us. We (wait) 2 \_\_\_\_\_ here for over half an hour and nobody (take) 3 \_\_\_\_\_ our order yet.

**Michele**: I think you`re right. He (walk) 4 \_\_\_\_\_ by us at least twenty times. He probably thinks we (order,already) 5 \_\_\_\_\_ .

**Robin**: Look at that couple over there, they (be, only) 6 \_\_\_\_\_ here for five or ten minutes and they already have their food.

**Michele**: he must realize we (order, not) 7 \_\_\_\_\_ yet ! We (sit) 8 \_\_\_\_\_ here for over half an hour staring at him.

**Robin**: I don`t know if he (notice, even) 9 \_\_\_\_\_ us. He (run) 10 \_\_\_\_\_ from table to table taking orders and serving food.

**Michele**: That`s true, and he (look, not) 11 \_\_\_\_\_ in our direction once.

**6. Here are some restaurant complaints. Fill in the gaps with one of the words from the box.**

- |          |           |
|----------|-----------|
| a) Clean | f) rare   |
| b) Cold  | g) stale  |
| c) Some  | h) dirty  |
| d) Hot   | i) strong |
| e) Cup   | j) broken |

1. This soup is ... and I'd like my soup very ..... Can you change it, please?

2. .... This knife is ..... Can you bring me a one, please?

3. This glass is ..... Can you bring me another one, please?

4. This bread is ..... Can you bring me ..... fresh bread, please?

5. .... This coffee is very weak and I like coffee.

Can you bring me another ....., please?

6. .... This steak is very well done, but I asked for Can I have another one, please?

### 8. It is the end of the meal. What do you think Robert says in these situations?

1. He wants a bill.
2. He wants to pay for everyone.
3. He wants to pay by MasterCard.
4. He wants a receipt.

### Put the words of the answers into the correct order

- a) please the have can bill I ?
- b) my are is on this me you guests (2 sentences)
- c) take you do MasterCard ?
- d) Please I a have could receipt ?



## CULTURAL CORNER

Going out for a meal or drink can present some difficulties. It is not always clear from the invitation who is going to pay. Questions like "Do you fancy a drink?" or "What about meal?" could mean you are offering to buy a drink or a meal. Alternatively, they could mean you are simply looking for a company. In the UK, people often buy drinks "in rounds" - one person buys drinks for everybody, on the basis that the next round of drinks will be bought by somebody else. At the end of a meal for which all the dinners are paying, they often "split it down the middle", in other words, take the total bill and divide it by the number of people present. Insisting

that you would like to pay can also be difficult. You hear expressions like "This one on me", "Let me get this", or "This is my treat."



Pair work

Do the **AROUND THE WORLD** quiz. Circle the answer you think is correct.

## AROUND THE WORLD

### 1. Sweden

**You go out for a meal. How many glasses of wine can you drink before driving back to your hotel?**

- a) Two
- b) Any amount - there are no drink-driving laws
- c) None

### 2. Spain

**You'd like to try the local cuisine. How late can you eat?**

- a) You have to finish your meal by 9 p.m. Restaurants close early
- b) Spanish restaurants stay open all night
- c) You can eat very late. Spaniards often eat after 11 p.m.

### 3. India

**An Indian business partner invites you to a traditional meal. How should you eat?**

- a) With your left hand only
- b) With your right hand only
- c) With both hands

### 4. Brazil

**If you're invited to a meal in Brazil, you should arrive:**

- a) Shortly before the stated time
- b) Some time after the stated time
- c) Arrive much earlier

## 5. Poland

**Which flowers should you never take to a dinner party in Poland?**

- a) Carnations
- b) Chrysanthemums
- c) Tulips

**Listen and check your answers.**

### **Tapescript**

1. Drinking and driving is forbidden in Sweden, so if you want to try a local wine, we recommend you to go to a restaurant by foot.
2. If you suffer from insomnia, the ideal country for visiting is Spain because the restaurants stay open very late here.
3. Indians traditionally eat with their right hand, as the left hand is considered unclean.
4. Your Brazilian hosts will expect you about half an hour after the stated time. Never arrive early in case they are busy with last minute preparation.
5. Chrysanthemums are only given at funerals, so taking these flowers to a dinner party is considered the bad manners.

## Unit 4 IN THE OFFICE



Talking about an office of a big company we imagine a high building or even a skyscraper belonging to a business corporation or a big enterprise. Such office includes many departments and every department has its own office (a special room). Office is a room or building where written work, accounts, sales statistics, business letters are kept (especially in connection with a business or organization).

Discuss the following questions:

- *What is your vision of the ideal office?*
- *What does it look like?*

**Describe your ideal office to your partner**

**Consider the following details:**

Office  
is a place  
where you  
do your best  
to become  
successful

-size of the room

- number of windows

-Personal computer

-Office furniture

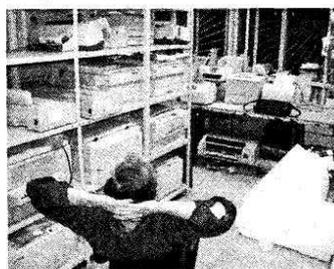
**2. Look at the photos. Where would you prefer to work? Why?**

a



106

b



**3. Use the adjectives from the box to describe the three office situations.**

1. relaxing
2. noisy
3. interesting
4. difficult
5. efficient
6. messy

4. The words below are the opposites of the words from the ex.3, but the letters are scrambled. Unscramble the letters and match the opposites. The first one is done for you.

a) *saye* - *easy* (5 - *difficult*)

b) *retsulsfs*

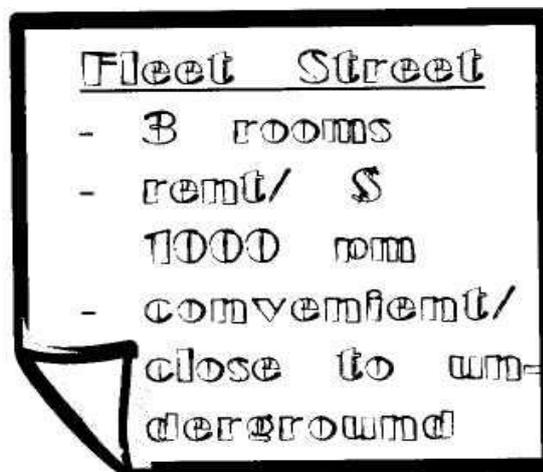
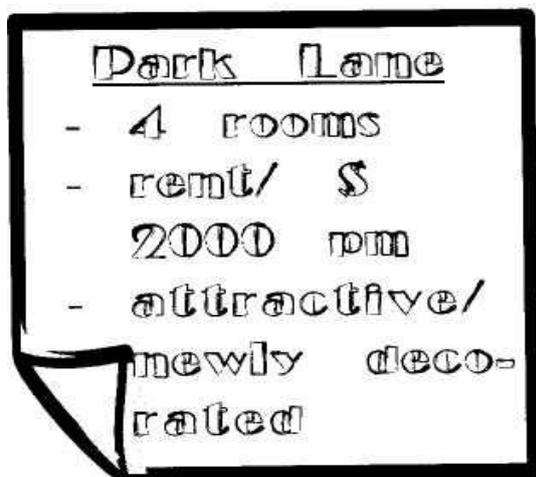
c) *gibron*

c) *finefinetic*

d) *tique*

f) *dityr*

5. Jean's boss has decided to move into another office. Her job was to find a good place for relocation. Look at the notes comparing two offices.



Complete the report filling in the gaps with the following words. Put them in the correct form.

1. attractive
2. convenient
3. expensive
4. cheap
5. large
6. close
7. good
8. light

I've seen both offices now. The one in Park Lane is (a) .....with four rooms but the office is (b).....because the rent is \$ 2000 per month. However, with so many windows, it is(c) ..... , and it is (d)because it is newly decorated. The office in Fleet Street is (e).....the first one because the rent is \$ 1000 per month. It is also (f) .....because it is (g) .....to the underground station. In fact, it has (h) .....facilities than the one in Park Lane. So I think we should rent the one in Fleet Street for six months.

**What office would you choose to move in? Why?**



Pair work

**Choose one of the offices and persuade your partner to rent it. Use the phrases from the "Useful language" box to help you.**

**Useful language**

Why don't you ....?  
If I were you, I'd ....  
You should .....  
Have you thought about  
...(+ing)?

7. When you work in the office you have to use many things every day.



Look at the table and translate into Ukrainian the following words:

- |                  |                                  |
|------------------|----------------------------------|
| 1. desk calendar | 10 .paper clip, bulldog clip     |
| 2. cell phone    | 11. hanging and concertina files |
| 3. wall clock    | 12. hole punch, office chair     |
| 4. fax-copier    | 13. notice board, tab, divider   |
| 5. envelope      | 14. bookcase, lever arch file    |
| 6. clipboard     | 15. floppy disk, typewriter      |
| 7. scanner       | 16. calculator, sticky tape      |
| 8. mouse         | 17. staples, printer, desk       |
| 9. brief case    | 18. ink pad and rubber stamp     |

**8. Complete the sentences below with the names of office equipment from the previous exercises.**

1. A..... can be used to keep track of daily appointments.
2. A.....is used to carry work papers.

3. Most business people carry a ..... everywhere they go.
4. It tells you when the working day is over.....
5. The computer has replaced the .....in most offices.
6. Most businesses still send important letters in an ..... .
7. A .....can send and receive messages as well as copy papers.
8. A good.....is well-padded and can swivel and rock.
9. A .....is often used at business meetings.
10. ....A can "read" pictures, diagrams or print and send it to a computer.
- 11..... This doesn't eat cheese. It just wants you to move it and push its buttons.

## 9. Listening

**a) Listen to the dialogue between two office workers. What are they speaking about? Answer the following questions:**

**1. Which statement is true?**

- a) Jennifer has some new furniture in her old office.
- b) Jennifer has a new office.
- c) Jennifer has a new job.

**2. What's the only problem with the office?**

- a) There's an old computer.
- b) There are no windows in the office.
- c) There's no coffee in the office.

**3. Which magazine does Jennifer have on her desk?**

- a) The New York Times
- b) New Times
- c) Time

**4. Which statement is true?**

- a) Bob often reads Time magazine.
- b) Bob has the latest computer.

c) Bob likes New Times magazine.

**5. What does Jennifer offer to do?**

- a) Give Bob a magazine.
- b) Make Bob a cup of coffee.
- c) Give Bob her office.

**b) Listen again and complete the dialogue with the missing words.**

**Jennifer:** Hi Bob, come in. This is my new office!

**Bob:** Wow, it's great. There's so much (1) ..... . A sofa, armchair...

**Jennifer:** How about my (2) ..... isn't it beautiful?

**Bob:** Yes, look at that. Is that a new (3) ..... ?

**Jennifer:** Yes, it is. The latest (4) ..... !

**Bob:**... but there aren't any (5) ..... in here.

**Jennifer:** No, no, there are some windows. They're over there.

**Bob:** Is that New Times (6) ..... on your desk?

**Jennifer:** Yes, it is. There are some more copies in the cupboard.

**Bob:** It's a great magazine. I love it.

**Jennifer:** Yes, lots of good (7) ..... . Would you like a cup of coffee?

**Bob:** Sure, is there a (8) ..... here, too?

**Jennifer:** Yes, there is. There's everything in THIS office.

**Bob:** You are lucky!

**Jennifer:** Yes, I am. You are welcome anytime, now let's make that coffee...

**Tapescript 9**

**Jennifer:** Hi Bob, come in. This is my new office!

**Bob:** Wow, it's great. There's so much furniture. A sofa, armchair...

**Jennifer:** How about my desk. Isn't it beautiful?

**Bob:** Yes, look at that. Is that a new computer?

**Jennifer:** Yes, it is. The latest model!

**Bob:**... but there aren't any windows in here.

**Jennifer:** No, no, there are some windows. They're over there.

Bob: Is that New Times magazine on your desk?

**Jennifer:** Yes, it is. There are some more copies in the cupboard.

**Bob:** It's a great magazine. I love it.

**Jennifer:** Yes, lots of good information. Would you like a cup of coffee?

**Bob:** Sure, is there a coffee maker here, too?

**Jennifer:** Yes, there is. There's everything in THIS office.

**Bob:** You're lucky!

**Jennifer:** Yes, I am. You're welcome anytime, now let's make that coffee...

### 10. Describe an ideal working place of

- a manager
- a President of a company
- a receptionist in a hotel
- a secretary

### 11. Discuss the following problem.

*- Many people spend more time in their office than at home. What things can be used by people to decorate or personalize their office?*

With a partner, continue the three lists below.

on	on the	in the
a photo of your wife/husband	certificate showing your qualifications	a drinks cabinet

**In your country, what kinds of things create a good or a bad image of the office? Think of offices you have visited.**



## 12. Reading

### Keeping in Touch

1. Look at the part of a company memo about the ways of business communication inside the company. Read the text, and then choose one of the words from the box that means the same as each part of the text written in *italics*.

- a. Fax machine    b. Notice board    c. Intercom  
e. Text message  
f. public address system    g. e-mail    h. mobile    d.  
memo

Most senior members of staff have a **1.** *telephone that they can carry around with them* . If it is turned off for any reason you can still **2.** *send a message to their phone in writing*.

Mostly for communication with other parts of the company, we use **3.** *written messages that are sent through your computer*, while messages about things in this building are sent on **4.** *special notes which are given to everyone who needs to read them*.

For more general announcements there is a **5.** *place where you can pin a message up for anyone to read*. If you need to talk to the boss in her office, the phone has a **6.** *device that you can press so that you can talk to her without telephoning*.

If we need to send paper documents anywhere, we use a **7.** *machine that makes a digital copy of the document and sends it over the phone line*. And finally if there is an urgent and important announcement, it will be given to everyone through a **8.** *set of speakers that can be heard everywhere in the building*.

### E-MAIL

Discuss the following questions.

- Do you often use e-mail?
- Is it better for you to communicate via phone, e-mail or face-to face?
- Is e-mail useful in business communication?



## You've got mail

A blonde quickly went out to her mail box, looked in it, closed the door of the box, and went back in the house. A few minutes later she repeated this process by checking her mail again. She did this five more times, and her neighbor that was watching her commented: «You must be expecting a very important letter today the way you keep looking into that mail box.»

The blonde answered, «No, I am working on my computer, and it keeps telling me that I have mail.» ☺

**1. Study the e-mail structure.** In this section we'll learn about all that an e-mail can contain.

**FROM:** This is the address of the sender of the e-mail. Apart from the e-mail address, the from field may contain the name of the sender also.

**TO:** This is the address or addresses to which the mail is sent.

**CC:** CC stands for Carbon Copy. Here you can specify the address/addresses of those to whom you want to send a copy of the mail. The CC recipient's name is visible to all recipients.

**BCC:** BCC is for Blind Carbon Copy. Also a list of addresses. These people will also receive a copy of the message. But a BCC recipient's name is not visible to the other recipients. The BCC recipients can see the TO and CC addresses.

**SUBJECT:** A short title for the mail. It ideally should speak about contents of the message.

**BODY:** The message.

**ATTACHMENTS:** You can attach one or more pictures and documents or any other with your e-mail. Some computers specify a maximum size for the mails they can handle and so you have to keep that in mind if you intend to send very big attachments.

**DATE:** This is the date and time on which the message was sent from the sender's computer.

**MESSAGE-ID:** Every message will have a unique id, which is used to track replies to it. The message id is not visible to us; rather it is used internally by the e-mail program and the e-mail system.

**Now, put the steps of e-mail writing in the proper order.**

- a) Send the message
- b) Check the spelling
- c) Write the subject of the message
- d) Choose addresses from the quick list to include into "cc"
- e) Save the Draft for further usage
- f) Type the message
- g) Look up in the dictionary unknown words
- h) Write the address

### **E-mail etiquette**

E-mail has become the most frequent and convenient form of business communication. The goal of any business communication is to get a message across

effectively. Although e-mail messages can be informal and conversational in tone, some people don't want to follow standard business etiquette when getting in touch via e-mail.

## 2. Listening

**Listen to Sheila Kamler, a co-owner of InterKan.Net, a Manhattan Internet solutions provider, talking about the rules of e-mail business communication.**

According to the Sheila's workshop, are the following statements true or false?  
Correct false statements.

- 1. Grammar and spelling mistakes are accepted in writing e-mails.*
- 2. Your message must be concise and direct.*
- 3. Don't be afraid of sending confidential information.*
- 4. It isn't necessary to begin and end your message correctly.*
- 5. Remember about cultural differences when writing your e-mail.*
- 6. You don't have to include your company name in the signature.*

## Tapescript 10 E-mail

What does your e-mail say about you? Probably more than you realize. Misspellings and grammar mistakes make you look sloppy. Messages that don't make sense will confuse the reader and make you look inept. And it is not just the writer who looks inept; it is also the company that he or she works for that looks bad. Although e-mail is less formal than a memo, you still need to follow good business writing principles to have your message understood. You also need to follow proper business etiquette when using e-mail. This workshop will help you:

Avoid grammar and spelling mistakes

Organize your message concisely and directly

Begin and end your message correctly

Consider cultural differences when writing your e-mail

Learn the «dangers» of e-mail.

Include your company name and at least a phone number in the signature.



**3. Pair work. Work in pairs. Practice the conversation below.**

**Paul:** Did you get your email address yet?

**Jim:** Yes I did. How do you say «@» and «.»?

**Paul:** «@» is pronounced "at" and «.» is called "dot".

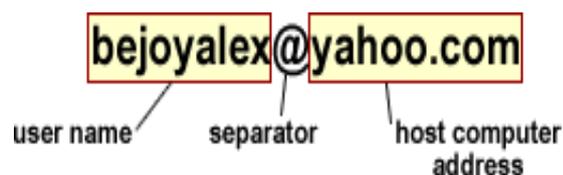
**Jim:** I see. What's your favorite email program?

**Paul:** I like to use Eudora.

**Addresses:** Look at the following address:

**jimschweizer@harenet.org.jp**

The first part *schweiz* is the account or user's name. This can be a person's name, numbers, letters or any combination. For example PXQ00640 or sam23. There can be no spaces and only a few punctuation marks are allowed. The last part is the computers address on the Internet. *Harenet* is the name of the Internet provider, *org* means it's an organization, *jp* stands for Japan.



**Domains can be:**

**edu** - for education

**gov** - for government

**com** - for commercial

**mil**-for military

**org** - for organization, usually non-profit

**net** - for Internet or related network service provider

### SMILYES

An electronic message is just words. It does not convey body language and it doesn't show mood when you speak face to face. Nevertheless there are ways to show how you feel when you write - use symbols. The symbol: :-) means the person is joking or something was not serious. See, it looks like two eyes, a nose and an upturned mouth.

**4. Match different symbols on the left with their meanings on the right.**

SMILYES	MEANINGS
;-)	a. user has a cold
:-(	b. user is crying
:-)>	c. user is skeptical.
:`-(	d. user has a broken nose.
:-@	e. user is laughing (at you!)
:~)	f. user is disappointed
:^)	g. user is winking
:-D	h. user is sticking his tongue out
:-/	i. user is screaming
:-e	j. user is sad

### Individual assignment

Read the article *"Work Internet Stopped"* and do the exercises after it.

#### Work Internet Stopped

#### Reading 1.



**Read the statements below about working in an office. Answer each question by choosing one of the responses in the box.**

**Responses**

- a. Yes, I agree.
- b. Yes and no. I can see both sides of the argument.
- c. No, I disagree.
- d. I'm not sure about this one.

1. It is the employee's right to make and receive personal phone calls at work at any time, provided the calls are brief.
2. It is the employee's right to make and receive personal phone calls in the lunch hour or breaks.
3. It is the employer's right to ask an employee not to make or receive personal phone calls at work unless it is an emergency.
4. If there is a rule saying that employees shouldn't use the telephone for personal phone calls, the same rule should apply to employers too.
5. If employees aren't allowed to use a phone for personal phone calls in their office, then the employer should provide a telephone for their use in the lunchroom.
6. It is the employee's right to receive personal mail (e.g. birthday cards, postcards, etc.) through the office mail system.
7. An employee should not disturb other colleagues in the same office while they are trying to work. They should only share gossip, personal news or jokes when they are out of the office.
8. At work an employee's time belongs to the employer. Everything an employee does should be aimed at helping the company or organization prosper.



**Reading 2**

**Here are statements about Part I of the article but they contain incorrect information. Read Part 1 of the article and correct any factual mistakes you find in the statements.**

*In the future employees may be allowed to use their workplace computers to send email, do online shopping or download items for personal use. Companies are happy about employees using work computers in this way because they do not believe there are any potential distractions and security or legal risks.*

### Part 1

#### Email, Web at Work - Is the Free Lunch Over?

*By Bernhard Warner, European Internet Correspondent*

Major corporations are increasingly classifying employee email and Internet privileges as potential security hazards, distractions or worse, costly legal dangers in the making.

As a result, companies are trying to reduce or even abolish completely the freedoms, on which employees have grown increasingly confident over the past few years.

As some computer security managers say, the days of sneaking in some online shopping on company time, mass-emailing your pals, a flash-powered shoot-'em-up game or even downloading screensavers could be a thing of the past.

«It is drastic and painful,» Raimund Genes, European president of anti-virus software manufacturer Trend Micro, told Reuters. «But I think it is necessary for the future.» (Continued/...)

### 3. Scan Part 2 of article and find the information necessary to complete the table.

Things Employees Can Access from Computers	Possible Dangers of Accessing Those Things from Computers	Security Measures That Can Block Any Unwanted Things on Computer
1.	1.	1.
2.	2.	2.
3.	3.	

### Part 2

(.../Continued)

A healthy dose of IT prevention can destroy email-borne worms and limit the likeliness of employees using their speedy desktop Net connection to download copyright-

protected tunes that can lead to the numerous lawsuits.

Major companies are looking to step up security measures, which bar access to sites with racy or sexual content. They are looking to ban Internet usage for all but select, authorized personnel. The biggest developments are around email prevention, experts say. Elaborate content filtering software, which costs \$30,000 to install, can block all incoming emails, and most attachments.

Corporations, particularly those that were affected by the wave of virus and worm attacks during the past two years, are considering it a top priority.

«We started full email and Web surfing prevention as a safety initiative in 1999,» a chief security officer at one of Germany's largest employers, an energy firm, told Reuters. (Continued/...)

### Part 3

**3. Read Part 3 and choose the best answer for each gap in the summary from the choices in brackets.**

*In one German computer firm many employees only have access to (a) \_\_\_\_\_ (**the Internet / screensavers / anti-virus software**) on some computers that have been changed to filter incoming emails with certain attachments. Examples of banned attachments include (B) \_\_\_\_\_ (**lists of sites for shopping / company memos / greeting cards and screensavers**).*

While employees are still getting used to the new rule, the managers

(c) \_\_\_\_\_ (**are dissatisfied / are satisfied / remain unconvinced**) because the company has not had any problems with

(d) \_\_\_\_\_ (**offensive emails / waste of time / worms or viruses**) since this measure was introduced.

Firms with (e) (**smaller IT budgets / IT budgets of a similar size / larger IT budgets**) are likely to find this kind of policy too expensive to introduce and then maintain. However, it is likely that the measure taken by the German company will be copied by other (f) \_\_\_\_\_ (**small firms / medium-sized firms / large firms**) in the future.

**4. Answer these multiple-choice questions about the whole article by circling a, b, or c.**

**1. In the first paragraph of the article the writer suggests that...**

- a. workers will be dismissed if they use the Internet at work for their personal enjoyment.
- b. some employees do little real work in the office.
- c. sharing jokes at work brings employees together.

**2. In the future employees in many companies will not be able to enjoy the privilege of using company computers...**

- a. to create screensavers or viruses.
- b. to find viruses.
- c. to email their friends or do some personal shopping online.

**3. Raimund Genes believes that while employees will be unhappy with the new restraints placed on them,...**

- a. the new regime of tightened security is necessary.
- b. employers will welcome this chance to punish employees.
- c. the measures should have been enforced years ago.

**4. Computer security, aiming to protect a firm's systems from viruses and worms,...**

- a. has been neglected by many companies.
- b. offers many employment opportunities for IT graduates.
- c. is of primary importance for many companies at present.

## **5. Write a Memo**

Imagine you are the Managing Director of a large company. Because of worries over worm and virus attacks, you have decided that employees are no longer allowed to receive or send personal emails at work. All incoming emails will be filtered using new software and the managers of each section will do routine checks to make sure all employees are obeying the new policy. The policy will be instituted next month.

**Write a memo to your staff advising them on the changes and explaining why they are taking place.**



## **6. Role Play** Look through the descriptions of **Role Play 1** and **Role Play 2** and choose any of them.

**Role Play 1:** Work in pairs. One of you is Student A, the other is Student B.

**Student A:** You are the manager of a sales team. Your company has just released a policy that all emails from the workplace will be stored and it will be your job to screen emails sent and received by the five staff on your team. Employees are no longer allowed to send or receive personal emails.

The company has purchased software that allows emails to be searched for any key words that you choose. You may also read the emails if you want to. Student B is the Managing Director of your company. Discuss any concerns or questions you have about this new policy with Student B.

**Student B:** You are the managing director of a company. Your company has just released a policy that all emails from the workplace will be stored. Managers of different sections will have the job of screening emails sent and received by the staff on their team. Employees are no longer allowed to send or receive personal emails. The company has purchased software that allows emails to be searched for any key words. Managers may also read the emails if they want to.

Student A is the manager of one of the sales teams. Student A will discuss their concerns or questions about this new policy with you.

**Role Play 2:** One of you is Student A, the other Student C.

**Student A:** The Managing Director has asked you to inform your staff of the new policy. Student C is one of the most experienced and successful members of your sales team. Student C has a son working overseas. You know that Student C will not be happy with the new policy because now he / she will not be able to email his / her son from work. Explain the new policy to Student C.

**Student C:** You are a member of a sales team. Student A is the manager of your

team. You are one of the most experienced and successful members of the team. You have a son working overseas. You like to use your lunch hour once or twice a week to email your son. Student A is going to explain a new company policy to you. Discuss any concerns or questions you have about this new policy with Student A.



## Reading

### INFORMATION OVERLOAD

**? 5. Look at the newspaper report below and answer the following questions:**

- **What does the picture suggest that the report mean?**
- **What do you think these phrases from the report mean?**

**Use a dictionary to help you.**

- *the explosion in electronic communication*
- *information overload*
- *information fatigue syndrome*
- *the information age*
- *computer rage*

**6. Read the newspaper report. Put the words in brackets in the correct form.**



Do you ever feel that you can be swallowed by your computer? Are you unable to cope with the quantity of data produced by the **1 (explosive)** in electronic **2 (communicate)**? Are you drowning in messages received via e-mail, the Internet, faxes and voice-mail'. If so, you are experiencing information overload, and you may be suffering from information fatigue syndrome.

Before we can solve a problem or make a decision, we have to search through the mountains of **3 (inform)**. Twenty years ago we only had to deal with communication by telephone, letter and telex. Information age workers have to answer lots of e-mails, read piles of faxes and respond to calls on voice-mail,

answering machines and mobile phones. The biggest fear of employees is that they cannot deal with all the information that arrives on their desks.

The first signs of information fatigue syndrome are forgetfulness, headaches, bad temper, loss of **4 (concentrate)**, sleep disturbance and anxiety. This can lead to computer "rage" and often results in people hitting their PCs!

? 7. Answer the following questions:

- *What is the biggest fear of Information Age employees?*
- *How do you feel if you have information fatigue syndrome?*
- *What causes the problem?*

**8. Complete the following table. Check the meaning of the words that are new to you.**

<b>VER</b>	<b>NOUN</b>	<b>ADJECTIVE</b>
<b>explode</b>		
	<b>communicati</b>	
		<b>forgetful</b>
<b>inform</b>		
	<b>disturbance</b>	-----
<b>concent</b>		-----

**9. Complete the sentences with the words from the previous exercise.**

- a) He needs to..... his mind on the job we are doing now.
- b) She always makes people become violent and angry causing an .....situation in the office.
- c) Customers complained that the sales clerks were not very .....
- d) There seems to be a lack of .....between different departments in this company.
- e) John told me not to .....him before ten, he had to complete a very important report.

**Discuss the following questions.**

- *The representatives of what professions suffer from information overload?*
- *Do you suffer from it?*
- *What strategies do you use to solve this problem?*



### **WATCH OUT**

*forget* and *leave*

If you want to talk about the place where you have left something, use the verb **leave**, not the verb **forget**. Compare: *I've left my book at home/I've forgotten my book and I've forgotten my keys. I've left my keys in the car. Don't say I've forgotten my keys in the car.*

**1. Fill in the gaps with the words from WATCH OUT. Put them in the correct form.**

1. I couldn't answer the examiner's questions because I .....all the material.

2. Don't .....your cell phone at home if you want to be always in touch with everybody.

3. The office workers were told not to ..... to switch off the computers when they leave.

4. Our CEO wasn't permitted on the board of the plane because he ..... his ticket at home.

### **Individual assignment**

**Read the exercises and deal with the Internet vocabulary.**



**Nowadays it is very important to be familiar with some computer and Internet terms.**

## 1. Study vocabulary in the box.

*n* - noun    *v* - verb

<b>a browser</b>	1 )n. a program used to view the Internet. Microsoft Explorer and Netscape Navigator are examples of popular Internet browsers.
<b>to click, a click</b>	1 )v. to press the button on a computer mouse. 2)n. the pressing of the mouse button. 3)v. to make a small, sharp sound. 4)n. a small sharp sound.
<b>content</b>	1 )n. subject matter; the main idea of a book, a paper or a web page.
<b>to copyright, a copyright</b>	1 )v. to legally protect content with a copyright. 2)n. the right in law to be the only producer, seller or shower of a book, a play or a web page.
<b>infringement</b>	1 )n. to go against (someone else's rights) or disregard (a law)
<b>to design, a design</b>	1 )v. to artistically arrange the shape or layout of something. 2)n. the artistic shape or layout of something. 3)n. an architectural or technical plan for something.
<b>to format, a format</b>	1 )v. to determine the size, shape and form of a written document. 2)n. the size, shape and form of a written document.
<b>Internet (net)</b>	1 )n. a series of interconnected computers and databases around the world.

<b>to lay out, a layout</b>	1 )v. to design the technical arrangement of a web page, building, garden etc. 2)n. the technical arrangement of a web page, building, garden etc.
<b>World Wide Web (web)</b>	1 )n. a series of commercial, educational and governmental web pages on the Internet.

**2. Use the above vocabulary to fill in the blanks in the following conversation.**

**Tim:** Hey! What are you looking at Barbara?

**Barbara:** I am taking a class called 21 st Century Advertising. The teacher wants us to study different web sites to learn about web page **(1)** \_\_\_\_\_ .

**Tim:** That sounds like a great class for people who are studying business.

**Barbara:** It is. The **(2)** \_\_\_\_ is the future of business. And the **(3)** \_\_\_\_\_ is going to be the storefront of the 21 st century. To be competitive, businesses have to adapt their current advertising techniques. However, creating a good web site is much more difficult than most people think.

**Tim:** Have you discovered anything interesting which you consider to be well designed?

**Barbara:** Yeah, this site is fantastic. It also looks good in different **(4)** . I have already viewed it in Microsoft Explorer and Netscape Navigator. The **(5)** \_\_\_\_\_ is also fantastic; the size and shape of the text are perfect. I am going to borrow some of their techniques when I design my own web page for class.

**Tim:** Borrowing ideas is OK, but you have to remember that the **(6)** \_\_\_\_\_ of all web pages is legally protected.

**Barbara:** I know. Our professor taught us about intellectual rights. He told us that **(7)** \_\_\_\_\_ infringement is a real concern for people who publish on the web.

**Tim:** That picture says «continue on.» Why don't you **(8)**

\_\_\_\_\_ there so that we can see the next page.

**Barbara: OK.**

**3. Use the above vocabulary to fill in the blanks in the following sentences.**

1. I don't like the \_\_\_\_\_ of that building. The entrance is too small, and there are no windows in the lounge.

2. They cannot simply reproduce that book without his permission. The legally protects it from unauthorized reproduction .

3. When you \_\_\_\_\_ a document in a word processing program, you change the size, shape and font of the words.

4. Not allowing them to vote is an \_\_\_\_\_ of their rights.

5. The book, which Richard wrote, is fascinating. The \_\_\_\_\_ is both thought provoking and educational.

6. When I pressed that button, I heard a loud \_\_\_\_\_. I hope I didn't break the computer.

7. Netscape Navigator is a \_\_\_\_\_ .

8. She attended a school for fashion \_\_\_\_\_ .

9. The web is an international collection of commercial and educational sites on the \_\_\_\_\_ .

10. \_\_\_\_\_ Just \_\_\_\_\_ on the «forward» button to go to the next web page.

**4. Complete the following text by filling in the blanks with the appropriate preposition or prepositions. Use the following prepositions: *over, with, back to, through, out, together, down to, on***

### Get Online

Welcome to "Introduction to Computers and the Internet." This course is designed to help inexperienced computer users get (1) \_\_\_\_\_ their fear of technology and get (2) \_\_\_\_\_ it «technically.» We are going to

teach you how to get (3) \_\_\_\_\_ with computers and the Internet. I am your instructor, Mr. Peffer, and these are my two assistants, Mrs. Frank and Miss DePaul. Together, we are going to help you get (4) \_\_\_\_\_ these lessons. By the time you get (5) \_\_\_\_\_ of this class you will have mastered the concepts you need to successfully navigate the web.

First, I would like everyone to get (6) \_\_\_\_\_ in groups and choose a computer. Once you have chosen a place to sit, we will get (7) \_\_\_\_\_ to work. We will be learning about different browsers and how they function. We will teach you how to interpret the layout of a web page and how to know where to click to move to other parts of the web site. At that point, we are going to take a short fifteen-minute break.

After you all get (8) \_\_\_\_\_ to class, we are going to discuss web based content. We are going to teach you how to find the content you want using sources such as Yahoo or Alta Vista. So, let's get started.

**5. Now reread the above passage to help you complete the list of definitions below.**

1. get \_\_\_\_\_ : to overcome (difficulty, fear etc.)
2. get \_\_\_\_\_ : to become up to date with something
3. get \_\_\_\_\_ : to deal with, manage
4. get \_\_\_\_\_ : to leave
5. get \_\_\_\_\_ : to create, form (groups)
6. get \_\_\_\_\_ : to return
7. get \_\_\_\_\_ : to succeed in smth.
8. get \_\_\_\_\_ : to start doing smth

**6. The following passage should be completed by putting the verb in brackets in **Past Simple** or **Present Perfect**.**

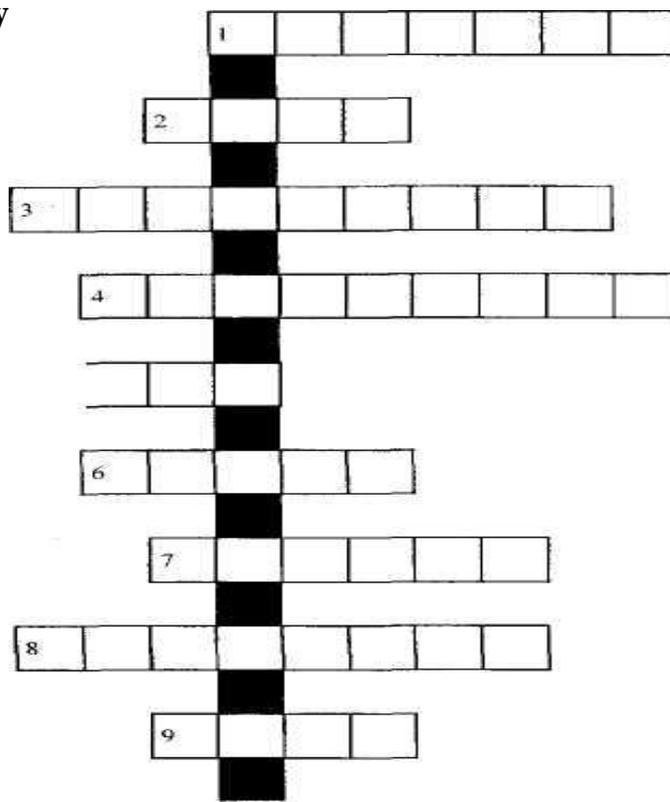
### Technology

Since computers were first introduced to the public in the early 1980`s,

technology (change) (1) \_\_\_\_\_ a great deal. The first computers (be) (2) simple machines designed for basic tasks. They (have, not) (3) \_\_\_\_\_ much memory and they (be, not) (4) \_\_\_\_\_ very powerful. Early computers were often quite expensive and customers often (pay) (5) \_\_\_\_\_ thousands of dollars for machines which actually (do) (6) \_\_\_\_\_ very little. Most computers (be) (7) \_\_\_\_\_ separate, individual machines used mostly as expensive typewriters or for playing games.

Times (change) (8) \_\_\_\_\_. Computers (become) (9) \_\_\_\_\_ powerful machines with very practical applications. Programmers (create) (10) a large selection of useful programs which do everything from teaching foreign languages to bookkeeping. We are still playing video games, but today's games (become) (11) \_\_\_\_\_ faster, more exciting interactive adventures. Using the Internet many computer users (begin) (12) \_\_\_\_\_ communicating with other computer users around the world. We (start) (13) \_\_\_\_\_ to create international communities online. In short, the simple, individual machines of the past (evolve) (14) \_\_\_\_\_ into an international World Wide Web of knowledge.

**10. Fill in the crossword clues, and see if you can find the word that is spelled out vertically in the boxes in bold.**





1. It's easy to put papers together with this, but harder to separate them again!
2. Most office workers do their work at one of these.
3. This person is one of the people who run the company.
4. The department that is responsible for the people in the company.
5. If you need to know when everything happens you need to know this!
6. You buy tea, stamps, and make other small payments from the cash.
7. What workers in the company are paid at the end of the month.
8. You get extra money if you work this.
9. What you do on a keyboard.

## COMMUNICATION WORKSHOP

### Making suggestions

**1. Underline the phrases used for making suggestions in examples 1-4 below.**

1. Shall we postpone the launch of a new product until the spring?
2. Can I make a suggestion? Why don't we try a poster campaign on bus stops?
3. It's just an idea, but what about using an outside company to recruit and select our senior managers?
4. Let's go back for a moment, if that's OK.. Perhaps we should rethink the whole project?

**2. Match the beginnings and endings below to make replies used for accepting a suggestion.**

- |                               |                         |
|-------------------------------|-------------------------|
| 1. OK, let's...               | a) ...worth trying.     |
| 2. Yes, I think that would... | b) ...do that.          |
| 3. Yes, that might be...      | c) ...what you mean.    |
| 4. Right. I can see...        | d) ...work really well. |

**3. Match the beginnings and endings below to make replies used for rejecting a suggestion.**

1. I can see one or two...

2. That sound like a good idea, but I...
3. I'm not really sure ...
4. Do you...
  - a) ...about that, to be honest,
  - b)... think so?
  - c)... don't think it would work,
  - d) ...problems with that idea.



### Pair work.

**Student A makes suggestions (invent your own ideas). Student B replies by accepting or rejecting. If you reject the suggestion, add a reason.**

### 5. Work in groups.

**Choose one of the problems below. Make suggestions and decide on the best solution. At the end tell the class what you decided.**

*-One of you has just inherited \$20,000 from a rich aunt.*

*Suggest how to spend the money.*

*-Your fashion store doesn't attract many customers. Suggest possible ways to solve this problem.*

*- You are going to meet your foreign colleagues in your city.*

*Suggest the ways to entertain them.*

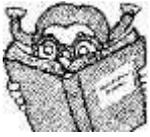


## CULTURAL CORNER

### Dress for Success

It is clear that garments form a large part of people's first impressions. In many countries of the world, a person dressed

inappropriately will not be taken seriously, especially in a business situation.



## Reading

**Read the article about the dress code in various countries. Be ready to answer the following questions:**

- *wear full business suits to a first meeting*
- *have carefully manicured nails for businesswomen wear stylish shoes*
- *wear a conservative clothes*
- *wear the best cloth you can afford*

### Argentina: very formal

The Argentinians have adopted British traditions towards clothing, usually wearing formal, conservative outfits, even in many social situations. Foreign business executives visiting Argentina should do likewise. Businesswomen in Argentina should be sure to wear stylish shoes.

### Brazil: casual but stylish.

By contrast with Argentina, style is the most important factor in Brazilian dress. Well-cut, fashionable clothing is expected of Brazilian executives. Many male executives manage to do without ties. But remember that Brazil is very large, and the degree of casualness varies. Rio de Janeiro is more casual than Sao Paulo, which itself is more casual than Brazilia. Brazilian women consider carefully manicured nails to be very important. Women who wear open-toed shoes should have a pedicure as well.

### Saudi Arabia: modesty.

Air conditioning is common, so businesspeople should expect to wear full business suits to a first meeting. If it seems appropriate, men can dispense with ties and jackets at subsequent meetings. Despite the heat, legs and upper arms must be kept covered. Shorts are not acceptable, even for casual wear. Clothes may not be tight; women, especially, should wear loose-fitting clothes. Baggy clothes also make sitting on a floor or cushion more comfortable.

### **France: stylish; best quality.**

As one would expect, the inventors of haute couture put a premium on style. Even low-paid, entry-level executives buy the best clothes they can afford. The typical French posture (very straight, even when sitting) makes their clothes look even better. Unlike the USA, businessmen in France do not usually loosen their ties or take off their jackets in the office.

### **U.K.: custom tailoring.**

Traditionally, the British looked suspiciously at clothes that were trendy or obviously new. In the past a gentleman wore well-made but well-worn clothes. Today, however, only academics wear old clothes. British business executives are likely to have a new, custom-tailored wardrobe, though conservative styles are still preferred. Women should remember that English weather is often cold and wet. One of the reasons tweed is so popular in England is because it is both warm and comparatively water-repellent.

*- How do Ukrainian business executives dress?*

*-Is there a special dress code for meetings and presentations?*

**3. Write a short paragraph about the culture of business fashion in Ukraine.**

### **Individual assignment**

Do the test and check your knowledge of business English vocabulary.

#### **TEST**

**Do the following test to check your knowledge in business vocabulary.**

- 1. The IT department deals with -**
  - a. information technology
  - b. interest and taxes
  - c. items required
  - d. internal telephones

**2. The record of how much money a business gets and spends is its -**

a. statement

**3.**b. accounts

**4.**c. declarations

**5.**d. tax form

**6. The person who is a source of information for a particular subject is a -**

a. pointer

b. contact

c. tap

d. mole

**4. Putting office papers away so they can be found again easily is called doing the...**

a. paperwork

b. tidying up

c. filing

d. recording

**5. Paper, pens, notepads, and photocopy paper are all -**

a. trainery

b. mobility

c. notary

d. stationery

**6. The rules about how you dress at work are the -**

a. dressing down   b. conduct terms   c. dress code   d. clothes horses

**7. The programs that run on a computer are referred to as -**

a. hardware   b. software   c. hardware   d. softwear

**8. The different parts of a company, such as transport and security are -**

a. branch offices   b. management areas   c. departments   d. spin-offs

9. A smaller office in a different part of town from the main one is called the-

- a. side office   b. annex   c. branch office   d. box office

10. Different jobs that have nothing to do with each other are called

- a. odd jobs   b. piece work   c. overwork   d. multi-tasks

11. If you change the paint and furniture in a room or building this is -

- a. refurbishment   b. mobilising   c. house repairs   d. a paint job

12. The C drive keeps information on a -

- a. golf scorecard   b. car log book   c. computer system   d. phonebook

13. A secret word that allows you to do something is a -

- a. key word   b. tag word   c. hide word   d. password

14. Another way to say "throw away" is

- a. throw up   b. chuck out   c. heave to   d. tuck away

15. A legal agreement to do something is a....

- a. compact   b. trustee   c. extract   d. contract

16. To finish work for the day is called to -

- a. kick off   b. knock up   c. kick up   d. knock off

17. An organized way of storing facts and details in a computer is a -

- a. word processor   b. database   c. spreadsheet   d. reformat

18. Loose papers can be stored in a -

- a. box file   b. lever arch file   c. microfiche   d. envelopment

19. Pens, paper, elastic bands and paper clips are collectively called -

- a. mobility   b. stagnant   c. stationery   d. zippy

20. .... To contact someone again with information they have asked for is to ..... to them.

- a. get back   b. call over   c. re-attach   d. rejoin

21. A private company in Britain is shown by the initials -

- a. PBC   b. inc.   c. com   d. pic

22. An office or shop which is separate from the main one is a -  
a. twig      b. root      c. branch      d. leaf
23. Moving around the internet is sometimes called -  
a. cruising      b. skiing      c. sailing      d. surfing
24. When you want to go to something on a computer, you ..... it.  
a. approach      b. amend      c. abseil      d. access
25. Your computer knows you by your -  
a. user name      b. avatar      c. nickname      d. given name
26. Information that you work with is called  
a. bytes      b. data      c. news      d. statistics
27. Things the company does for itself are done -  
a. in-house      b. externally      c. officially      d. logistically
28. The department in charge of the staff at a company is called -  
a. impersonal      b. personnel      c. personality      d. pensions
29. Keeping thieves out of the building is the job of -  
a. reception      b. health and safety      c. management      d. security

## MODULE III YOU AND YOUR JOB

### UNIT 1 JOBS



Hello! As you have already mentioned there is no business without people. Different people do different work and of course there are a lot of professions and all of them are very important for society.

If you could have any job in the world, what would you like to be? Why?

Look at the pictures below.

-Can you name these professions?

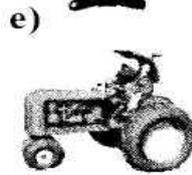
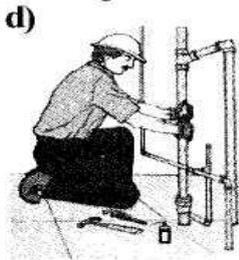
-What work do these people do?

-Can people manage without these professions?

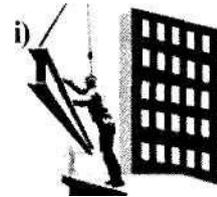
-What the world would be without these people?



c)



f)



**2. Complete the table below with the missing information**

<b>Name of profession</b>	<b>Activities people do</b>
a)	serves a table; brings dishes; writes a
b) a police officer	
c)	
d) a plumber	
e)	
f)	
g)	

h)	delivers mail, parcels;
i) a construction	

? *Which job do you consider to be the best?*

*Which one to be the worst? Explain your choice.*

**3. What companies or organizations do these people work for?**

**Match each profession from exercise to with corresponding place of work.**

1. Post Office
2. Restaurant
3. University
4. Police station
5. Construction company
6. Service station
7. Farm
8. Show business
9. Communal services



**4. Pair work** Write questions to ask about the job.

*Do you have to travel a lot?*

- a) possibility to travel
- b) necessity to go to the conferences (trade fairs, meetings, etc.)
- c) working hours
- d) days-off, holidays
- e) uniform
- f) answer the phone

g) well-paid/ill paid job

h) work indoors/outdoors

i) qualifications

### Listening.

**Listen to two people playing a game. One person thinks of a job and the other person has to guess what it is. Fill in the missing information.**

So, do you work indoors or .... ?

B I can only say "yes" or "no".

A Okay, do you work ..... ?

B Yes.

A Do you use your ..... in this job?

B Yes.

A Is it a ..... job?

: Mm, no, not usually.

A Do you need any ..... for this job?

: Yes. Usually.

B What..... do you work? No, hang on, do you work normal office  
: hours?

B No.

A: Do you have to work in the ?

B: Yes.

A: Do you have to wear a ?

B: Yes.

A: Is it hot and smelly job?

B: Er, yes, I suppose so.

A: I think I've got it. Do you work in a restaurant?

B: Yes.

A: I know. You're a waiter!

B: NO!

A: Okay? So you're a chef?

B: Yes, you've got it.

### Tapescript 1

A: So, do you work indoors or outdoors?

B: I can only say «yes» or «no».

A: Okay, do you work indoors?

B: Yes.

A: Do you use your hands in this job?

B: Yes.

A: Is it a well-paid job?

B: Mm, no, not usually.

A: Do you need any qualifications for this job?

B: Yes. Usually.

A: What hours do you work? No, hang on, do you work normal office hours?

B: No.

A: Do you have to work in the evenings?

B: Yes.

A: Do you have to wear a uniform?

B: Yes.

A: Is it hot and smelly job?

B: Er, yes, I suppose so.

A: I think I've got it. Do you work in a restaurant?

B: Yes.

A: I know. You're a waiter!

B: No!

A: Okay, so you're a chef?

B: Yes, you've got it.



Pair work.

**Student A:** Choose a job that interests you. Don't tell your partner about it. He or she must guess what the job is by asking you questions. Use previous information for ideas.

**Student B:** You must find out your partner's job. Ask him or her questions.

- Do you have to...?
- Can you...?
- When/what/where do you have to...?
- *When/where can you...?*

Obviously, you **mustn't** ask questions like: *What do you do?* or *What is your job?*



**WATCH OUT**

**occupation – profession – job - work**

- I `m applying for a job in a bank.

(Not "an occupation", "a profession") ,(job is a normal word to describe what someone does for a living;)

- *This form asks for details about your age, occupation, marital status...*

(Not "profession"),(occupation is a formal word for job and is used in limited contexts like form-filling)

-After studying law, I entered the legal profession.

(Not "job", "occupation"),(high-status work that requires special training and education: law and medicine are professions; lawyers and doctors are professional people)

**1. Complete the following sentences with the words *job* or *work*.**

- a) She's got a new \_\_\_\_\_.
- b) They did a great \_\_\_\_\_ fixing my computer.
- c) He's got \_\_\_\_\_ with the government.
- d) Ironing is hard \_\_\_\_\_ .
- e) If a \_\_\_\_\_ is worth doing, it's worth doing well.
- f) You've never done a day's \_\_\_\_\_ in your life.
- g) G) There will be a lot of \_\_\_\_\_ losses when the factory closes.
- h) She's always changing \_\_\_\_\_ .
- i) I've got a \_\_\_\_\_ working for a bank.
- j) It took me an hour to get home from \_\_\_\_\_ yesterday.



reading

**Bank Cashier**



*N.B. In British English, a cashier is a person who receives and pays out money in a shop, bank, restaurant, etc.*

*In American and Australian English, the person who receives and pays out money in a bank is called a teller.*

Working as a bank cashier is a rather nice job. The pay is reasonable, the conditions are pleasant, and there is quite a lot of job security - all the time that people use money, they will need banks to keep it in. Although there is quite a lot of paper work in the job - cashiers have to FILL IN a lot of forms - one of the nicest things about the job is that you get to meet a lot of people, so every

day is a little different to the previous day.

Of course, some of the customers just want to PAY their money IN and and leave, and some of them can be quite frustrating. Last week a man came in with \$100 in ten pence pieces, then insisted on COUNTING them OUT as he was giving them to me. It took a long time and the other people in the queue were not very happy about it!

Interestingly, it is usually the people who want to TAKE money OUT of their accounts that chat the most. Sometimes I think they feel a little guilty about withdrawing the money, but I suppose they are also quite excited about what they are going to spend the money on once I've HANDED it OVER to them. It's amazing how much they tell you about their private life and why and how they are going to spend the money how they are going to spend the money!

**Find in the text the phrasal verbs to match the following definitions:**

*a) to return something to the person who should have it.*

*b) to withdraw money from an account.*

*c) to count money as you move it from one pile to another, or as you give it to someone.*

*d) to complete a form with appropriate information.*

*e) to put money into a bank account.*

**2. Complete the sentences below with the phrasal verbs from the box. Put them in the correct form.**

- a) count out
- b) hand over
- c) pay in
- d) take out
- e) fill in

1. Excuse me sir, but you've forgotten to .....the amount you want borrow.

2. I'd like to..... \$100, please.

3. You can't..... money ..... until you've paid some in!

4.....I'm afraid you can't \$100 , sir. You only have \$50 in your account.

5..... That television was stolen. You should it to the police.

6. She ..... the money and gave it to him.

### Individual assignment

Visit the Internet site [http://www. whatdotheydo.com./](http://www.whatdotheydo.com/). This site lists lots of jobs and provides information about them. Choose one of the jobs and write a short essay about it using the information from the site.



#### **DR Grammar**

#### **Adjectives ending in *-ed* and *-ing***

Many adjectives formed from the past participle describe a feeling or a state. *e.g. I was bored*

*I was surprised by the results of the interview.*

Many adjectives formed from the present participle describe the thing, experience or person that produces the feeling.

*e.g. The job was boring.*

*The results of the interview were surprising.*

Choose the correct answer *a* or *b* to complete the dialogue below.

**Pierre:** Hi, Elisabeth. How's it going?

**Elisabeth:** Everything's fine. And how are things with you?

**Pierre:** Great. How's the rest of the family?

**Elisabeth:** Up and down. You know how it is. My brother Mark is quitting his job.

**Pierre:** How come? He has a good job. What's the problem?

**Elisabeth:** He says he's bored with his present job. He wants something more stimulating.

**Pierre:** Hey, my job's 1) \_\_too, but that's no reason to quit. It's not easy to find a new job.

a) boring      b) bored

**Elisabeth:** I think he's quitting for another reason. He didn't get the promotion he wanted and I think that he's really 2)\_\_\_\_\_.

a) disappointing      b) disappointed

**Pierre:** That's probably the real reason. He works hard and his boss is very 3) \_\_\_\_\_ with his work, so he deserves a promotion.

a) satisfying      b) satisfied

**Elisabeth:** Well I hope he changes his mind. It's difficult to find 4) work with a good salary.

a) satisfying      b) satisfied

**Pierre:** How about your sister Kate? I hear that she won a prize for her multimedia project. She must be 5)\_\_\_\_\_.

a) thrilling      b) thrilled

**Elisabeth:** I'm really happy for her. She worked so hard. And the results are fantastic. It's a sociology project and it's full of 6) \_\_\_\_\_ images and sounds.

a) fascinating      b) fascinated

**Pierre:** Good for her! She really deserves it. But I feel really bad. She invited me to see it. I planned to go, but when the day came, I completely forgot. It was so 7)\_\_\_\_\_ .

a) embarrassing      b) embarrassed

**Elisabeth:** Yes, she told me. Apparently she saw you the next day and you were really 8) \_\_\_\_\_ when she mentioned it. Don't worry about it. She knows you're very busy.

- a) surprising      b) surprised

## COMMUNICATION WORKSHOP

### Compliments and comments

*Offering your opinions and making comments is one of the most effective ways of starting and encouraging conversation.*

Compliments	Comments
<p><b>That was an excellent/delicious/very good.</b></p> <p><b>-Well done!</b></p>	<p><b><u>about a job</u></b></p> <ul style="list-style-type: none"> <li>• That must be rewarding/hard / demanding/ exciting/ dull work.</li> </ul> <p><b><u>about a person at work</u></b> He / She's competent / hard-working / meticulous/methodical/conscientious/ demanding/ serious/lazy</p>
	<p><b><u>About a person socially</u></b></p> <p>He / She's easy-going / chatty/ talkative /extravert / has a good sense of humor /interesting/</p> <ul style="list-style-type: none"> <li>• He / She's shy/ quite / introvert / hard to get to know</li> </ul>
	<p><b><u>about a subject/piece of news</u></b></p> <p>-That's fascinating / surprising / astonishing / incredible / interesting.</p> <p>-It's upsetting / shocking / disturbing</p>

### 1. What comment would you make in the following situations?

You've just had a very good meal.

- You've just heard news of a plane crash.

- One of your colleagues is always chatting to everybody.
  - One of your colleagues looks very smart today.
- One of your colleagues regularly works a twelve-hour day.

**2. In small groups, pick one of the subjects below and then discuss it. Make comments and react to other's opinions on:**

**a) a news item**

*"Did you hear about the...?" "Wasn't it...?"*

**b) a record / film / book which you have just heard / seen / read**

*"Have you seen...?" "I thought it was..."*

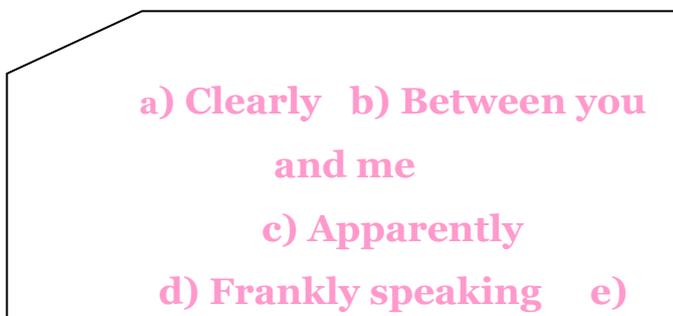
**c) a person you all know**

*"You know..." "Isn't she...?"*

**d) types of work**

*"I could never be a..." "It would be so..."*

**3. Complete the phrases below with the phrases from the box which have nearly the same meaning.**



1. You are uncertain.

It seems that... Presumably,...

2. \_\_\_\_\_ Your next comment is obvious.

Of course,... Obviously,...

3. You had some good/bad fortune.

I'm pleased to say that... Unfortunately...

4. You are being honest.

Actually,.... To be honest,... \_\_\_\_\_

5. Something is confidential.

Please don't repeat this, but ...\_\_\_\_\_

**4. Fill in the gaps using phrases from ex. 3. Several answers may be possible.**

Did you find that restaurant I told you about?

1. \_\_\_\_\_ , the taxi driver knew where it was.

The new model is a big improvement.

2. \_\_\_\_\_ , it's a little more expensive.

Did you go to the Frankfurt Trade Fair?

3. \_\_\_\_\_ , I didn't go this year.

Do you think she'll get the new job?

4. \_\_\_\_\_ , I don't think so.

Why did they move Mary out of the Sales Department?

5. \_\_\_\_\_ , she asked for a transfer.



**Pair work.**

**Ask and answer the questions below. Invent the replies.**

1. How were last month's sales figures? Unfortunately, they were very disappointing.

2. What's your new boss like?

3. What did you do when your computer crashed?

4. What do you think of Patrick?

5. How did you feel when you didn't get the job?



**CULTURAL CORNER**  
**English: the language of millions**

Business English is not a subject of study with a solid base. It is an involving practice which appears in many guises around the world and which takes a variety of forms according to local conditions and requirements. Business English arises from two expediencies: the need for a means of communication between those wishing to do business internationally, and the language used for this communication - English. (Nick Breiger)

Job advertisements in quality European newspapers often ask for a "good working knowledge" of English. Nowadays, large international companies use English to communicate between offices and subsidiaries in different countries. 75% of all letters and telexes are in English and 80% of all information in the world's computers is in English, so organizations need employees who speak good English.

European professionals feel that English sometimes helps them to get a new job. It is usually a passport to more money, more travel, and more interest in their work.

Why is English so important as an international language? The statistics answer the question. About 350 million people speak English as a first language. It is official language in more than 60 countries and of many international organizations. The International Olympic Committee, for example, always holds meetings in English. Air traffic control and communication at sea around the world is always in English.

International English has a rich and growing vocabulary. Many everyday words come from other languages.

Umbrella, for example, comes from ombra, the Italian word for shade. English speakers get their breakfast marmalade from the Portuguese word marmelada. There are Spanish words in English including cargo and macho; German gives the English language the word quartz; and French provides liaison and elite.

English helps the business world to communicate across national borders. Many international companies provide language training programs for employees.



- **If you were a headhunter what would you offer to a qualified specialist to make him (her) change the job?**

**Choose from the following list or add your own ideas.**

- a personal car
- one own office
- free parking space
- a secretary
- two months holidays
- free of charge dinner

**Headhunted** - If someone who works for a particular company is headhunted, they leave that company because another company has approached them and offered them another job with better pay and higher status.

**Listening** He was headhunted!!!

Listen to the dialogue and fill in the gaps with the missing information.

**Griff:** Barry's just got the most ..... job.

**Tarquin:** Lucky devil! Tell me more.

**Griff:** He's got the ..... director's job with the country's biggest shipping corporation.

**Tarquin:** How did he get that ? I haven't seen any finance directors' jobs advertised lately and I check the .....pages regularly.

**Griff:** He was headhunted through one of the top ..... consultancies.

**Tarquin:** He must have got an outstanding reputation to get his job that way.

3. Make up your own sentences with the phrase "**to be headhunted**".



**Pair work** . Study your role and act out a dialogue.

Student A	Student B
You are a headhunter. Try to	You are a very skilled com-

a very competent computer programmer to start working your company.  
Don't forget to introduce and the company you represent.

**Phrases to help:**

*On the one hand...*  
*On the other hand...*  
*I think you should...*  
*To my mind, it's better to...*  
*You will have...*  
*You won't have to...*

puter programmer. A from some other company is to persuade you to change your job. Talk to him/her and make decision (agree or disagree).

**Phrases to help:**

*As for me...*  
*I'd rather...*  
*I'd like to...*  
*That suits me fine.*  
*That doesn't suit me at all.*  
*I agree.*  
*I completely disagree with*



## Reading

1. Read the text and complete the gaps with the correct form of the words on the right.

Before reading study the following words:

**Blue chip** - першосортний, високоприбутковий

**IT** - information technology

**Chase** - гнатися, переслідувати

## Taps.com

On the Internet there are many sites where you can find 1) \_\_\_\_\_ about jobs. In the 2) \_\_\_\_\_ on the site you can read about the companies which provide the job, the job description and the 3) \_\_\_\_\_ ,that are required. One of those sites is taps.com.

Launched in January 1996, taps.com is the 4) \_\_\_\_\_ web-

**1 inform**

**2.advertise**

**3.qualify**

**4. lead**

**5. hunt**

based recruitment site in Europe. Taps.com has been developed to provide a meeting point between job 5) \_\_\_\_\_ and job 6) \_\_\_\_\_ at a central marketplace.

Thousands of permanent and contract vacancies for blue chip companies are 7) \_\_\_\_\_

available and regularly updated. The service is free to use for job hunters and all 8) \_\_\_\_\_

made to our advertised positions are strictly confidential. If you are looking for a position in the IT, sales, 9) \_\_\_\_\_ or finance sector, try running a search in the "Job Search" section or alternatively. If you are a graduate looking for the first job, why not take a look through the "Who's Recruiting" section to find out more about your potential 10) \_\_\_\_\_

For more information on using the taps.com service, select the "Help" option from the "How it Works" menu available on the navigation bar at the bottom of your screen. **Good luck!**

6. seek

7. constant

8. apply

9. market

10. employ

**Answer the following questions:**

- *Did you know about that web site before?*
- *What is it used for? Who uses it?*
- *Are there any similar web sites in our country?*

**3. Find the words in the text about Taps.com which have the similar meaning:**

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| 1. the act of finding new employees | 6. a person who searches talented |
| 2. opening positions                | specialists                       |
| 3. major companies                  | 7. permanently                    |
| 4. requests for employment          | 8. a person who gives a job       |
| 5. a university leaver              | 9. information technology         |



## JOB ADVERTISEMENTS

There are also other ways to recruit or employ new people. Companies advertise the job or position in the appointments page of a newspaper; people who are interested can then apply for the job by sending a letter of application and curriculum vitae containing details of their education and experience. The company will then draw up a shortlist of candidates, who are invited to attend an interview.

### Study the following words:

**To recruit** – приймати на роботу

**To advertise** – оголошувати вакансію

**Position** – посада

**To apply for the job** – подавати заяву про прийом на роботу

**A letter of application** – заява на роботу

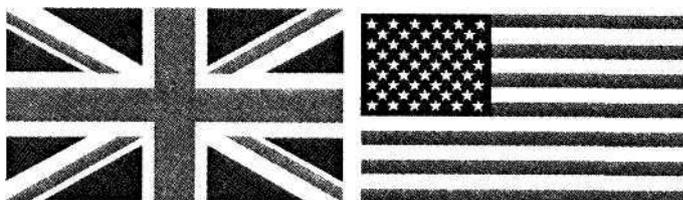
**Curriculum vitae (CV)** – резюме

**Appointment page** – сторінка оголошень у газеті

**Shortlist** – короткий список претендентів

**Candidate** – претендент на посаду

**Interview** - співбесіда



**British**      **American**  
a letter of      cover(ing) letter  
application  
CV              resume  
recruitment   search firm  
agency

**1. Look at the job advertisements below and fill in the table with all the words and expressions used to describe requirements and benefits offered by the job:**

**Requirements**

**Benefits**

<b>e.g. educated to degree level</b>	<b>Competitive salary</b>

### Production manager

We are looking for a qualified engineer with several years` experience in computer technology and design.

Managing experience would be an advantage, a good knowledge of German and French is desirable, Spanish is a plus. Excellent salary plus sales-related bonus and a company car.

*Please write with full CV to : John Hart, Redwood Marshall, Thore Industrial Estate, Crabtree Rd*

### Personal Assistant

Are you highly efficient with good communication and interpersonal skills? We are a leading manufacturer of video and audio equipment, and are looking for someone special with good administrative and secretarial abilities to join our Customer Services Department. Education at college level is required. Salary depended on age and experience. Medical insurance and a personal laptop. Apply to: Brenda Howarth, Spectra Ltd

### HUMAN RESOURCE MANAGER

We are a leading firm of Chartered Accountants and are presently seeking a successful candidate whose responsibilities will include:

- Advising on aspects of employment law
- Co-ordinating training programs
- Recruitment selection

Some work experience in a HR department is preferred. In return we offer a competitive salary and generous benefits including private health insurance, 25 days` holiday.

*Apply to : Sally Fregon, Norfolk House, 122 Aldwych, WC2D*

**2. Complete the advert below with the words from the box.**

1. experience

2. degree

3. headquarters

4. salary

5. successful

6. benefits

**OFFICE MANAGER**

International children's charity with a) \_\_\_\_\_ in New York and offices throughout the world has an opening position in Mali. The b) \_\_\_\_\_ - candidate will be responsible for all aspects of the management of his office. He or she should possess an advanced university c) \_\_\_\_\_ in business administration or a related qualification and should have at least five years` d) \_\_\_\_\_ in office management at international level. Fluency in English and French is essential. Willingness to travel, live and work under difficult conditions. E) \_\_\_\_\_ include a competitive international f) \_\_\_\_\_ and overseas allowances.

**Please write with your CV and stating current salary to:  
Box No RL 147**

**3. Look at the advertisements again. What personal characteristics are required for these positions? Make the list of them.**

**4. There are more adjectives describing a personal characteristics needed. Use them to characterize a person you know.**

Considerate

dynamic

motivated

initiative

Challenging

energetic

powerful

hard-working

Confident

flexible

responsible

sensitive

Competent

imaginative

skillful

disciplined

**5. Complete the description with the words in the box.**

- a) Cheerful                      g) sociable  
b) hard-working                h) sympathetic  
c) outgoing  
d) reckless  
e) reliable  
f) sensible

Robert is a very (1) \_\_\_\_\_ person, always with a smile on his face. He's a good listener, too, and is always (2) \_\_\_\_\_ if you have a problem or if something goes wrong. And if you ask for help, he's very (3) \_\_\_\_\_ - he won't let you down. At university he was very (4) \_\_\_\_\_ and got good marks. He's very (5) \_\_\_\_\_ person and would never do any thing (6) \_\_\_\_\_ Robert is very popular with lots of his colleagues; he's very (7) \_\_\_\_\_ and (8) \_\_\_\_\_.

? What features of character are the most important for a secretary, CEO, a distributor, a trader, a school director, a university graduate?



## BUSINESS WITH FUN

**The requirements of this job Employer:** "In this job we need someone who is responsible."

**Applicant:** "I'm the one you want. On my last job, every time anything went wrong, they said I was responsible."

### 6. Match the words on the left with their synonyms on the right

**A**

**B**

- |                     |              |
|---------------------|--------------|
| 1 salary            | a) applicant |
| 2. opening position | b) look for  |
| 3. benefits         | c) recruiter |
| 4. candidate        | d) vacancy   |
| 5. skills           | e) bonuses   |
| 6. headhunter       | f) wages     |
| 7. seek             | g) abilities |

### 7. Put the words from the previous exercise into the gaps. Use the correct form of these words.

- 1..... We have     for secretaries with word-processing experience.
- 2.....The Charity Fund     1000 people among the young unemployed to voluntary work last year.
- 3.....There were over 100     for     the     marketing     manager position.
4. Company employees received \$50 Christmas ....
5. This job requires great management ..... and attention to details.
6. The management of the company promised to increase .....by the end of the year.
- 7..... Professional     search for successful candidates in

multina - tional companies.

## Listening

**Listen to the dialogue and complete the missing information.**

**Naomi:** Haven't seen you for ages. What's new?

**Hector:** Well, I've got a new job. I'm a ..... in a furniture company.

**Naomi:** Wow, that's great. How did you get it?

**Hector:** Well I was looking through the ..... In our trade paper a few weeks ago when the one ..... caught my eye.

**Naomi:** What was that?

**Hector:** Well it was offering an exceptionally good ..... plus very good prospects for promotion, so I went for it.

## Typescript 3

### Job Advertisements

**Naomi:** Haven't seen you for ages. What`s new?

**Hector:** Well, I've got a new job. I'm a sales manager in a furniture company.

**Naomi:** Wow, that's great. How did you get it?

**Hector:** Well I was looking through the job advertisement in our trade paper a few weeks ago when the one position caught my eye.

**Naomi:** What was that?

**Hector:** Well it was offering an exceptionally good salary plus very good prospects for promotion, so I went for it.

**9. Look at the files of Employment Agency on the right, and at the Jobs Offered column in a local paper on the left, and try to decide which person is best for each job. Explain why.**

<p><b>1. Jolene Buchanan; Age 22.</b></p> <p>Has just got her degree as Master of Business Studies. She wants to work for a large company with good career prospects, but she does not mind where it is. She is very ambitious, and wants a job that will be a challenge.</p>	<p><b>A. Rep</b> wanted for travel company. We are looking for someone to escort holiday-makers on Mediter- Ranean holidays. Training and a good salary given to the right per- son.</p>
<p><b>2. Jamie MacDonald; Age 44.</b></p> <p>Ex-sergeant in the army, he has now retired and is looking for a local job. He is an experienced and competent person, and he wants to work locally to be with his wife and family.</p>	<p><b>B. Volunteers</b> wanted to help on an archaeological site in Turkey. Do You want to get away from the English winter? Starting this autumn we want people to assist our archaeological team. No salary, but travel and expenses are paid.</p>
<p><b>3. Darren Wright; Age 19.</b></p> <p>School leaver. Wants a job that will</p>	<p><b>C. Caretaker</b> wanted for</p>

<p>allow him to travel and meet people. Does not want a desk job or anything local. Has exam passes in Spanish, Maths and Biology.</p>	<p>Rhynington Primary to look after the premises of a large school and supervise its cleaners and gardeners. Generous salary and pension to the right candidate.</p>
<p><b>4. Mike Cameron; Age 20.</b></p> <p>Wants to take a year out from his studies and do something interesting. He is training to be a doctor, but he wants to do something completely different. The salary is not important. He can start in September.</p>	<p><b>D. Friday Person</b> wanted for busy office. If you have a cheerful helpful personality and want a job that will prepare you for a business career, why not come and see us? Right in the centre of town. Start immediately.</p>
<p><b>5. Jackie Wallace; Age 19.</b></p> <p>School leaver. Capable of using office software and of doing simple accounts. Wants a local job because her mother is ill and she wants to be near her. The job must offer training and work experience. Able to start at any time.</p>	<p><b>E. Trainee</b> manager wanted for a local fashion boutique. The ideal candidate will have a relevant degree, and be prepared to work long hours if necessary. We are part of the InStyle fashion chain. Full training and generous salary.</p>

### Individual assignment

Find several job advertisements in Ukrainian newspapers, magazines or on the Internet. Draw a conclusion on the following:

- *what jobs are in great demand now;*
- *what qualifications are in great demand now;*
- *what other information is usually included into a job advertisement, such as salary, benefits, deadline, etc*

## BENEFITS AND QUALIFICATIONS



Which of the following benefits are the most important to you in a job and why? Give each one a score from 1 (not important) to 6 (very important)

- A high salary
- Good working conditions
- A boss you enjoy working for
- Co-workers you like
- The opportunity to travel
- Good opportunities for promotion

A **benefit** is something you received from a job.

A **qualification** is something you need to do a job.

1. Look at the following list of words. Are they benefits or qualifications?

1. \_\_\_\_\_ promotion
2. \_\_\_\_\_ work experience
3. \_\_\_\_\_ medical insurance
4. \_\_\_\_\_ vacation
5. \_\_\_\_\_ bachelor/masters/degree
6. \_\_\_\_\_ salary
7. \_\_\_\_\_ driving license
8. \_\_\_\_\_ commissions
9. \_\_\_\_\_ bonus
10. \_\_\_\_\_ fluent English
11. \_\_\_\_\_ ability to make decisions

12. \_\_\_\_\_ discount on goods
13. \_\_\_\_\_ computer skills
14. \_\_\_\_\_ flexible working hours
15. \_\_\_\_\_ communication skills



**Pair work.**

a) Decide which qualifications are necessary for the representatives of the following professions:

- A finance manager
- A secretary in the office
- A company lawyer
- An overseas manager
- A regional representative

b) Which benefits are the most important for them?

c) Choose from the list given below features of character that are the most suitable for them:

*Creativity, being hardworking, accuracy, being responsible, being inventive, persistency, love to travel, being able to work in a team, being able to persuade people, being sociable, being reserved.*

c) Fill in the table. Add as much information as you like:

Profession	Qualification	Benefits	Features of character



## Watch out

### wage - wages - salary

**My salary** is paid on the 28th of the month. (Not "wage", "wages")

(a salary is paid monthly)

- *Woman often get paid a low wage/low wages, especially for part-time work.*

(a wage or wages are paid daily or weekly)

### 1. Complete the sentences below with the words *wage - wages - salary*.

1. The government announced the increase of the..... of budget workers by 15 %.
2. The ..... of workers depend on their productivity.
3. After several strikes the management of the plant decided to raise the ..... by 3 %.
4. Office workers are paid the ..... once a month.

### Render the text into English.

Зараз на ринку праці є багато вакансій, об'єднаних спільним словом «менеджер». Серед них одна з найпоширеніших - менеджер з реклами.

Якщо Ви закінчили інститут (вища освіта є важливим фактором для роботодавців), сповнені сил та енергії - у Вас є непогана можливість отримати цікаву роботу. Найбільше потребують менеджерів з реклами засоби масової інформації.

Багато роботодавців вимагають від претендентів знання комп'ютерних програм та іноземної мови. Дуже важливим є досвід роботи - мінімум 1-2 роки.

## PROJECT WORK

### Work in groups

a) The company you have already created needs various specialists. Discuss what kind of people you need to fill up these vacancies. Make up the job advertisement to place in the local newspaper. Don't forget to include all the necessary information - qualifications required, benefits offered etc.

b) You work for a big Publishing House. Unfortunately PR manager has left the company recently. The company also needs two computer specialists to deal with making up long texts with pictures and photos and an editor to read incoming materials (books, articles, etc.) and decide on their value. Write the job advertisement to fill up the vacancies.

## COMMUNICATION WORKSHOP TELEPHONING

### Answering the phone

- Good morning/afternoon/evening, York Enterprises, Elizabeth Jones speaking.
- Who's calling, please?

### Introducing yourself

- This is Paul Smith speaking.
- Hello, this is Paul Smith from Speak International.

### Asking for someone

- Could I speak to John Martin, please?
- I'd like to speak to John Martin, please.
- Could you put me through to John Martin, please?

### Explaining

- I'm afraid Mr Martin isn't in at the moment.
- I'm sorry, he's in a meeting at the moment.

### Putting someone on hold

- Just a moment, please.
- Could you hold the line, please?
- Hold on, please.

### Problems

- I'm sorry, I don't understand. Could you repeat that, please?

I'm sorry, I can't hear you very well. Could you speak up a little, please?

- I'm afraid you've got the wrong number.
- I've tried to get through several times but it's always engaged.
- Could you spell that, please?

### Putting someone through

- One moment, please. I'll if Mr Jones is available.
- I'll put you through.
- I'll connect you. I'm connecting you now.

### Taking a message

- Can I take a message? Would you like to leave a message? Can I give him/her a message?
- I'll tell Mr Jones that you Called
- I'll ask him/her to call you

**1. Below you will find three jumbled extracts from the openings of telephone calls. Put each extract in the right order.**

*Call 1*

A: Just a moment, I'll put you through.

B: It's in connection with a new order.

A: Howard Engineering. How can I help you?

B: James Harvey.

A: I'm sorry I didn't catch your name.

B: This is James Harvey. Could I speak to Jeff Reynolds?

A: Could you tell me what it's about?

*Call 2*

A: The reason I'm calling is to try to fix a meeting early next month.

B: Not too bad. So, what can I do for you?

A: Fine, and you?

B: Storm speaking.

A: Leslie Taylor here. Is that you Max?

B: Sure is. How are you, Leslie?

*Call 3*

A: Let me just get her diary... Oh yes, on Wednesday at 10.00.

B: I'm not sure. The reason I'm calling is to discuss next week's meeting.

A: Christine Matthew speaking.

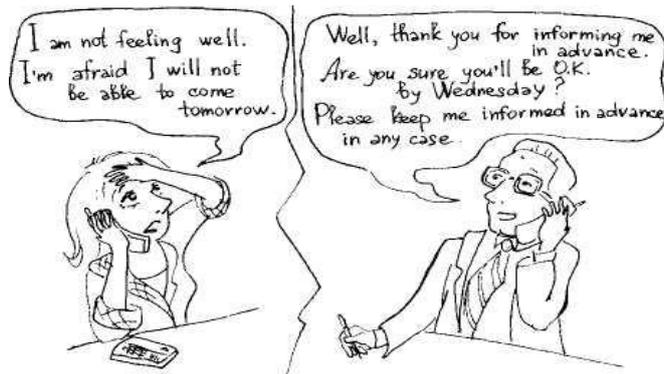
B: That's it. You see, I've got a bit of a problem.

A: I'm afraid Miranda's not in today. Can I help?

B: This is Delia Forbes here. Can I speak to Miranda, please?

Fill the gaps with the phrases from the box, which fit best in the following dialogue and translate it:

-24-  
hour bug  
-  
sneezing  
-  
substitute  
-Fever  
TT 11



**Sveta:** May I speak to Edward Johnson, please?

**Secretary:** Just a second. \_\_\_\_\_. I'm putting you through.

**Edward:** Edward Johnson speaking.

**Sveta:** Hello Mr. Johnson. This is Svetlana.

**Edward:** Hi Svetlana. How can I help you?

**Sveta:** I am not feeling well. I am afraid I will not be able to come tomorrow. I am sure I need just one day to \_\_\_\_\_. Natasha can \_\_\_\_\_ for me. I have already spoken with her.

**Edward:** I can hear from your voice that you're not well. What's wrong with you?

**Sveta:** I caught a cold. I have a \_\_\_\_\_. I am \_\_\_\_\_ and \_\_\_\_\_.

**Edward:** Are you sure you'll be O.K. by Wednesday?

**Sveta:** Yes, I'm sure this is a \_\_\_\_\_. I'll be O.K. by Wednesday.

**Edward:** Well, thank you for informing me in advance. It gives us some time to figure out who can substitute for you. O.K. I hope you'll recover by Wednesday. In any case, please keep me informed.

**Sveta:** Thank you. Mr. Johnson. I'll see you on Wednesday. Sorry for the inconvenience.

**Edward:** It's O.K. It happens. See you the day after tomorrow.

**6. Complete the passage below with the words and word combinations from the box.**

- |                     |                         |
|---------------------|-------------------------|
| 1. automatic        | 6. engaged              |
| 2. call             | 7. exchange             |
| 3. dial             | 8. operator             |
| 4. dialing tone     | 9. receiver             |
| 5. directory number | 10. subscriber's number |
| 6. trunk code       | 12. Yellow Pages        |

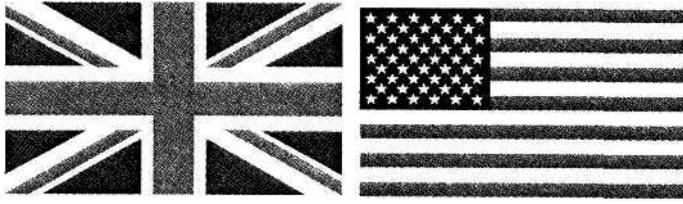
You need to make a telephone (a).....? Then make sure you have your correspondent's number close at hand. Telephone numbers consist of a (b) and a (c)..... . If you don't know your contact's number, look it up in the telephone (d) .....of

the(e).....The latter contains the telephone numbers of businesses and traders in your area.

The next thing you do is lift the (f) and (g) .....or press the number. You will then hear a (h) ..... .If the number is (i) ..... you will hear an engaged tone. Bad luck, you will have to ring back later.

In a company, the first person, who answers the phone will often be the (j) ..... .He-but still more often: she-will put you through to the person you require. The operator operates the telephone (k) ..... In an increasing number of businesses however manual exchanges are replaced by direct lines or

(1) ..... exchanges.



**Britis**

engag

dialling

person

**- American**

- busy

- dialing

- person-to-



**7. Kris Johnson, from Denmark, has just graduated from Technical College. He wants to work in the United States for a few years. He heard from a friend that Teleaid needed new employees so he phones Ms Greene from that company. Open the brackets and make all the necessary changes to complete Ms Greene's part.**

**Ms Greene:** (Introduce yourself).

**Kris Johnson :** Hello, I 'm Kris Jonson. A friend of mine told me about your company. He made me very enthusiastic and I was wondering if you needed any new personnel for the helpdesk activities.

**Ms Greene:** (Yes, 4 unoccupied jobs. Ask if Kris has finished school)

**Kris Johnson :** Yes. I finished my studies a few weeks ago. Could you perhaps send me some more information about your company?

**Ms Greene:** (Yes, send a brochure + enclosed letter)

**Kris Johnson :** Oh, that's fine. Does that information also explain more about the jobs that you offer?

**Ms Greene:** (Say you will enclose an advertisement which includes information on how to react)

**Kris Johnson :** Do you know the deadline for my letter?

**Ms Greene:** (requests for employment must be received before 15 April)

**Kris Johnson :** Well, thank you very much for the information. Oh yes, before I forget, do you know how I can get a work permit for the United States.

**Ms Greene:** (You are not sure, but you think Kris should give his name to the American Embassy in the Netherlands)

**Kris Johnson :** Thank you very much. I will write a letter as soon as I have received your information. Goodbye.

**Ms Greene:** Goodbye.



**9. Pair work .** Role play the following situations on your choice.

<p><b>Student A</b></p> <p><b>Prepare and make the following calls:</b></p>	<p><b>Student B</b></p> <p><b>Prepare to receive the following calls:</b></p>
<p>1. You have recently placed a job advertisement in Executive Placement, a monthly magazine. Unfortunately they published in with two errors (a spelling mistake and a word missed out). Phone the newspaper to complain and get some action.</p>	<p>You work for Executive Placement. You will receive a complaint from a customer who has recently placed a job advertisement. Offer to correct the ad and re-run it next month, free of charge.</p>
<p>2. Your colleague Susana Warren is out of office. You will receive a call concerning an appointment.</p>	<p>You have recently made an appointment to see Susana Warren concerning some legal advice. You are unable to keep the appointment. Phone her to cancel it.</p>
<p>4. You want to speak to Ms Braun about your account with her company, W&amp;W. If Ms Braun isn't in the office,</p>	<p>You are a receptionist at W&amp;W. Student A would like to speak to Ms Braun, but she is out of the office. Take</p>

<p>leave the following information:</p> <ul style="list-style-type: none"> <li>• Your name</li> <li>• Telephone number: 347-891090 (or use your own)</li> <li>• Calling about changing conditions of your contract with W&amp;W</li> <li>• You can be reached until 5 o'clock at the above number. If Ms Braun calls after 5 o'clock, she should call 458-2416</li> </ul>	<p>a message and make sure you get the following information:</p> <ul style="list-style-type: none"> <li>• Name and telephone number - ask student A to spell the surname</li> <li>• Message student A would like to leave for Ms Braun</li> <li>• How late Ms Braun can call student A at the given telephone number</li> </ul>
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## Cultural Corner

If you don't have experience of making phone calls in English, making a business call can be a worrying experience. That's why it is necessary to follow the following rules not to fail in phone conversation:

Identify yourself by giving your name and your position in the company.

Make sure you're talking to the right person. Say right away you're calling about. Be brief, and don't waste time.

Speak slowly and clearly, but in a friendly voice.

Don't try to be funny – you may be misunderstood.

Don't use technical terms and abbreviations, because the other person may not understand these as well as you do.

Don't interrupt the other person even if you think you know what he or she

is going to say, let them finish what they want to say.

Don't phone during the other person's lunch hour – find out what time it is in the other country before you call.

Send a following –up fax or e-mail to confirm any important details (especially prices and numbers), so that you both have a written record of them.

And finally it is important to sound interested, helpful and alert when making and receiving telephone calls.

## UNIT 3

### APPLYING FOR A JOB



Peter Townsled is a very qualified specialist. He has been working in the sphere of business for fifteen years and has enormous experience in sales. But unfortunately he has to change his place of work because his family is going to move to another country. So, to find a new job Peter has decided to look through the job advertisements in a local newspaper. One ad that caught his eye was the following:



#### Local Branch Manager required by Step by Step

We are looking for a qualified manager with several years' experience in sales and customer service.

If you have excellent communication and teamwork skills, good knowledge of English and Italian and skills of work with the Microsoft Office operating system, this job is for you.

We offer an excellent salary plus sales-related bonus.

**If you have relevant experience and feel you are the right person call now and start a new career that could earn you a brighter future.**

For consideration, please send your application and confidential resume with salary history and requirements to:

Mr. Peterson, Personnel Manager, Step by Step.

254MainStreet Seattle, WA 98502

Or Email: [step@com.us](mailto:step@com.us)

For enquiries phone: +31 (0)70 96798810

**Discuss the following questions:**

- *What attracts you in this advertisement?*
- *What benefits does this position offer?*
- *If you were Peter would you apply for this job?*

So, Peter has decided to apply for this job. But unfortunately he does not have enough information about the position so he phones the company.



**1. Pair work.**

Role-play the telephone call using the information below. One of you is Peter Townsled, another is Rob Peterson. Do not forget that this is a formal telephone call, so:

- Introduce yourself correctly
- Be polite
- Use formal English
- End the conversation correctly

<b>Peter Townsled</b>	<b>Rob Peterson</b>
You want	You are a HR

about the following: • the company the contract job description • required • the address	Answer information advertisement.	Kris's from
---	---	----------------

## SELECTING THE BEST CANDIDATE

2. Look at the statements below. Do you agree or disagree with them? Express your opinion.

- *If you want to employ a good worker look at his handwriting.*
- *The best way to get to know your future employee better is to ask his sign of zodiac.*
- *The candidate's appearance plays a very important role.*

3. Which of the approaches above would you use? Do you have any more ideas how to select the best candidate?



### Reading

### Selection Methods

Most employers say that they wish to employ the right person for the right job.

While selecting a candidate recruiters use three main selection methods: **interviewing, checking curriculum vitae or application forms and examining references.**

Interviews are considered to be more reliable than either curriculum checks or references from past employers. Face to face contact, applicant's behavior and the way of presenting oneself give the employer valuable information about the candidate.

Some employers place great importance on academic qualifications but

the link between them and success in management is not necessarily strong. Some recruiters use handwriting as a criterion. References, also, are sometimes unreliable as they are rarely critical.

5. In your opinion, what is the most reliable method of recruiting? Why?



## BUSINESS WITH FUN

### The work qualification test

Murphy applied for an engineering position at an Irish firm based in Dublin. An American applied for the same job and both applicants having the same qualifications were asked to take a test by the Department manager. Upon completion of the test both men only missed one of the questions. The manager went to Murphy and said.

**Manager:** "Thank you for your interest, but we've decided to give the American the job."

**Murphy:** «And why would you be doing that? We both got nine questions correct. This being Ireland and me being Irish I should get the job!» **Manager:** «We have made our decisions not on the correct answers, but on the question you missed.»

**Murphy:** "And just how would one incorrect answer be better than the other?"

**Manager:** "Simple, the American put down on question №5, " I don't know." You put down "Neither do I."

**6. Complete the recruitment checklist below by adding verbs from this list.**

**Follow the example.**



1. ....Place ... job advertisement in the newspaper.
2. .... through CVs and applications.
3. .... CVs and applications to the relevant managers in the company.
4. .... Potential candidates by consulting with relevant manager(s).
5. .... candidates for the interview.
- 6..... candidates.
- 7.....potential candidates` references.
- 8..... the best candidate(s).
- 9..... successful candidate(s).



**Pair work.** Roleplay the following situation.

<u>Student A</u>	<u>Student B</u>
Your company needs a Marketing Manager. You don't know how to select the best candidate for this position. Ask a business consultant for advice.	You are a business consultant. Give some recommendations what selection methods to use when employing a Marketing Manager.

**Individual assignment**

**Do the Job-Hunting Etiquette Quiz and find out more about the rules of behavior while applying for a job.**

### **Job-Hunting Etiquette Quiz**

Certain rules or protocols should guide a job seeker's conduct. Some people call these rules good manners, but more refer to them as business etiquette. By adhering to proper etiquette, a job seeker can gain a perceptual edge over other job seekers that can lead to a job offer. How comfortable are you with the etiquette of job-hunting? Put yourself to the test. Take the job-hunting etiquette quiz and see how well you do.

#### **1. Answer true or false to the following statements.**

1. When greeting someone for the first time, a cupped handshake (in which your left hand covers the normal handshake) is a good way to show my sincerity and interest.
2. At an interview or meeting, it is generally necessary for me to stand only when a woman walks into the room (regardless of my gender).
3. At job fairs and other professional settings when I receive a business card from someone, I should take the time to really read the card before sticking it in my pocket or briefcase.
4. I should always turn off (or silence) my cell phone and beeper before heading into any interview or business meeting.
5. After a job interview, regardless of whether I am still interested in the job or not, I should always follow-up with a thank you note.
6. A few days after a job interview, I begin calling the employer every day to see when a hiring decision will be made.
7. When introducing myself at job fairs or other business settings, I should avoid saying anything except my name until the other person responds in kind.
8. When I know a company I am interviewing with is having a casual day on the day I am interviewing, it is best to dress down for the interview.
9. I have a great sense of humor, so it's perfectly fine to have a humorous

greeting on my voicemail (or answering machine) when job-hunting.

10. When I place telephone calls to potential employers, I use a clear and confident voice and always first identify who I am and why I am calling.

11. At job and career fairs it's okay for me to walk up to a group of people engaged in conversation and interrupt by introducing myself.

12. When talking on the phone with a potential employer or other business contact, it's okay for me to put them on hold while I answer another phone call.

13. I always avoid asking questions at an interview because it is rude to interrupt the interviewer by asking questions.

14. No matter what type or level of job I am applying for, I always go out of my way to greet the receptionists and secretaries with sincerity.

**Now read the answers below and count your score.**

**1. False.** The proper handshake is very important because it is one of the first impressions you make in an interview - and you do not want to do the cupped handshake, which can be seen as familiarity. Use your right hand and give a firm handshake –just don't squeeze too hard. The handshake should be brief, but long enough for both parties to say each other's name in greeting. A firm handshake communicates confidence, interest, and respect.

Other handshake issues to avoid: limp handshakes, clammy handshakes, and sweaty handshakes.

**2. False.** Regardless of your gender, you should always stand when someone walks into the room, regardless of their gender. When someone enters the room, you should rise if you are seated, smile, extend your hand and greet the person with a firm handshake.

**3. True.** It is seen as quite rude when a person who receives a business card quickly puts the card away. You should show respect for the person who gave you the card by reviewing it for a few seconds,

perhaps even using that time to remember the person's name. Then thank the person for the business card and put it away.

**4.True.** If something is happening in your life that is so important that you need to be available 24/7, perhaps the best solution is to postpone the interview. At a minimum, you should turn all your electronic equipment's sound off, utilizing the vibration mode if you have it. But most etiquette experts actually suggest turning off all beepers and phones before any business meeting.

**5.True.** One of the smallest and easiest things you can do is write a simple thank-you note after every interview. You might be surprised at how big an impact a gesture this small can make, but when the majority of job-seekers do not send thank-you notes, it makes you stand out even more.

And don't bum any bridges by not bothering to send thank-you notes to interviewers where you've already decided the job is not right for you. You never know when or where your paths will cross again.

**6.False.** First, one of the key pieces of information you want to leave the interview with is a timetable for when the employer expects to make a hiring decision. Second, while you should definitely follow up with the employer, you should never cross the line from interested job-seeker to annoying nuisance.

**7.False.** Why just state your name when you have the perfect opportunity to give a short pitch about yourself that not only will help people remember who you are, but perhaps also be a prelude to a longer conversation. Those 20 seconds or so, called the sound bite, gives you a chance to express your unique selling proposition - the one thing that makes you different from everyone else.

**8.False.** Always dress for the interview. While you want to appear to fit in with the corporate culture of an organization, casual days are not

the norm. So make sure you discover what the business attire is on normal days, and wear attire at that level of formality to the interview.

**9.False.** While job-hunting, you want to have a professional-sounding message. Start your message with "Hello, you've reached the voicemail (or answering machine) of..." Don't make jokes; don't have screaming or shouting; don't have background music; and don't have cute greetings from your kids.

**10.True.** Phone manners are extremely important—and often overlooked. Prepare ahead of time and have some notes about key comments you wish to make. By clearly identifying yourself at the beginning of the conversation you also allow the other party to be prepared.

**11.False.** It's best not to interrupt an employer representative when s/he is talking with one or more prospective candidates. Wait your turn. If the conversation goes on for too long, either attempt to make eye contact with the representative to show you are interested - or move on to the next booth and make a note to return later in the fair.

At all other business functions, however, it is certainly acceptable to politely interrupt and join a group of people engaged in informal conversation. Business meetings are about networking and making contacts, so feel free to walk up to the group and say, "Excuse me, I would like to introduce myself."

**12. False.** Call-waiting is a curse on business etiquette. It's better to always let the other phone call roll onto your voicemail than to interrupt your current conversation. Not only is the practice rude, but in doing so, you stop any momentum you had leading up to the interruption - which you probably won't be able to get back.

**13. False.** Yes, it is rude to interrupt someone when s/he is speaking, but a higher order rule takes precedence here. Job candidates, who do not ask questions during an interview are often perceived as uninterested or lazy, so take the initiative and ask at least a few questions. Does this rule allow you to interrupt the employer every time s/he

starts speaking? Of course not; use your judgment and interrupt only when absolutely necessary.

**14. True.** There are two issues here. First, sincerity is always the strongest form of communication – and people respond well to it. Second, while often some of the lowest paid employees of an organization, the receptionists and secretaries play key roles in the organization and can offer assistance in numerous ways, so it's best to treat them with the respect they deserve. Also, they often report back to their bosses about how you behaved and treated them.



## **STEP I** **WRITING A CV**

### **WHAT IS IT A RIGHT RESUME?**

A resume is an introduction, one page, one short chance at proving you are a qualified and experienced candidate who should be hired by a company. It includes all your life experiences. A resume must present a clear picture of the candidate. For this you should know what a potential employer expects. Employers look at the person's experience with a company and period of his work for a company to see if he is not a "job jumper". The person should be able to present himself in a resume. Your resume must be right, standard format, typed.

### **1. Listening**

**a) Listen to a Personnel Manager talking about the structure of CV.**

**Put the following sections of the resume in the correct order.**

- Experience
- Resume objective
- Address
- Name

- **Education**

Additional skills

**b) Listen again and fill in the table with the information from the tape.**

Personal information	Education	Work experience	Additional skills

**2. Complete the following dialogues.**

A. Is it necessary to type my resume?

B. ....I consider that

A. Is it obligatory to mention my educational history?

B. I suppose that .....

A. I began my resume with my personal detail and marital status. Is that right?

B. .... It's not right, because

A. Is it necessary to include any additional skills and knowledge in my resume?

B. Of course! .....

**4. Read Peter's CV. What mistakes has he made? Correct them.**

<p><b>Peter Townsled</b></p> <p>35 Green Road          Spokane, WA 87954          Phone (503) 456-6781          Fax (503) 456-6782          E-mail petert@net.com</p> <p><b>Work experience</b></p> <p><b>1995 - 1998</b> Smith Office Supplies Yakima, Assistant Manager</p>
---

### **Responsibilities**

- Managed warehouse operations
- Interviewed new applicants for opening positions  
Traveled locally offering on-site visits to regular customers
- Supervised bookkeeping staff

1998 - Present      Jackson Shoes Inc.      Spokane, Manager

### **Responsibilities**

- Provide helpful service to customers concerning shoe choices
- Design and implement computer based tools using Microsoft Access and Excel for staff
- Provide in-house training for new employees

### **Personal Information**

Marital status: Married, two children Education

**1991 - 1995                  Denver University                  Colorado, Master of**

**Business Administration** Professional memberships

Young Business Administration Club President 1993-1995, Denver

### **Additional Skills**

Advanced level skills in Microsoft Office Suite, basic HTML programming, spoken and written proficiency in English and Spanish

REFERENCES Available upon request



**WATCH OUT**

**Experience – (n) 1.** knowledge or skill that you get from doing a job or activity or from being in different situations.

2. something that happens to you and has an effect on how you feel and what you think.

3. a scientific test done to find out or prove something.

**Experience – (v)** to be affected by something.

**Experienced –(adj)** having a lot of skill or knowledge because you have done something often or for a long time.

**Experiment – (v)** to try using various ideas, methods etc. to find out what effect they have.

**Put the words from the box into the gaps.**

a)He has a lot of ..... as a salesman.

b)The company is .....problems with its computer system.

c)Do you think its right to..... on animals?

d)When there were no antibiotics patients ..... a lot of pain.

e)In my ....., a credit card is very useful.

f)He had some terrible .....while he was traveling in the USA.

g)We are going to employ this candidate because he is a very ..... specialist.

**4. Match the words from column A with the words from column B to make business expressions:**



1. personal

**B**

a) time activities

- |                          |                      |
|--------------------------|----------------------|
| 2. career and background | b) background        |
| 3. data                  | c) experience        |
| 4. educational           | d) foreign languages |
| 5. work                  | e) information       |
| 6. career                | f) achievements      |
| 7. spare                 | g) summary           |
| 8. knowledge of          | h) sheet             |

**Make up your own sentences with the word combinations above.**

**5. Choose the best alternative to complete these sentences.**

1. A \_\_\_\_\_ is an individualized, written summary of your personal , educational and experience qualifications.

**CV/cover letter/reference/job advertisement**

2. It is \_\_\_\_\_ to present you as a prospective employee.

**Design/designs/designed/designing**

3. Not \_\_\_\_\_ needs a CV.

**Anyone/someone/everyone/a person**

4. Applications for many clerical and sales positions also require a \_\_\_\_\_ .

**Job/ CV/application/job ad**

5. A CV is like a \_\_\_\_\_ sales presentation.

**Oral/written/spoken/closed**

6. It alone will not get you a \_\_\_\_\_ .

**Job/CV/application/want ad**

7. An effective CV \_\_\_\_\_ a favourable impression of you while presenting your abilities and experience.

**Create/creates/creating/was created**

8. Your CV \_\_\_\_\_ be used as a response to an ad.

**Is/was/can/won't**

9It is a fact sheet that tells a \_\_\_\_\_ employer that you are a desirable future employee.

**perspective/prospecting/prospective/past**

### Individual assignment

**Read the article devoted to the art of writing a resume and do the exercises after it.**



### **Ten Resume "Don'ts "**

Resumes are a necessity for almost every job on the planet - accountant, teacher, CEO or municipal employee. Writing a resume is a kind of art. All the parts and the words of the resume should be carefully thought over to avoid misunderstanding and unnecessary information. But there may be hidden dangers on any stage of your resume writing.

Before saying to yourself "OK! I've done it!" check the ten resume don'ts below:

**1.Appearance count** - Don't try to save your money by printing your resume on a cheap copy paper instead of a good quality stock. Check for typos, grammatical errors and coffee stains. Use the spellcheck feature on your word processor and ask a friend to review the resume to find mistakes you might have missed.

**2. Does size matter?** - If your career warrants a two-page resume, then go ahead and create a document that reflects the full range of your experience and accomplishments. Don't reduce the type size to such a degree that your resume becomes difficult to read.

**3. Truth or consequences** - Don't fudge over the dates or titles on your resume to hide the fact that you have been unemployed, that you switched jobs too frequently or that you held low-level positions. If a prospective employer conducts a background check and discovers that you lied, you can kiss the job good-bye.

**4 State your case** - If you are seeking a job in a field which you have no prior experience, don't use the chronological format for your resume. By using a functional or skills oriented format, you can present your relevant experience and skills up front.

**5. Put your best foot forward** - Don't simply copy the job description jargon from your company Human Resources manual. To show that you are more qualified than the competitors for the position simply list your job responsibilities. Present specific accomplishments and achievements: percentages increased, awards won, etc.

**6.No excuses** - Don't include the reasons you are no longer working at each job listed on your resume. The phrases "Company was sold", "Boss was an idiot" and "left to make more money" have no place on your resume.

**7.What have you done lately?** Though it is acceptable to have a two-page resume, don't list every job you have ever had. Personnel managers are most interested in your experience from the last ten years, so focus on your most recent and most relevant career experience.

**8.Target your audience** - Don't mail your resume to every ad in the Sunday newspaper. If you are not qualified for a position, don't apply.

**9.No extra papers, please** - When you send out your resume, don't include copies of transcripts, letters of recommendation or awards, unless you are specifically asked to do so. If you are called in for an interview, you may bring these extra materials along in your briefcase for show-and-tell.

10. **Don't get personal** - Personal information does not belong on a resume in the United States. Don't include information on your marital status, age, race, family and hobbies.

**Do the following tasks:**

2. Analyze the resume you have already written taking into account the information above. Think of the results. Do you think the pieces of advice are really valuable?

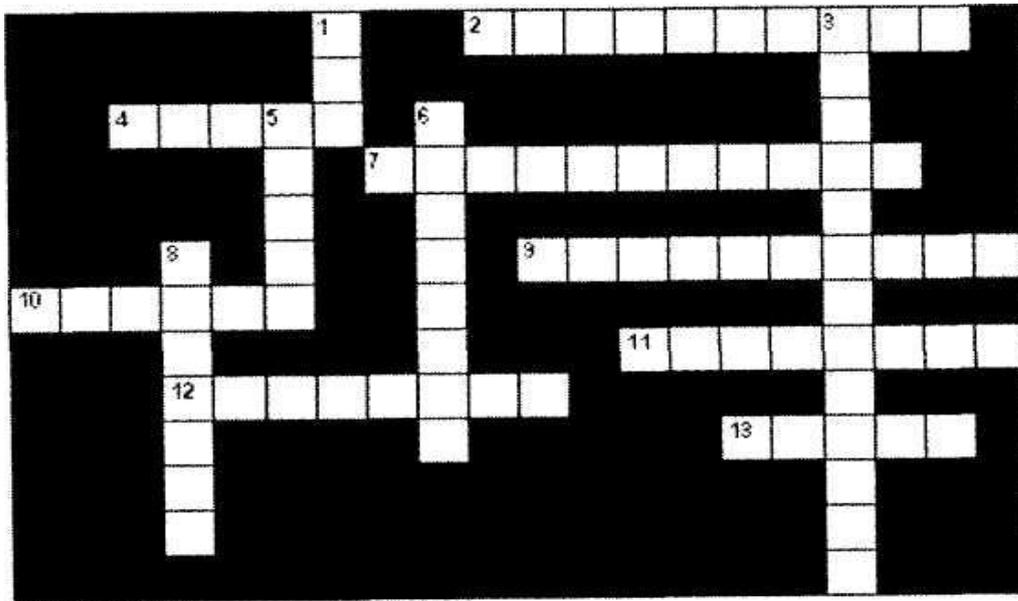
3. Analyze the resume of your friend. Give him some recommendations to make it more perfect.



**Role play.**

Work in groups. One of you is a specialist in writing a resume. Prepare a report on how to write a good resume for a group of people attending job employment centers. All the rest are young people who are eager to get a job. They know that a lot depends on their resumes. Prepare questions to ask a specialist in resume writing what to do to make the resume more attractive and competitive.

**5. Do the following crossword puzzle dealing with resume.**



**Across:**

2. Listing \_\_\_\_\_ on a resume is favored by some recruiters and opposed by others.

4. \_\_\_\_\_ fonts. Computer friendly resumes avoid \_\_\_\_\_ fonts.

7. A \_\_\_\_\_ resume emphasizes the candidate's capabilities while also including a complete job history.

9. A \_\_\_\_\_ resume focuses attention on the candidate's skills.

10. «If your resume isn't a winner, it's a \_\_\_\_\_.»—Joyce Lain Kennedy.

11. The trend in resumes today is to omit \_\_\_\_\_ data.

12. Companies often use \_\_\_\_\_ to digitize incoming resumes.

13. \_\_\_\_\_ Computer friendly resumes use plenty of \_\_\_\_\_ space.

**Down:**

1. Scannable resumes emphasize \_\_\_\_\_ words .

3. A \_\_\_\_\_ resume lists the candidate's work history job by job, starting with the most recent position.

5. \_\_\_\_\_ letters are used to introduce resumes.

6. \_\_\_\_\_ The first reader of a candidate's resume may be a \_\_\_\_\_ .

8.The \_\_\_\_\_ of a letter of application should request an interview.

**6. Marcia Garcia tells about her educational background. Complete each sentence with one of the words or phrases from the box below. You will need to put the verbs into the right tense.**



1. I started at \_\_\_\_\_ in London when I was 5.

2. At the age of 11 I went on to \_\_\_\_\_, also in London.

3. At 17 I \_\_\_\_\_ to University.

4. I got a \_\_\_\_\_ at Manchester to \_\_\_\_\_ Engineering.

5. \_\_\_\_\_ In fact I was awarded a .

6. \_\_\_\_\_ But at the end of the first year I changed to another

\_\_\_\_\_ . \_\_\_\_\_

7. I \_\_\_\_\_ from the University in 2003.

8. I have a first class \_\_\_\_\_ in Economics.

9. I decided to \_\_\_\_\_ at university.

10. So I did a \_\_\_\_\_ in business administration at the university of California.

11. During the course I did an \_\_\_\_\_ on small business development.

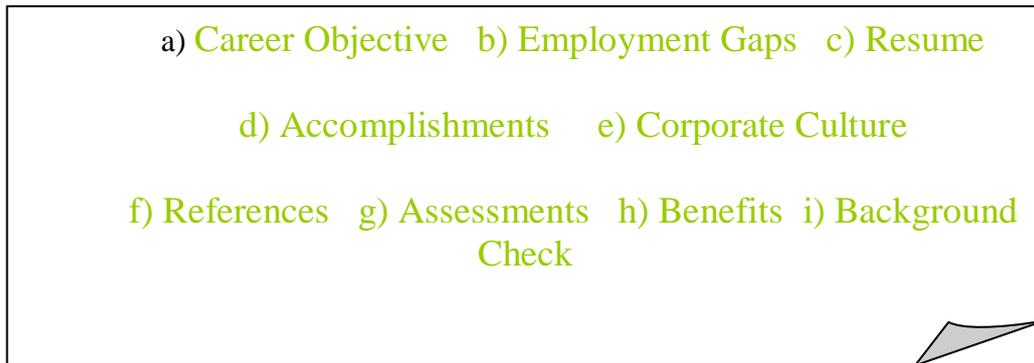
12. I found the topic so interesting that I applied for a \_\_\_\_\_ to do a doctorate on the same subject.

13. Once I had got the money I had to write a 50,000 word \_\_\_\_\_ .

14. So, now I have a BA, an MBA and a \_\_\_\_\_ .

15. All I need now is a \_\_\_\_\_ .

**6. Match the words and word combinations from the box with their definitions below.**



1. These are the achievements you have had in your career. These key points really help sell you to an employer - much more so than everyday job duties or responsibilities. \_\_\_\_\_

2. These tests ask you a series of questions and try to provide you with some sense of your personality and career interests. You shouldn't rely on the results of these tests by themselves, but the results can be a good starting point for discovering more about yourself and your interests and considering careers you may not have thought of. \_\_\_\_\_

3. Used by employers to verify the accuracy of the information you provide on your resume or job application - and beyond. Items checked include: employment verification, educational background/degrees, references, credit history, medical records, driving record, court records, criminal records, and more.

4. An important part of your compensation package, and part of the salary negotiation process. Note that every employer offers a different mix of benefits. These benefits may include paid vacations, company holidays, personal days, sick leave, life insurance, medical insurance, retirement and pension plans, tuition assistance, child care, and more. Can be worth anywhere from 20 to 40 percent of your salary.

5. An optional part of your resume, but something you should contemplate whether you place it on your resume or not. It can sharpen the focus of your resume and should be as specific as possible - and written in a way that shows how you can benefit the employer.

6. The collection of beliefs, expectations, and values shared by an organization's members and transmitted from one generation of employees to another. It sets norms (rules of conduct) that define acceptable behavior of employees of the organization. \_\_\_\_\_

7. Are those periods of time between jobs when job-seekers are unemployed, either by choice or circumstances. Employers do not like seeing unexplained gaps on resumes, and there are numerous strategies for reducing the impact of these gaps on your future job-hunting. \_\_\_\_\_

8. A group of people who will say good things about you and who know specific strengths that you offer. These people can be your current and past supervisors, former teachers or school administrators. \_\_\_\_\_

9. A key job-hunting tool used to get an interview, it summarizes your accomplishments, your education, as well as your work experience, and should reflect your special mix of skills and strengths. \_\_\_\_\_

10. The process of gathering information about a company, its products, its locations, its corporate culture, its financial successes. This information is extremely valuable in a job interview where you can show off your knowledge of the company, and can also help you in writing your cover letter. \_\_\_\_\_

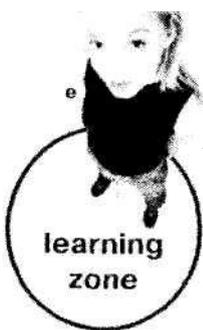
The continuous process of evaluating your current lifestyle, likes/dislikes, passions, skills, personality, dream job, and current job and career path and making corrections and improvements to better prepare for future steps in your career, as needed, or to make a career change. \_\_\_\_\_

## PROJECT WORK

a) You have already decided what jobs your company needs. You have already placed the advertisement in a newspaper. Now you are an applicant. Choose an advertised position in a company of your groupmates and write a CV. You don't need to be truthful in this CV, but you may use your imagination.

b) You are applying for a job in a Publishing house. Choose the vacancy and write a CV. You don't need to be truthful in this CV, but may use your imagination.

## STEP II THE LETTER OF APPLICATION



The letter of application (also called the covering letter) can be as important as the CV in that it often provides the first direct contact between a candidate and an employer. If this letter is not well written and presented, it will make a poor impression. The letter of application normally contains three or more paragraphs in which you should:

- Confirm that you wish to apply and say where you learned about the job.
- Say why you are interested in the position.
- Show what you can do for the company using your skills and experience.

- Show your desire to attend an interview and say how you can be reached.



## Reading

1. Read the letter for the first time and answer the following questions. Don't pay attention to the gaps.

- *What position is Peter applying for?*
- *Why does he think he suits this position?*
- *How can he be reached?*

**Peter Towns lee  
35 Green Road**

**April 19, 2004**

**Spokane, WA 87954**

**Mr. Peterson, Personnel Manager, Jeans and Co.**

**254 Main Street  
Seattle, WA 98502**

Dear Mr. Peterson:

I am writing to you in response to your advertisement for a local branch manager, which appeared in the Seattle Times on Sunday, June 15. I am 27 years old, German, with an MBA from the University of Denver,

Colorado. I graduated from Denver in 2000. I speak fluent English and Spanish and have a good knowledge of Italian. As you can see from my enclosed resume, my experience and skills match

this position's requirements.

My current role managing the local branch of a national shoe retailer has provided the opportunity to work in a high-pressure, team environment, where it is essential to be able to work closely with my colleagues in order to meet sales targets. I have enclosed a copy of my resume for your review. I am familiar with the requirements for success in the Sales profession and believe I possess the right combination of marketing and management skills.

In addition to my role as manager, I also developed time management tools for staff using Access and Excel from Microsoft's Office Suite.

Thank you for your time and consideration. I look forward to the opportunity to personally discuss why I am particularly suited to this position.

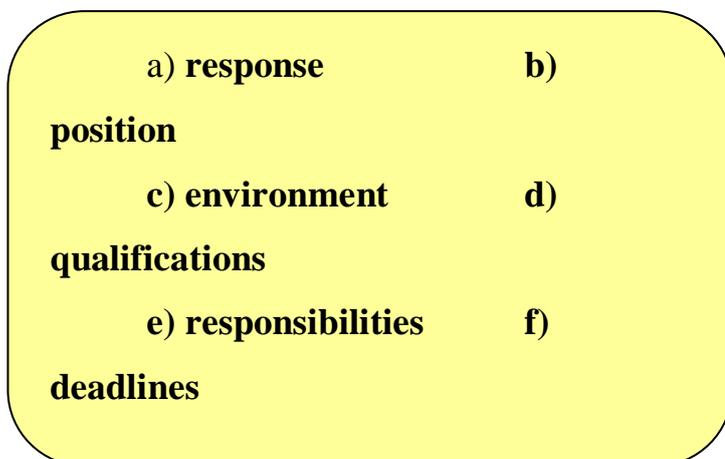
Please telephone me at (360) 352-0249 after 4.00 p.m. to suggest a time that we may meet.

I can also be reached by email at [petert@net.com](mailto:petert@net.com)

Sincerely,

\_\_\_\_\_

**3. Read Peter's letter of application for the second time and complete it using the words from the box.**



**3. The following phrases are often used in the letters of application. Translate them into your native language.**

#### **Useful Key Phrases**

- I am writing to you in response to your advertisement for...
- As you can see from my enclosed resume, my experience and qualifications match this position's requirements.
- I would like to point out... immediately upon his return.
- During ....., I improved (furthered, extended, etc.) my knowledge of...
  - I look forward to an opportunity to speak with you in person. (OR to speak with you personally)
  - Please accept this letter as an expression of interest in the position of...
- I have enclosed a copy of my resume for your review.
- ...and believe I possess the right combination of....skills.
- My current position .... has provided the opportunity to ...
- I would welcome the opportunity to personally discuss my potential contributions to your company with you.
  - I look forward to your reply.

**4. Put the words and word combinations from the box into the gaps.**

1) *As you will see from my CV*    2) *for the past 15 years*  
3) *I accept all the terms*    4) *I am a 25 year-old*    5) *I am eager to relocate*  
6) *I am enclosing a copy of*    7) *I do in my present position*  
8) *a Head Technician*    9) *for the post of*    10) *hotels and the light industry*  
11) *in the employees' handbook*    12) *looking for a position*  
13) *which appeared in*    14) *with the latest developments in*    15) *word processing, spreadsheets and databases*  
16) *working in*

- a) ..... much of the work ..... is related to health and safety related to .....
- b) ....., I have been employed as ..... with Soft Drinks Co., Ltd.
- c) ..... I accept all the conditions which I received.
- d) ..... in the letter you sent me.
- e) ..... instructor of International Safety Training Centre Ltd., the Overseas Safety Centre.
- f) ..... I am a college graduate in an export company.
- g) I am also familiar ..... software products such as .....
- h) I am answering your advertisement ..... Cultural Heritage Interim Board Executive ..... The Times of Malta.
- i) ..... to your area.
- j) ..... my curriculum vitae.

**Complete the following sentences from the letter of application.**

1. I fe \_\_\_\_\_ I pos \_\_\_\_\_ the nee \_ qual.

2. I f \_\_\_\_\_ I wo \_\_\_\_\_ like to ha a pos \_\_\_\_\_ with greater res \_\_\_\_\_ .

3. I fi \_\_\_\_\_ the sal \_\_\_\_\_ and fringe bene package quite attr \_\_\_\_\_.

4. I ha \_\_ a very go \_\_\_\_\_ working kno \_\_\_\_\_ of Fr \_\_\_\_\_.

5. I h \_\_\_\_\_ been given to und that you are cur seeking an Of Administrator.

6. I ha \_\_\_\_\_ been to \_\_\_\_\_ that you are se a Personal As\_\_ and I would be ve happy to ta\_\_ to you ab that pos \_\_\_\_\_ .

7. I have be \_\_\_\_\_ with this co \_\_ for the pa six years si \_\_\_\_\_ graduating fr \_college in 1999 with a cer \_\_\_\_\_ in Occupational Heal and Safety.

8. I have ju \_\_\_\_\_ seen your ad \_\_\_\_ for a Senior Ex in this mor \_\_\_\_\_ LE FIGARO.

9. I have wor \_\_\_\_\_ in En \_\_\_\_\_ for two y .

10. I l\_\_k f\_rw\_rd t\_ m\_\_t\_ng y\_\_ n\_xt w\_\_k.

## PROJECT WORK

**Write a letter of application which will be enclosed to the CV you've already made up. Make sure the information in your CV and application letter match.**



## STEP III INTERVIEW

Eventually Peter has been invited to the interview. So what does "interviewing better" actually mean? It means that the candidate is well prepared and confident. He can answer the questions in a way which is acceptable to the interviewer. He knows something about his potential employer's business and the post he hopes to fill. These are really the basic compo-

nents of any candidate who "interviews well".

## Dealing with Interviews

**Here are some useful tips how to cope with the interview.**



The basic approach to an interview is to be well prepared. This means two things - preparing yourself practically for the interview, and gathering knowledge and information you can draw on during the interview. So plan and be organized!

### **I. Before the interview.**

1. Gather information about your employer before you are interviewed - what do they do, what are their current projects, what other interests do they have? Ask staff- many companies will offer you the chance to talk about the vacancy with someone, use the opportunity to find out more about the company.

Make sure you know what the job entails - get a job description, ask someone in a similar post, ring the company to find out the details.

1. This can demonstrate your interest in the position. This is the list of documents you are recommended to have:

- copies of educational diplomas, certificates, accreditations, etc.
- awards won;
- reference letters;
- examples of work, such as projects completed, etc;
- driving license

2. How you answer during the interview plays a major part in the taking decision. It is recommended that the candidate should think beforehand how he, she would answer them. For information look up in Cultural corner in this unit.

### **II. The day of the interview.**

1. Wear what is appropriate for the post and the company. It may vary from smart, formal wear in some instances to very formal dress in others. Avoid excessive jewelry, shorts, jeans, tee shirts, open toed shoes and very bright colors. It is advisable to cover tattoos or pierced body parts.

Try and get an insight into what the company would expect from employees to wear. What would be appropriate for a building company is very different for a public relations agency.

2.Be well neat and clean. Try to look calm and confident; simple things like deodorant can boost your confidence.

4.Be punctual.

5.It is very important to greet your prospective employer with a firm hand shake, eye contact and smile. You should produce an enthusiastic, professional image from the start.

Here are some simple, but frequently broken rules:

- Sit comfortably with both feet on the floor.*
- Don't play with your hair or you hands.*
- Maintain natural eye contact with the interviewer.*
- If there's more than one interviewer, look at who's talking.*
- When you're talking, shift your glance from one to the other.*
- Above all try to be you, try to be natural.*

### **III. After the interview.**

Send a thank you note.

**GOOD LUCK**

**1.Match the following headlines with the corresponding paragraphs in the article.**

#### **I. Before the interview.**

- Prepare for the questions you may be asked
- Research the company and the industry.
- Prepare a portfolio.
- Prepare the questions you can ask.

#### **II. The day of the interview**

- Don't be late!
- Dress accordingly

c) Smile, be enthusiastic



## 2. Pair work.

**Your friend is going to be interviewed the following day. Give him instructions how to prepare himself for the interview and how to behave himself during an interview.**



## Pair work.

**You can see a list of reasons a person may have for leaving or changing a job. Discuss them and choose the ones you think are unacceptable to give to an interviewer:**

- *I don't like the job I have.*
- *There isn't much room for advancement.*
- *I was laid off because business was slow.*
- *I didn't get along with the boss.*
- *I'm bored with my job.*
- *I want to work on a job that is more interesting.*
- *My job is long way from my house. I have trouble getting to work on time.*
- *The pay is very low.*

**4. Imagine you are Peter Townsled. You have come to the interview with Rob Peterson, Personnel manager of Step by Step. Complete Peter's part of the dialogue using the information from Peter's CV and application letter.**



**Interviewer:** Sit down please, Mr Townsled. We have read your CV and letter of application in answer to our advertisement. I'd like to talk to you about your qualifications for the position. **Peter:**

**Interviewer:** Are you working?

**Peter:**

**Interviewer:** What do you do exactly?

**Peter:**

**Interviewer:** How long have you been working there?

**Peter:**

**Interviewer:** What other jobs did you have? And what did you do?

**Peter:**

**Interviewer:** Tell me about your education and any special training you've had.

**Peter:**

**Interviewer:** You speak German and French, do you?

**Peter:**

**Interviewer:** I'm sure you can learn one more foreign language quickly, can't you? Our company is going to set up a subsidiary in Italy and Spain.

**Peter:**

**Interviewer:** Do you have any special skills?

**Peter:**

**Interviewer:** Why do you want to change your job?

**Peter:**

**Interviewer:** Thank you very much for coming in to see us. It has been a real pleasure to talk with you.

**Peter:**

**Now play the role of Rob Peterson. Answer Peter's questions.**

**Peter:** Why do people like working at your company?

**Rob:**

**Peter:** Do you offer any benefits?

**Rob:**

**Peter:** Is there any chance for a promotion?

**Rob:**

**Peter:** How much does the job pay?

**Rob:**

**Peter:** What types of training and support can I expect?

**Rob:**

**Peter:** Describe for me a typical day in this position, please.

**Rob:**



**Pair work.**

**Study your role cards. Student A is an employer, Student B is an applicant. Conduct an interview and complete your cards with necessary information.**

**Student A**

<p><b>Questions to ask applicant:</b></p> <p>Could you spell your name please?</p> <p>What kind of experience do you have?</p> <p>What did you study in university?</p> <p>Do you have any special skills?</p> <p>What are your good points and bad</p>	<p><b>You company's profile and Available Job</b></p> <p><b>Job Description:</b> marketing ma- nager</p> <p><b>Job Salary:</b> \$ 45000/year</p> <p><b>Location:</b> Coca cola Ukraine</p> <p><b>Benefits:</b> car, laptop, medical insu-</p>
---	---

points?	Rance <b>Promotions:</b> promotion to senior manager in Italy
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### Applicant information

<p><u>Name of Applicant:</u></p> <p><u>Experience:</u></p> <p><u>Major:</u></p> <p><u>Skills:</u></p> <p><u>Good Points:</u></p> <p><u>Bad Points:</u></p>
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### **Student B**

<p><b>Questions to ask employers:</b></p> <p>What company do you represent?</p> <p>What kind of job do you offer?</p> <p>What salary do you offer?</p> <p>Where is it located?</p> <p>Do you offer any benefits?</p> <p>Is there any chance for a</p>	<p><b>Your information</b></p> <p><b>Your Name:</b> Sam Spade</p> <p><b>Work Experience:</b> 2 years working in advertising agency</p> <p><b>Your Major:</b> Marketing</p> <p><b>Special Skills:</b> English, computer</p> <p><b>Good Points:</b> Energetic,</p> <p><b>Bad Points:</b> Too emotional</p>
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## Job Type

Name of a company:

Job:

Salary:

Location:

Benefits:

Promotions:

### Individual assignment

Read the article "Interview Mistakes To Avoid " and do the exercises after it.

### Interview Mistakes to Avoid

The wrong move can cost you the job! You've worked hard to get to the interview stage. You passed the cover letter and resume screening process...maybe even a few telephone interviews. Now its time for the face to face interview with the employer itself. Any number of items can go wrong but you have to be in control and must have 1. **(confident)** \_\_\_\_\_.

Go into an interview with the 2.**(feel)**\_\_\_\_\_ that you are going to 3. **(impression)** \_\_\_\_\_ them so much that they will have to make you an offer.

The interview is the most stressful part of the job hunt for many 4. **(person)** \_\_\_\_\_ because now they can't hide behind the cover

letter and resume. The real face to face human connection between possible **5. (employ)** and job candidate takes place. But for starters if you simply follow these tips below, you are on your way to interviews with results. A big part of a **6.(success)** interview is avoiding simple mistakes. Mistakes are deadly to the job seeker and easy to avoid if you are prepared. These are the most common interview mistakes - and their antidotes.

**Arriving late.** Get directions from the interviewer - or a map. Wear a watch and leave home early. If the worst happens and you can't make it on time, call the interviewer and arrange to reschedule.

**Dressing wrong.** You make your greatest impact on the **7. (inter view)** in the first 17 seconds - an **8. (im press)** you want to make powerfully positive. Dress right in a conservative suit, subdued colors, little jewelry (but real gold, or silver, or pearls), low heels (polished) and everything clean and neat. Hygiene includes combed hair, brushed teeth, deodorant and low-key scent. Check everything the night before, again before walking out the door and once again in the restroom just before the interview.

**Play zombie.** OK, you're **9. (nerve)** \_\_\_\_\_. But you can still smile, right? And make eye contact, yes? Sit up, focus on the interviewer, and start responding. **10. (enthusiastic)** \_\_\_\_\_ is what the interviewer wants to see.

**No smoking, no gum, no drinking.** This is all comfort stuff for you, and none of it helps you here. Employers are more likely to hire non-smokers. At a lunch or dinner interview, others may order drinks. You best not.

**Research failure.** The interview is not the time for research. Find out the company's 11. **(produce)** \_\_\_\_\_ and services, annual sales, structure and other key 12. **(inform)** \_\_\_\_\_ from the Internet, the public library, 13. **(profession)** magazines or from former employees. Show that you are interested in working for the prospective employer by demonstrating 14. **(know)** \_\_\_\_\_ about the company.

**Can't articulate your own strengths and weaknesses.** Only you can recognize your most valuable strengths and most hurtful 15.

**(weak)** \_\_\_\_\_. Be able to specify your major strengths.

Your weaknesses, if such must come up, should only be turned around to positives.

**Winging the interview.** Practice! Get a friend, a list of interview questions and a tape 16. **(record)** \_\_\_\_\_ and conduct an interview rehearsal. Include a 17. **(present)** \_\_\_\_\_ or demonstration if that will be part of the real interview. Start with introducing yourself and go all through an interview to saying good-bye.

**Talk, Talk, Talk.** Rambling, interrupting the interviewer and answering to a simple question with a fifteen-minute reply - all of these can be avoided if you've thought through and practiced what you want to 18. **(communication)** \_\_\_\_\_ the point and usually shorter.

**Failure to connect yourself to the job offered.** The job 19. **(describe)** \_\_\_\_\_ details the company's needs - you connect your experiences, your talents and your strengths to the description. It answers the essential reasons for the interview - «How my education /experience



**Across:**

1. \_\_\_\_\_ It is natural for a job candidate to be \_\_\_\_\_ in an interview.

3. interviews are meant to test the candidate's reactions.

9. «Tell me about yourself» is atypical \_\_\_\_\_ question.

11. In hiring interviews, recruiters try to uncover \_\_\_\_\_ information.

12. The best source of \_\_\_\_\_ information is company employees.

13. After a job interview, the candidate should always send a brief letter of \_\_\_\_\_ .

**Down:**

2. \_\_\_\_\_ interviews are common with companies that rule by consensus.

3. interviews by telephone are intended to eliminate those who fail to meet minimum requirements.

4. In addition to the candidate's oral interview responses and resume, \_\_\_\_\_ messages communicated by the candidate are also highly important.

5. In preparation for interviews, the job seeker should practice telling \_\_\_\_\_ stories.

6. Researching an organization impresses \_\_\_\_\_ .

7. The candidate should defer the discussion of \_\_\_\_\_ until late in the interview.

8. «What would your former boss say about you? » is a typical \_\_\_\_\_ question.

10. Some organizations consider candidates only when they submit a completed \_\_\_\_\_ form.

### REVIEWING THE INTERVIEWEES

6. Study the expressions that show how you can demonstrate your attitude to the interviewed candidates.

Likes	Dislikes	Preferences
- I liked Mr. Anderson - I enjoyed Anderson - I was keen on job to Mr.	- I didn't like Mr. - I disliked Mr. Brown - I hate interviewing - I can't stand people him	- I preferred Smith to Brown. - I'd prefer to offer the job to Mr. - I'd rather Mr. got the job. - I'd rather offer the job to Mr. Smith.

8.  
Listening  
Listen to the

conversation between two people discussing candidates after the interview. While listening complete the dialogue.

A: Generally, I like more \_\_\_\_\_ candidates. I'm afraid I didn't like Mr. Brown at all. I just can't stand \_\_\_\_\_ with people like him. Of the other two candidates I think I \_\_\_\_\_ Smith to Jones. I quite liked his \_\_\_\_\_ and he seemed to have more to offer. \_\_\_\_\_

B: I wasn't particularly \_\_\_\_\_ by any of them and I'm not keen on giving the job to the best of a bad lot.

A: I didn't like Brown either, but I'm not sure I'd like to offer it to Smith - he really had

very little \_\_\_\_\_. I was quite keen on Jones and certainly he'd rather got the job than Smith, even if he didn't have exactly the right experience.

B: Well, none of us seem very \_\_\_\_\_ any of these three \_\_\_\_\_. Perhaps we should readvertise the \_\_\_\_\_. It would be a pity since I hate spending time on.

A: Oh, I don't think we need to do that. It seems to be between Smith and Jones. Why don't we ask them back for another ten minutes. I'll do the \_\_\_\_\_. I quite \_\_\_\_\_ it.

### Tapescript 7

A: Generally, I like more experienced candidates. I'm afraid I didn't like Mr. Brown at all. I just can't stand working with people like him. Of the other two candidates I think I preferred Smith to Jones. I quite liked his attitude and he seemed to have more to offer.

B: I wasn't particularly impressed by any of them and I'm not keen on giving the job to the best of a bad lot.

A: I didn't like Brown either, but I'm not sure I'd like to offer it to Smith – he really had very little experience. I was quite keen on Jones and certainly he'd rather got the job than Smith, even if he didn't have exactly the right experience.

B: Well, none of us seem very keen on any of these three candidates. Perhaps we should readvertise the post. It would be a pity since I hate spending time on recruitment.

A: Oh, I don't think we need to do that. It seems to be between Smith and Jones. Why don't we ask them back for another ten minutes. I'll do the interviewing. I quite enjoy it.

### 9 Complete the following expressing your likes and dislikes:

1. I like/enjoy...
2. I hate/can't stand...
3. I don't like/dislike...
4. I would prefer...
5. I would rather...

6. I would prefer...

**10. Work in groups of 3 students. Interview a candidate and exchange your opinions about him/her.**

### **11. Listening**

**a) Listen to a dialogue between a Chairman and Personnel Manager. Answer the following questions:**

How many candidates were there on a shortlist?

Which candidate do they describe as:

- strong
- average
- weak

Which candidate had less experience than the others?

Which candidate was outstanding and why?

**b) Listen again and fill in the gaps with the missing information.**

**Chairman:** Well we have interviewed everyone on the (1) \_\_\_\_\_. What did you think of them?

**Personnel Manager:** I thought they were variable. The second and fourth were very (2) \_\_\_\_\_ candidates, the third was average and the first relatively (3) \_\_\_\_\_.

**Chairman:** That was also my (4) \_\_\_\_\_. To be fair to the first, he had rather less (5) \_\_\_\_\_ than the others.

**Personnel Manager:** The last candidate seemed (6) \_\_\_\_\_ to me. She answered all our questions very confidently, and was very well (7) \_\_\_\_\_.

**Chairman:** On the other hand the second candidate was also well qualified and had rather more experience.

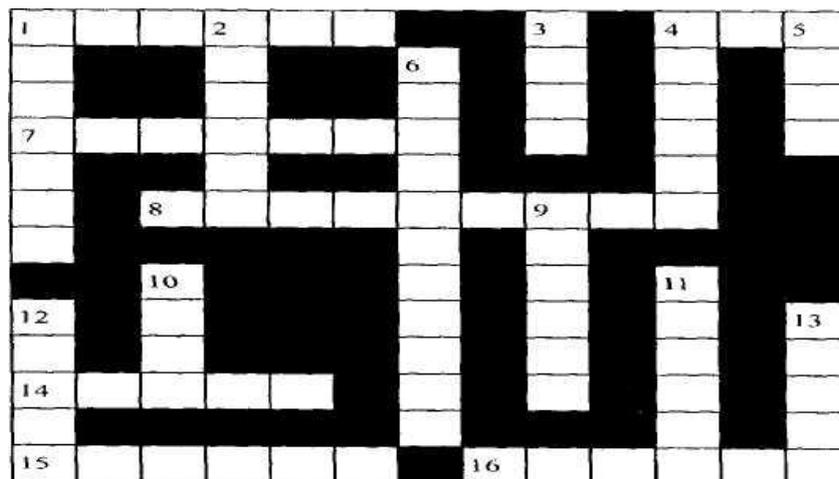
**Personnel Manager:** It's going to be very difficult to decide which of them is going to get the job.

13. **Discuss this situation in pairs or groups.** Suppose you are in charge of hiring a new employee for your firm. You have to decide between two persons. One is a person with many years of experience in a company very similar to yours has only a high school education. The other person is a recent university graduate with a degree in a field closely related to your company's business. Which person would you choose? Why?

### PROJECT WORK

**Work in groups of 5-7 students. You are going to conduct an interview. Divide the group into two parts: two or three students are interviewers and the rest are applicants. The task is to choose the best candidate for the position. You may use job advertisements, CVs, covering letters that you have written before or role-play another situation.**

14. **Do the puzzle below. All the words in this crossword are to do with personnel.**



#### Across

I. A job or profession, for which someone is trained and intends to follow for most of his/her life.

4. During a recession, some employees may be made redundant or laid ...
7. Someone who teaches a skill.
8. Employees, staff, workforce, management, ....., everyone who works for a company.
14. If you change the wording on a contract, you ..... it.
15. Use the services of a person to perform work in return for pay.
16. If a dispute is brought to an end by negotiation, the two sides are said to ..... the dispute.

### Down

1. A company restaurant is a .....
2. When a short-term contract reaches the end of its term, it is said to .....
3. A short-..... is drawn up showing the names of people to be interviewed for a vacant post.
4. If a doctor, fireman or maintenance worker is ..... .., he or she is available in an emergency.
5. When someone applies for a job, he or she usually fills in an application .....
6. .... Sometimes pay is .....-related.
9. This is usually a written statement, giving an indication that an employee wishes to terminate his/her contract.
10. Information about an employee is usually kept in a personnel ....
11. If a post becomes ....., it is normally advertised internally and in the press.

12.If an employee is promoted, he or she will usually go up one ..... on the salary scale.

13.Employees are often organized in.....unions which represent them to the management.



## CULTURAL CORNER Get a Job!

If your goals include a new international job, get ready by testing your knowledge of some of the differences in interviewing around the world. Good luck!

**1.True or false?** During the interview process in South Korea, your potential employer may ask you to have a “face reading”, i.e. viewing your facial features.

2. You apply for a job with a German company. Your potential new boss conducts your interview in fairly good English. He tells you that the firm was "grounded" two years ago, that he will "prove" your resume, and that he will be in his office "until" 9 am on Friday if you would like to call. What does he mean?

a. *The firm is located in an underground facility. He intends to check the dates on your resume for numerological significance and he is inviting you to contact him by Friday.*

b. *The firm went bankrupt two years ago. He is a mathematician and will prove or disprove every date and number in your resume,*

*and he is testing you to see if you will call before Friday.*

*c. The firm was founded two years ago. He will check your references; and he will be back in his office on Friday at 9 am if you would like to call.*

3. You are the most qualified candidate for a job in Bolivia. However, you feel that your interview didn't go well and you don't get the job. What went wrong?

a. *The job probably was given to another person who may have been less qualified, but was a relative of the boss.*

*B Your interview was on a Tuesday the 13th — a bad luck day.*

c. *When you were filling out your application, the interviewer saw that you were left-handed.*

*d. All of the above are possible reasons for losing the job.*

4. When you schedule an interview in Thailand, you might want to double-check the time of your appointment. Why?

a. Foreigners are so enraptured by Thailand that they lose all track of time.

b. Thai people divide the day into seven segments, which can be confusing to foreigners.

c. The government of Thailand keeps changing the schedule for daylight savings time.

5. **TRUE or FALSE?** The study of handwriting is an accepted employment evaluation tool in France.

6. In which country will your family and social standing be key to a new job?

a. The USA

b. Mexico

c. Australia

7. **TRUE or FALSE?** If you're trying to hire new employees for your facility

in India, your candidates may expect you to provide a job for their young children as well.

## Tapescript 9

1. **ANSWER:** True — «Kwan - Sang,» the reading, or viewing of facial features, is an accepted practice with many South Korean employers. The facial characteristics of a person are analyzed and matched against job requirements.

2. **ANSWER:** C — These are common mistakes made by Germans speaking English. They use «grounded» to mean, «founded;» «prove» to mean «check up on;» and «until» to mean «by.»

**ANSWER:** D — As in many Hispanic countries, many Bolivians consider relatives to be the trust worthiest employees, even if they are less qualified. Tuesdays in general are viewed as unlucky; as the aphorism goes, «En martes, ni te cases ni te embarques.» («On Tuesday, neither marry nor embark.») Tuesday the 13th is especially unlucky, as it's the Hispanic equivalent of the English Friday the 13th. There is also a bias against left-handed people («zurdos»). Not all Bolivians adhere to all three of these beliefs, but many believe in one or more.

4. **ANSWER:** B — Thai people divide the day into seven segments,

including two morning and two afternoons.

Early morning—1 am to 6:59am

Late morning — 7 am to 11:59 am

Noon—12 pm to 12:59 pm

Early afternoon — 1 pm to 3:59 pm

Late afternoon — 4 pm to 6:59 pm

Evening — 7 pm to 11:59 pm

Midnight — 12 am to 12:59 am

If a Thai tells you to meet him at one o'clock in the afternoon, this could mean 1 pm (the first hour of early afternoon) or 4 pm (the first hour of late afternoon). To avoid confusion, use a 24-hour military clock (4 pm is 16 00 hours) or physically point to your watch and ask.

**5.ANSWER:** True — The French look at handwriting analysis as a valid means of evaluating personality characteristics and their related job skills.

**6.ANSWER:** B — In Mexico, along with most of Latin America, India, Asia and many other parts of the world, your family name and your social standing are important assets in your job search. Your family and friends are a significant part of who you are. It's common for a sales candidate to be asked more about his or her family and network of friends/contacts than his or her income.

**ANSWER:** True — Employing the workers' young children is a benefit that Indian firms provide. As a US employer, child labor is against the law, but some US companies overcome that problem by offering tuition for employees' children to attend school until they are old enough to work.

## Individual assignment

**Do the test and check your knowledge of business English vocabulary. Choose the answer a, b, c, d**

- 1. A job can be advertised as a -**  
a. free space b. work gap c. empty posting d. position vacant
- 2. A job which can develop into a career is said to have -**  
a. prospects b. aspects c. respects d. conspectus
- 3. A job where you work sitting down in an office is a -**  
a. seat job b. floor job c. desk job d. chair job
- 4. If you get an acceptable level in an examination, you -**  
a. superate b. pass c. flunk d. get over
- Experience you get from doing a job is called -**  
a. work experience b. job knowledge c. career practice d. employment history
- 6. A person who can do his job without any difficulty is -**  
a. ambitious b. reliable c. competent d. resourceful
- 7. A person who wants to do as well as possible at work is -**  
a. ambitious b. reliable c. competent d. resourceful
- 8. A person who will do as he is expected to do is -**  
a. ambitious b. reliable c. competent d. resourceful
- 9. A place where people go when looking for a new job is an employment-**  
a. agency b. market c. center d. point
- 10. Work done for no pay (often for a charity) is called -**  
a. gratis labour b. free work c. benefit effort d. volunteer work
- 11. If you do temporary work only for while you are needed you are -**  
a. pitching in b. moonlighting c. aid agencying d. helping out
- 12. The formal proof that you are able to do you job is your -**  
a. ability b. experience c. work record d. qualification
- 13. The part of a business that keeps track of the money is called the -**  
a. petty cash b. accounts c. ledger d. bank

**14. The part of a business that deals with the people who work there is called**

- a. the people part b. the body count c. management d. human resources

**15. Another word for "firing" (telling someone they must leave their job) is -**

- a. hiring b. dismissal c. vacating d. promotion

**16. Money you are given regularly to do something is an -**

- a. investment b. allowance c. earning d. income

**17. If you work evenings or weekends you work-**

- a. overtime b. long hours c. reverse time d. unsociable hours

**18. Government insurance for pensions and health is called -**

- a. secure society b. socially secure c. security social d. social security

**19. A request for a job is called a job -**

- a. appointment b. application c. appliance d. appeal

**20. A job in a company can be called a -**

- a. position b. site c. postponement d. proposition

**21. Keeping order and punishing when necessary is part of-**

- a. sadism b. control-freaking c. discipline d. rigour

**22. If you put something in a letter with the envelope, you ... it. –**

- a. encrypt b. encase c. enclose d. encapsulate

**23. Making sure that products are of a high standard is the job of –**

- a. standardization b. quality control c. shop stewards d. trademarks

**24. If you get something extra (like more money), this is a -**

- a. bonus b. bargain c. betterment d. boon

**25. Pay for working extra hours is called pay for -**

- a. in time b. up-time c. overtime e d. time plus

## IRREGULAR VERBS



**BEGIN** (починати).. began ... begun

**BEND** (гнути, згинати).. bent... bent

**BITE** (кусати) bit bitten

**BLEED**(стікати кров'ю) . bled... bled

**BLOW** (дути) blew .... blown

**BREAK** (ломати) broke .....broken

**BRING** (приносити) brought .brought

**BUILD** (будувати) built ... .built

**BURN** (горіти) burnt.... burnt

**ARISE** (виникати) .....arose.... arisen

**AWAKE** (будити) awoke... awoke

awaked..

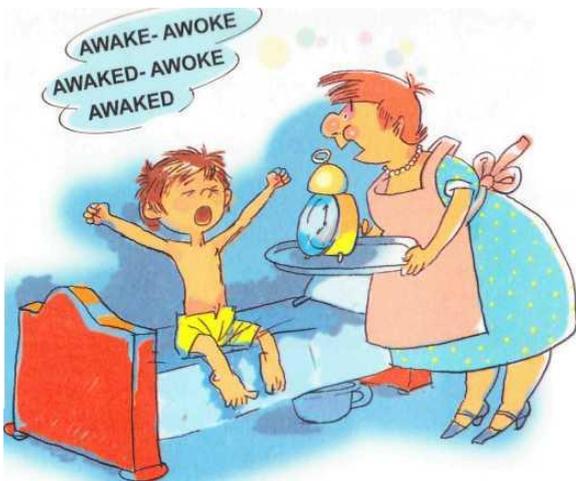
awaked

**BE** (бути)..... was .....been

**BEAR** (народжувати).....bore born

**BEAT** (бити) .. beat .....beaten

**BECOME** (ставати) . became .. become



**BURST** (розривати) burst .... burst

**BUY** (купувати)... bought . . bought

**CATCH** (ловить) caught... caught

**CHOOSE** (вибирати).. chose.... chosen

**COME** (приходити)... came .... come

**COST** (коштувати)..... COSTCOST

**CUT** (різати). **CUT**.....**Cut**

**DEAL** (торгувати)... **dealt** .... **dealt**

**DIG** (копати)..... **dug dug**

**DO** (робити)..... **did done**

**DRAW** (малювати)... **drew** .... **drawn**

**DREAM** (мріяти)... **dreamt** .. **dreamt**

**dreamed**. **dreamed**

**DRINK** (пити)

**drank** ... **drunk**

**DRIVE** (їхати)

**drove** ... **driven**

**EAT** (їсти). **ate** .....**eaten**

**FALL** (падати).....**fell fallen**

**FEED** (годувати).....**fed fed**

**FEEL** (відчувати) . . **felt** ....**felt**



**fight** (боротися) ..... **fought** ....**fought**

**Find** (знаходити)..... **found** ..... **found**

**Fly** (літати) ..... **flew** ....**flown**

**Forbid**

(забороняти)**forbade**.....**forbidden**

**Forget** (забувати) .....**forgot** .....**forgotten**

**Forgive** (прощати) ..... **forgave** .....**forgiven**

**Freeze** (замерзати ) ..... **froze** .....**frozen**

**Get** (отримувати) .....**got** .....**got**

**Give** (давати) .....**gave**.....**give**

**Go** (йти).....**went**.....**gone**

**Grind** (точити)..... **ground**.....**ground**

**Grow** (зростати).....**grew** ....**grown**

**Hang** (висіти).....hung.....hung

**Have** (мати) .....had .....had

.....

**Hear**

(чути).....heard.....heard

**Hide** (ховати) .....hid.....hidden



**Hit** (ударяти) .....hit.....hit

**Hold** (тримати) .....held.....held

**Hurt** (вдаритися) .....hurt.....hurt

**Keep** (зберігати) .....kept .....kept

**Know** (знати) .....knew.....known

**Lay**(класть) .....laid.....laid

**Lead** (вести) .....led.....led

**Learn** (вчитися) .....learnt .....learnt

Learned.....learned

**Leave** (залишати) ....left .....left

**Lend** (давати в борг) .....lent .....lent

**Let** (дозволяти) .....let.....let

**Lie** (лежати) .....lay .....lain

.....

**Light**(висвітлювати).....lit.....lit (lighted.....lighted)

**Lose** (втрачати).....lost.....lost

**Make** (робити) .....made.....made

**Mean** (значити) .....meant.....meant

**Meet** (зустрічати) .....met.....met

**Pay** (платити) .....paid .....paid

**Put** (класти) .....put .....put

**Read** (читати) .....read .....read

**Ride** (їздити верхи) .....rode .....ridden

**Ring** (їздити верхи) .....rang .....rung

**Rise** (підніматися) .....rose .....risen

**Run** (бігти) .....ran .....run

**Say** (говорити) .....said .....said

**See** (бачити) .....saw .....seen

**Seek** (шукати) .....sought .....sought

**Sell** (продавати) .....sold .....sold

**Send** (відсилати)

.....sent .....sent

**Set** (поміщати) .....set .....set

**Shake** (трясти) .....shook

.....shaken

**Shave** (трясти)

...shaved .....shaven

**Shine** (сяяти) .....shone .....shone

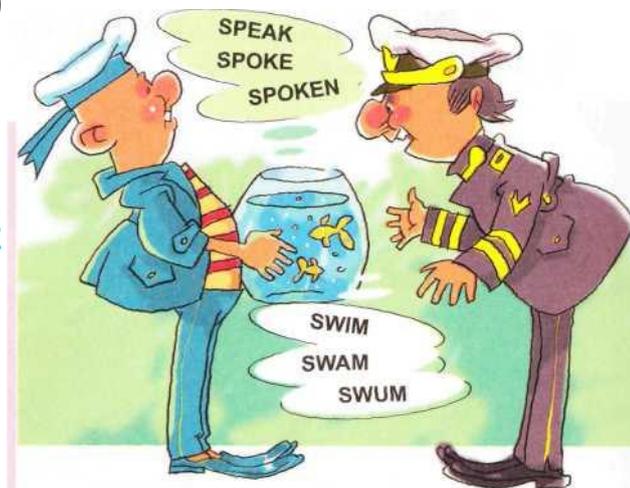
**Shoot** (стріляти) .....shot .....shot

**Show** (показувати) showed ...shown

**Shut** (закривати) .....shut .....shut

**Sing** (співати) .....sang .....sung

**Sit** (сидіти) .....sat .....sat



**Sleep** (спати) .....slept .....slept

**Smell** (пахнути) .....smelt .....smelt (smelled.....smelled)

**Speak** (говорити) .....spoke .....spoken

**Speed** (поспішати) .....sped .....sped

**Spell** (вимовляти по буквах)spelt .....spelt

(Spelled...spelled)

**Spend** (витрачати).....spent.....spent

**Spoil** (псувати) .....spoilt .....spoilt (spoiled..spoiled)

**Spread** (поширювати)...spread ...spread

**Spring** (стрибати) .....sprang.....sprung

**Stand** (стояти) .....stood.....stood

**Steal** (красти) .....stole.....stolen

**Stick** (приклеювати) .....stuck .....stuck

**Strike** (ударяти) .....struck .....struck

**Strive** (прагнути) .....strove .....striven

**Swim** (плавати) .....swam .....swum

**Swing** (гойдатися) .....swung .....swung



**Take** (брати) .....took.....taken

**Teach** (навчати) .....taught.....taught

**Tear** (рвати) .....tore .....torn

**Tell** (розповідати) .....told .....told

**Think** (думати) .....thought .....thought

**Throw** (кидати) .....threw.....thrown

**Understand** (розуміти) .....understood.. understood

**Wear** (носити) .....wore.....worn

**Weep** (плакати) .....wept .....wept

**Win** (вигравати) .....won .....won

**Wind** (заводити) .....wound.....wound

**Write** (писати) .....wrote .....written

## English - Ukrainian vocabulary

### Умовні скорочення

*a*- прикметник

*adv.* – прислівник

*n*- іменник

*v.* - дієслово

*pl.* - множина

*past p.* - дієприкметник минулого часу

*pres.p.* - дієприкметник дійсного часу

*Am.* — американський варіант

*comp.* — комп'ютерний термін

*fin.* - фінансовий термін

*див.* - дивитися

*тел.* — телефонія

**accept** - *v.* приймати, бути згодним; **to accept an offer** - прийняти пропозицію

**acceptable** - прийнятний

**account - I. n.** рахунок; **deposit account** - депозитний рахунок; **current account** - поточний рахунок; **to take into account** - браги до уваги

3.v. **account for** - відповідати;

**acquire** – v. придбати

**action** – n. дія; **action points** - пункти подій; **to put into action** – вводити в дію

**advantage** - n. перевага; **competitive advantage** - конкурентна перевага;

**commercial advantage** - комерційна перевага; **cost advantage** - перевага вартості

**advertise** - v. рекламувати

**advertising-n.** рекламування; **advertising campaign**-рекламна кампанія

**advertisement, ad , advert n.** - реклама

**aim** - n. ціль

**achieve** - v. досягати; **achieve goal** - досягати цілі

**achievement** - n. досягнення

**agenda** - n. порядок денний; **item of the agenda** - пункт порядку денного

**allowance** — n. грошове утримання на визначений термін, добова

**annual** – а. щорічний

**answering machine** - u. автовідповідач

**amount** – n. кількість

**apologize** - v. вибачатися

**appearance** - n. зовнішній вигляд; **to maintain professional appearance** - підтримувати професійний вигляд

**apply for** - v. звертатися з заявою

**application** - n. заява; **application form** - анкета, бланк заяви **applicant**

- n. кандидат, претендент

**appoint** - v. призначати ( на посаду);

**appointment** - n. призначення на посаду, посада; **to make an appointment for** — домовитися о зустрічі; **to keep (break) an appointment** - прийти ( не прийти) на зустріч у визначений час, місце

**asap** = as soon as possible - adv. щонайшвидше

**attitude** - *v.* відношення

**available** - *a.* доступний, наявний

**average** - *n.* середня величина

**avoid** - *v.* уникати

**awareness** - *n.* свідомість; **cultural awareness** - культурна свідомість

**background** -- *n.* історія, справка

**bankruptcy** - *n.* банкрутство

**be aware of** - *v.* бути усвідомленим

**be based** - *v.* базуватися

**be best qualified person for the job** - *v.* бути найкраще кваліфікованою людиною

**be busy** - *v.* бути зайнятим

**be concise** - *v.* бути стислим, лаконічним, **be hard up** - бути у скрутному становищі

**be familiar with** - *v.* добре знати

**be fired** - *v.* бути звільненим (роз.)

**behaviour** - *n.* поведінка

**be in favour of** - *v.* бути на користь

**be involved in** - *v.* бути залученим

**be open minded** - *v.* мати сприйнятливий розум

**benefits** - *n.* пільги; **benefits package** - пакет пільг

**bribe** - *n.* хабар; **bribery** - хабарництво

**be reasonably priced** - *v.* мати розумну ціну

**be sacked** - *v.* бути звільненим;

**be short of capital; be short of money** - *v.* відчувати нестаток коштів, бракувати коштів

**be successful** - *v.* бути успішним

**be sympathetic** - *v.* співчувати

**be underpaid** - *v.* бути мало сплаченим

**be under pressure** - *v.* бути під тиском

**be undervalued** - v. бути мало оцінюваним

**beneficial** - корисний

**billboard** - n. дошка для оголошень, рекламний щит

**board** - n. правління, керівництво, рада; **Board of Directors** - рада директорів, правління; **Board meeting** - збори членів правління; **Board member** - член правління

**bonus** - n. премія; **bonus scheme** - преміальна схема

**brand** - n. заводське клеймо, маркірування; **brand image** образ бренду;

**brand leader** - лідер бренду; **brand manager** - менеджер, що просуває товар до ринку; **classic brand** - класичний бренд; **brand name** - торгова марка

**branding**- u. постачання торговою маркою;

**branded goods** - n. фірмові товари; **budget** - n. бюджет

**buy** - v. купувати, **buyer** — покупець

**call** - 1. n. 1. ВИКЛИК; 2. телефонний дзвінок; **to give smb. a call** - подзвонити; **to make a call to smb.** - подзвонити кому-небудь 2. v. 1. кричати, окликати; 2. телефонувати, говорити по телефону; **to call back** - передзвонити; 3. заходити, наносити візит; 4. називати, давати ім'я

**campaign** - n. кампанія, **to launch a campaign** - почати кампанію

**cancel** - v. анулювати; **cancel a debt** - анулювати борг; **cancel a flight** - анулювати рейс; **cancellation** - анулювання

**cashier** - n. касир

**CDROM** (compact disk read-only memory) - компакт диск, сідіром (комн.); **writable CDROM** - перезаписуваний компакт диск

**chain** - n. ланцюг; **supermarket chain** - ланцюг супермаркетів

**challenging** - *pres.p.* стимулюючий, той що перемагає

**Chamber of Commerce** - n. Торгова палата

**change** - n. зміна; **to resist change** - чинити опір змінам, **to adapt to change**- адаптуватися до змін

**charge** — - n. 1. 1. обов'язки, 2. витрати; **be in charge of** — бути

відповідальним за 2. в. стягувати плату

**charity** - *n.* добродійність

**choice** - *n.* ; вибір; **to make a choice** – робити вибір

**claim** - *n.* вимога

**client**- *n.*клієнт, **potential client** -потенційний клієнт

**clip** - *n.* ; скріпка; **paper clip** - скріпка до паперу

**code** - - *n.* код, шифр; **bar code** - штрих код; **zip code** - поштовий шдекс

**collaborate**- *v.*співробітничати

**company** - *n.* компанія; **limited company** - товариство, компанія з обмеженою відповідальністю; **limited liability company** - товариство, компанія з обмеженою відповідальністю; **public limited company** - відкрита публічна компанія з обмеженою відповідальністю; **run the Company** — керувати компанією; **set up** - заснувати компанію, організацію; **establish a company, an organization** - заснувати компанію, організацію;

**compare** - *v.* порівнювати

**compete** – *v.* конкурувати

**competition** - *n.* конкуренція

**competitive** - *a.* конкурентноспроможний

**communicate** -- *v.* .спілкуватися

**communication** - - *n.* комунікація, спілкування

**conclude** - *v.* заключати

**conclusion** - *n.* . висновок; **to come to a conclusion** - прийти до висновку

**consequence** - *n.* наслідок, результат; **consequences** - наслідки

**confident** - *a.*упевнений

**confrontation** - *n.* протисторова, протиріччя

**connect** - *v.* з'єднувати, сполучити;

**connection** - *n.* 1. зв'язок, зв'язування; 2. ділові зв'язки

**consider** - *v.* вважати; **consideration** - міркування

**considerate** - *a.* уважний, тактовний

**consist (of)** - - *v.* складатися (з)

**consumer** - *n.* споживач

**control** - *n.* контроль; **to gain control ( over)** - придбати контроль (над); **to get control (over)** - одержати контроль (над); **to keep tight control over** — утримувати твердий контроль над

**commercial** - 1. *n.* реклама; 2. *a.* комерційний; **commercial success** - комерційний успіх;

**commission** - *n.* . комісійна винагорода

**common** - *a.* загальний; звичайний; **in common** - спільно

**consignment** - *n.* партія товару

**conference** - *n.* конференція; **to hold a conference** - проводити конференцію

**compete** - *v.* конкурувати; **competitive** - конкурентноздатний; **competition** конкуренція; **strong competition**-сильна конкуренція; **fierce**-жорстка конкуренція; **unfair** - несправедлива конференція; **intense competition** - інтенсивна конкуренція

**consortium** - *n.* консорціум

**corporation** - *n.* корпорація

**company** - *n.* компанія; **local company** - місцева компанія; **recruitment company** - компанія з підбору кадрів; **parent company** -головна компанія; **sister company** - дочірня компанія

**compensation** - *n.* компенсація

**complaint** - *n.* скарга; complain of, about - скаржитися; **to make a complaint** - оскаржити

**confidence** - *n.* довір'я, впевненість; **to gain confidence** - придбати довір'я, **to lose confidence** - втратити довір'я

**confirm** - *v.* підтверджувати

**consumption** - *n.* споживання; **consumption goods** - *n.* товари широкого вжитку

**contract** - *n.* контракт;

**contractor** - *n.* підрядчик

**cope with** - *v.* справлятися з

**copy** - *n.* копія; **legal copy** - законна копія; **illegal copy** - нелегальна копія

**copying machine** - *n.* копіювальний апарат

**copyright** - *n.* авторські права; **copyright abuse** - зловживання авторських прав

**corporation** - *n.* корпорація

**correcting fluid** - *n.* коригувальна рідина

**cost** - 1. *n.* вартість; 2. *v.* . - коштувати; **cost a fortune** - коштувати багато

грошів; **to lower costs** - знизити витрати; **estimated costs** - кошторис

витрати; **production costs** - витрати виробництва

**cover** - *v.* покривати; **cover expenses** - покривати витрати

**create** - *v.* створювати, творити; **to create a job** - створити робоче місце

**creative** - *a.* творчий

**Customs** - *n.* митниця

**currency** - *n.* валюта

**customer** - *n.* покупець

**damage** - *n.* пошкодження

**deadline** - *n.* крайній термін; **to meet the deadline** - устигнути до терміну

**deal with** - *v.* мати справу з

**debt** - *n.* борг; **outstanding debt** - заборгованість

**decline** - *n.* зниження; **to halt the decline** - зупинити зниження

**defect** - *n.* дефект

**delay** - *n.* затримка

**delivery** - *n.* поставка; **meet delivery date** - поставити товар у термін; **to**

**speed delivery** - прискорити поставку

**demand** - *n.* попит

**describe** - *v.* . описувати

**design** - 1. *n.* . проект, дизайн; **classic design** - класичний проект, дизайн;

*v.* проектувати

**designer** - . *n.* конструктор, дизайнер

**develop** - *v.* розвивати, розробляти

**development** - *n.* розвиток

**dial** - *v.* набирати номер, дзвонити

**digital** - *a.* цифровий

**directory** - *n.* довідник

**disadvantage** - *n.* недолік

**discount** - *n.* знижка

**disk drive** - *n.* дисковод (комп.)

**diskette** - *n.* дискета (комп.)

**dismiss** - *v.* звільнювати; **dismissal** - *n.* звільнення; **unfair dismissal** - несправедливе звільнення

**dispatch** — *n.* відправка; *v.* відправити по призначенню

**display** - *n.* 1. показ, прояв; 2. екран, дисплей; *v.* показувати, демонструвати

**distinguish** - *v.* розрізняти

**distribute** - *v.* розповсюджувати

**distributor** - *n.* розповсюджувач

**distribution** - *n.* розповсюдження; **distribution chain** - ланцюг розповсюдження; **distribution channels** - канали розповсюдження

**desktop** - *n.* ноутбук; *a.* настільний

**downsizing** - *n.* зниження в посаді

**entrepreneur** - *n.* підприємець, бізнесмен

**economics** - *n.* економіка ( наука), народне господарство

**economy** - *n.* господарство, економіка, народне господарство

**economic** - *a.* екопомічний

**economical** - *a.* ощадливий

**efficient** — *a.* ефективний, кваліфікований

**employ** - *v.* наймати на роботу

**employer** - *n.* працедавець

**employee** - *n.* працівник

**employment** - *n.* зайнятість

**enlarge** - v. збільшуватися, розширятися

**ensure** - v. гарантувати

**enter the business** - v. вступати до бізнесу

**envelope** - n. конверт

**environment** - n. оточення;

**establish** - v. встановлювати, засновувати

**exchange** - n. обмін; **exchange** - v. обмінювати; **exchange business cards**

- обмінятися візитками; **exchange rate** - обмінний курс

**executive** - 1. n. адміністратор; 2. **chief executive** - п. 1. президент, голова виконавчої влади; 2. голова фірми; **chief executive officer (CEO)**

- виконавчий вищого рангу; 2. a. виконавчий

**exhibition** - n. виставка

**exist** - v. існувати

**expand** - v. розширятися; **expand overseas** - розширятися за кордон

**extend** - v. розширятися

**extension** - n. додатковий, внутрішній номер

**export** - n. експорт

**expensive** - a. дорогий

**experience** - n. досвід

**fail** - n. невдача, провал; бракуваги, не вистачати; **failure** - невдача, провал;

**fail to deliver** - не виконати поставку

**fair** - n. ярмарок; **trade fair** - торговельний ярмарок

**fall** - n. падіння; падати; **fall dramatically** - різко падати; **fall sharply** - різко падати

**fax machine** - n. факс, факсів апарат

**female** - 1. n. жінка 2. a. жіночий

**file** - n. 1. папка, швидкозшивач; **file folder** - папка-реєстратор

2. файл (комн.) 3. справа, досьє

**filing cabinet** - n. 1. шафа для документів; 2. картотека, каталог

**fill** - v. обіймати посаду; **fill in, fill out** - заповнювати анкету

**fix** - v. 1. встановлювати; 2. лагодити, ремонтувати; **fix the time** - встановити час

**flexible** - гнучкий; **flexi time** - гнучкий час (роботи)

**floppy disk** -- *n* . дискета, гнучкий диск

**found** - v. засновувати, встановлювати

**forecast** - *n* . прогноз

**fortune** - *n* . статок, багатство; **to make a fortune** - нажити статок

**free** - *n* . безкоштовний; **free port** - франко порт

**freelance** — *n* . позаштатний співробітник

**fuel** - *n* . паливо

**gesture** - *n* . жест

**gift**- 1. *n* . подарунок, презент; 2. подарувати, презентувати

**goal** - *n* . ціль; **to achieve a goal** - досягати цілі

**goods** - *n* . товари; **to deliver goods** - поставити товари; **range of goods** - асортимент товарів; **white goods** - побутова техніка білого кольору (холодильники, пральні машини, тощо)

**hardworking** — *a* . працьовитий

**headhunter** - *n* . мисливець за головами; мисливець за професіоналами

**head office** - *n* . головний офіс

**headquarters** - *n* . штаб-квартира

**hold** - v. 1. тримати; 2. Міс-тити, зберігати, укладати в собі; **to hold on** - чекати у телефоні; **Will you hold?** - Ви почекаєте?

**image** - *n* . образ, **to lose image** - втратити образ

**imagination** - *n* . уява

**impact** - *n* . сильний вплив

**implement** - v. виконувати

**import** - v. імпортувати

**impression** — *n* . враження; **professional impression** — професійне враження

**improve** — v. поліпшити, **improve sales** - поліпшити продаж

**increase** - v. зростати; **to increase steadily** - зростати поступово, **increase**

**dramatically** - різко зростати

**inflation** - *n.* інфляція, **inflation rate** - ступінь інфляції

**influence** - *n.*., вплив; *v.*., впливати

**initiative**- *n.* ініціатива, заповзятливість; *a* ініціативний, вихідний

**interest** - *n.* процентна ставка; **controlling interest** - контрольний пакет

**interview** - *n.* інтерв'ю, співбесіда

**institution** - *n.* установа

**introduction**- *n.* 1. офіційне представлення; 2. перша зустріч, знайомство;

**to make an introduction** - представляти кого-небудь; **letter of introduction**  
рекомендаційний лист

**insurance** - *n.* страховка

**invent** - *v.* винаходити; **invention** - винаходження

**investment** - *n.* інвестиція; **invest** - інвестувати

**invite** - *v.* запрошувати

**invitation** - *n.* запрошення

**invoice** - *n.* рахунок фактура

**involve** - *v.* утягувати

**job** - *n.* робота, праця; **best candidate for the job** - найкращий претендент  
до роботи

**joint venture** - *n.* спільне підприємство; **to set up a joint venture** -  
заснувати спільне підприємство

**key** - *n.* 1. ключ; 2. розгадка; 3. клавіша, кнопка

**key-board** - клавіатура

**label** - *n.* ярлик, етикетка

**laptop**- *n.* ноутбук, портативний комп'ютер

**lack** - *n.* нестаток

**launch** - *n* запускати; **launch a product** - запускати продукт; **launch a new  
production line** - запускати виробничу лінію

**leader** - *n.* лідер, керівник; **leadership** - керівництво

**leaflet** - *n.* листівка

**lend** - *v.* давати в борг

**letter of credit** ( L/C) - *n.* акредитив; **irrevocable letter of credit**  
безвідкличний акредитив

**liability** - *n.* обов'язки, відповідальність; **limited liability** - обмежена відповідальність

**license** - *n.* ліцензія; **driving license** - права водія

**line**- *n.* 1. рядок, записка, короткий лист; 2. парпя товару; 3. лінія зв'язку; **line of communication** - лінія зв'язку; **to be on the line** - бути на проводі (тел); **The line is engaged!** -лінія зайнята(тел); **Hold the line!** -не вішайте трубку (*тел*); **hot line**- гаряча лінія; **long distance line** міжміська лінія

**list** - - *n.* список; **short list** - короткий список претендентів на посаду; **be on the list** - бути в списку

**lifestyle** - - *n.* спосіб життя

**level** - - *n.* рівень

**load** - - *n.* вантаж

**logo** - - *n.* див. logotype

**logotype** - - *n.* 1.логотип, 2.фірмовий або товарний знак, 3. емблема (графічний символ), девіз

**local** - *a.* місцевий

**location** - розміщення

**mail** - 1. *n.* пошта (Am.), **incoming mail** - вхідна кореспонденція, **outgoing mail** - вихідна кореспонденція, **mail shot**-поштове розсилання, **voice mail** — голосова пошта; 2. *v.* посилати поштою

**male** - 1. - *n.* чоловік, 2. *a.* чоловічий

**manage** - *v.* 1. вдаватися, 2. керувати;

**manager** - - *n.* керівник, менеджер; **junior manager**- керівник нижчого рівня, **middle manager** - керівник середнього рівня, **senior manager** -старший менеджер

**management**-- *n.* 1.керівництво ; 2. правління, адміністрація

**man-made** - *a.* штучний

**marital status** - - *n.* родинний стан

**market** - *n.* ринок; **foreign market** – зовнішній ринок; **external market** - зовнішній ринок; **home market** - внутрішній ринок, **domestic market** - внутрішній ринок; **market survey** - дослідження ринку; **carry out a market survey** - проводити дослідження ринку; **break into the market** - прорватися на ринок; **to flood the market** - наводнити ринок

**marketing** - *n.* торгівля, продаж, збут, маркетинг

**mass media** - *n.* засоби масової інформації

**meet** — *v.* 1. зустрічати; 2. збиратися ( на зустріч, збори); **meet a delivery date**-дотриматись терміну поставки, **meet one`s needs** – задовольнити потреби, **meet one`s requirements**-відповідати вимогам

**meeting** - *n.* збори, **annual meeting** - щорічні збори, **general meeting** - загальні збори

**mention** - *v.* згадувати.

**merchandise** - *n.* товари

**merge** ( with) - *v.* зливатися; **merger** - злиття

**message** -1.*n.* повідомлення, послання; **to deliver a message**- доставляти повідомлення; **to take a message** — приймати повідомлення; 2. *v.* надсилати повідомлення

**method** - *n.* метод, спосіб, засіб; **to apply a method, to use a method** - застосовувати метод

**middleman** - *n.* посередник

**minutes** - *n.* протокол зборів

**modification** - *n.* модифікація

**modify** - *v.* модифікувати

**money** - *n.* гроші, **to borrow money** - брати гроші в борг; **to change money** змінювати гроші; **to earn money** - заробляти гроші; **make money** -- заробляти, робити гроші; **to lend money** давати гроші в борг; **to save money** - збирати, заощаджувати гроші; **to raise money** - займати гроші, одержувати позичку

**motivate** - *n.* мотивувати

**mouse** - *n.* мишка (комп.)

**multinational** - *a.* багатонаціональний, **multinational companies** - багатонаціональні компанії

**need** - *n.* 1. необхідність, нестаток; 2. рл. потреби 3. *v.* вимагатися, бути необхідним

**negotiations** - *n.* переговори, **to conduct negotiations** - проводити переговори, **to hold negotiations** - проводити переговори

**network** - *n.* мережа

**number** - *n.* кількість, номер, **a number of** - деяка кількість; **extension number** - додатковий номер, внутрішній номер (тел.) **nutshell** - *n.* щось маленьке, незначне; **in a nutshell** - коротко, двома словами

**occupation** - *n.* 1. заняття, справа; 2. зайняття, робота

**objective** - *1. n.* мета, прагнення; **to achieve an objective** - досягнути мети, **set an objective** - поставити мету; 2. *a.* об'єктивний, безсторонній **offensive** - *1. n.* наступ; **global offensive** - глобальний наступ; 2. образливий

**offer** - *n.* пропозиція, **fair offer** - чесна пропозиція; **to accept an offer** - прийняти пропозицію

**operate** - *v.* робити, функціонувати

**opportunity** - *n.* зручний випадок, сприятлива можливість; **business opportunities** - ділова можливість

**origin** - *n.* походження; **country of origin** - країна походження **order** - *1. n.* 1. порядок; 2. справність, добрий стан; наказ, інструкція; замовлення; **to accept an order** - прийняти замовлення; **to fulfill, to execute an order** - виконувати замовлення; **to cancel an order** - виконувати замовлення; **to place an order (with)** - зробити замовлення; **in order to** - для того, щоб; 2. *v.* 1. розтушувати в порядку; 2. наказувати; 3. замовляти

**ordinary** - *a.* звичайний, простий

**outgoing** - *a.* чуйний

**outlet** - *n.* торговельний пункт; магазин; **retail outlet** - пункт роздрібної торгівлі

**overseas** - *a.* заморський; **overseas trade** - заморська торгівля

**owe** - *v.* 1. володіти; 2. бути належним

**own** - *v.* володіти; **to own a company** - володіти компанією **outline** -

*v.* окреслити; намітити загалом

**overtime** - *a.* понаднормовий; **to work overtime** - працювати надурочно

**paper** - *1. n.* 1. папір; **carbon paper** - копіювальний папір; **wrapping paper** - обгортковий папір 2. документ; 3. наукова доповідь 2. *a.* паперовий

**paperwork** -*n.* канцелярська робота, робота з документами

**participant** --*n.* учасник

**partner** - *-n.* партнер; **business partner** - діловий партнер

**participate (in)** - *v.* брати участь

**partnership** -*n.* 1. співробітництво; 2. компанія, товариство; **limited partnership** - командитне товариство з обмеженою відповідальністю; **unlimited partnership** - повне товариство, товариство з необмеженою відповідальністю

**pass** - *1. n.* 1. прохід; 2. пропуск, паспорт; 2. *v.* 1. йти, проходити; 2. скласти екзамен; 3. передавати

**pay** -*1. n.* 1. плата, оплата; 2. платня; *a.* платний; 2. **pay a fine** - заплатити штраф; **pay a visit** - нанести візит; **pay attention to smb.** - звертати увагу до когось; **pay by check** - заплатити чеком; **pay in advance** - платити аванс; **pay in cash** - платити готівкою; **pay costs** - оплатити витрати; **pay debts** - оплатити борги; **pay duty** - оплатити податок; **pay for overtime (work)** - оплатити понаднормову роботу; **pay the bill** - оплатити рахунок; **sick pay** - оплата лікарняного листа

**payment** - *n.* сплата, платіж; **advance payment**-авансовий платіж; **interest payment** - виплата процентів; **method of payment** - спосіб оплати; **terms of payment** - умови оплати; **cash payments** - оплата готівкою; **make payments** - здійснювати платежі

**personal** - *a.* особистий

**personnel** - *n.* штат, співробітники

**persuade** - *v.* переконувати

**photocopying machine** -- *n.* копіювальний апарат

**power** — *n.* сила, міць, могутність

**position** -- *n.* 1. положення; 2. посада 3. відношення, точка зору; **to apply for position** - шукати роботу; **high position** - висока посада ; **hold a position** — обіймати посаду

**powerful** — міцний, могутній

**presentation** - - *n.* презентація, **to conduct a presentation** – проводити презентацію; **to hold a presentation** - проводити презентацію

**price** - - *n.* ціна; **price list** - прейскурант, прайс-лист; **at the price of**— за ціною; **to reduce the price** - знизити ціну; **to cut the price** - знизити ціну; **to fix a price** - встановити ціну; **to quote a price** - назначити ціну

**printer** -- *n.* принтер

**probationary period** -- *n.* іспитовий термін

**produce** - *n.* вироби; **home produce** - вітчизняні вироби *v.* виробляти **product** - *n.* продукт

**production** - *n.* 1. виробництво 2. продукція

**profit** - 1. *n.* прибуток; **to make a profit** - приносити прибуток; **to get a profit (out of)** - діставати прибуток; **to receive a profit (from)** - діставати прибуток; **to gain profit** - діставати прибуток; **net profit**- чистий прибуток; **gross profit** — валовий прибуток; **to increase profits** - збільшити прибуток; 2. *v.* діставати прибуток

**promise** - *v.* обіцяти

**promising**- багатообіцяючий

**promotion** - *n.* 1. просування по службі 2. просування товару до ринку  
**problem** - *n.* проблема; **to consider a problem** - розглянути проблему; **to set a problem** - поставити задачу; **to solve a problem** - вирішити проблему **project** - *n.* проект; **to back projects** - підтримати проект

**proposal** - *n.* пропозиція; **to consider a proposal** - розглянути пропозицію  
**propose** - *v.* пропонувати

**proprietor** - *n.* власник; **individual proprietor**- одноосібний власник **protect** (from) - *v.* захищати; запобігати

**provide** - *v.* забезпечувати

**public relations (PR)** - *n.* відношення з громадкістю **punctual** -

*a.* пунктуальний

**purpose** - *n.* мета

**purchase** - **1.** *n.* покупка; **purchase department** - відділ постачання; **purchase price** - покупна ціна; **purchase tax** - податок з купівлі; **2.**

*v.* купувати

**quality** - *n.* якість; **high quality** - висока якість; **poor quality** - низка якість; **personal quality**-особиста якість

**quotation** - *n.* вартість, ціна, розцінки

**quote a price** - *v.* призначити ціну

**queue** - **1.** *n.* черга; **2.** *v.* стояти в черзі

**questionnaire** - *n.* анкета; **to fill in a questionnaire** - заповнювати анкету; **to fill out a questionnaire** заповнювати анкету

**range** - **1.** *n.* ряд, ланцюг; **range of goods** - асортимент товарів; **2.***v.* класифікувати

**rate** - **1.** *n.* **1.** норма, ставка, тариф; **2.** пропорція, коефіцієнт, відсоток; **inflation rate** - відсоток інфляції; **interest rate**- ставка відсотка; **tax rate** -податкова ставка **3.** курс (фін.) **exchange rate, rate of exchange** - валютний курс; **2.***v.* оцінювати

**real estate** - *n.* нерухомість

**recession.** *n.*- спад, регрес

**reckless** - *a.* безтурботний

**recruit** - *v.* наймати ( на роботу)

**recruitment** - *n.* Набір (на роботу)

**redundant** - *a.* **1.** надлишковий, надмірний; **2.** звільнений по скороченню штатів; **make redundant** - скоротити

**reduce**- *v.* скорочувати; **reduce costs**- скорочувати витрати; **reduce price** - зменшувати ціну; **to reduce the staff** - скорочувати штат

**reference**- *n.* **1.** посилення; **2.** рекомендація

**refuse** - *v.* відмовляти, відхиляти

**relation** - *n.* відношення; **in relation to** - відносно, що стосується

**relationship** - . *n.* взаємини; **long-term relationships** - довгострокові відносини

**reliable** - надійний; **reliable firm** - солідна фірма

**reliability**-. *n.* надійність

**report** - . *n.* 1. доповідь; 2. звіт; **annual report** - щорічний звіт

**rep** - *див.* representative

**representative** - . *n.* представник; **sales representative** - торговельний представник

**requirement** - *n.* вимога; **to establish requirements** - визначити вимоги;

**to set requirements** визначити вимоги; **to meet requirements** - відповідати вимогам

**research** - . *n.* дослідження; **market research** дослідження ринку

**resign** – *v.* іти у відставку

**retail** - *n.* роздрібний продаж; **retail outlet**-роздрібна торговельна точка;

**retail sales** - роздрібний продаж

**resistance** - *n.* опір

**respect** - **1.** *n.* повага; **2.** *v.* поважати

**retailer** - *n.* роздрібний торговець

**reward** - *n.* нагорода

**rival** - *n.* суперник, конкурент

**rise** - *v.* подиматися; **rise dramatically** - різко подиматися

**risk** - **1.** - *n.* ризик; *v.* ризикувати **to take risks** - ризикувати;

**run** – *v.* бігти ; **run the company** - керувати компанією

**sales** -- *n.* обсяг продажів; **sales agent** - агент по збуту; **sales department**

- відділ збуту; **salesman** - продавець

**save** - *v.* 1. заощаджувати; 2. *коми.* зберігати

**scanner** - - *n.* сканер

**Scotch tape** = adhesive tape - *n.* скотч, стрічка, що клеїть

**screen** - - *n.* екран

**security** - - *n.* 1. безпека, надійність; 2. захист, охорона; 3. гарантія

**secure** -- *n.* 1. охороняги, захищати; 2. забезпечувати; 3. гарантувати; 4.

*фин.* страхувати

**seek** - *v.* шукати; розшукувати; **to seek for** - добиватися, домагатися

**segment** - - *n.* сегмент; **segment of the market** - сегмент ринку

**sell** - *v.* продавати; **sell (at, for)** - продаватися ( по який-небудь ціні)

**seller** - - *n.* продавець, торговець

**self-employed** - *n.* той, хто працює на себе

**sensitive** - *a.* чутливий

**service** - 1. - *n.* 1. служба; **service record** - послужний список; 2. обслуговування; **after sales service** - обслуговування після продажу ;2. *v.* обслуговувати; проводити огляд;

**set** - 1. *n.* набір, комплект; 2. *v.* встановлювати; **set up a company** -- засновувати підприємство

**shake** - *v.* трясти(ся); **shake hands** - пожати руки

**share** - - *n.* 1. частина, частка; **market share** - частка ринку; **to gain market share** - придбати частку ринку; **lose market share** - втратити частку ринку 2. акція, пай; **share price** - ціна акції **shareholder** - власник акції 2. *v.* поділяти(ся)

**sheet** - *n.* 1 .лист (паперу); 2. таблиця, відомість

**shipment** - *n.* 1. вантаж, партія товару; 2. навантаження, відправлення товару; 3. постачання товару

**size** - *n.* розмір

**skill** - *n.* майстерність, вміння; **professional skills** – професіоналізм, **to master a skill** - здобувати вміння

**slogan** - *n.* гасло, девіз, заклик

**shift-** *n.* 1. зміна, переміщення 2. робоча зміна **day shift** денна зміна **shop** - *n.* 1. магазин; 2. цех; 3. майстерня; **shop assistant** — продавець; **shop keeper** - власник магазину; **shop window** - вітрина ; **to manage a shop** - керувати магазином

**short** - *a.* короткий; **short list** - короткий список

**society** - *n.* суспільство

**software** - *n.* комп'ютерні програми

**sole** - *a.* єдиний, одноособовий;

**sociable** - *a.* товариський

**spare** - *a.* запасний; **spare time** - вільний час

**spell** - *v.* вимовляти або писати слово по буквах

**spend** (*spent, spent*) - *v.* витратити час, гроші

**sponsor** - *n.* гарант, спонсор; *v.* фінансувати

**sponsorship** - *n.* спонсорство

**staff** - *n.* штат службовців, персонал; **staff turnover** - плинність кадрів; *to join the staff* - влитися в колектив; **to cut the staff** - скоротити штат **standard** - *n.* норма, стандарт; **living standard** - життєвий рівень

**stapler** -- *n.* степлер

**statement** — *n.* 1. заява, ствердження; 2. звіт, баланс; **statement of expenses** - звіт про витрати

**stationery** - *n.* канцелярські товари

**steady** - *n.* 1. стійкий, сталий; 2. рівномірний; **steady job** - постійна робота; **steady rise** - неухильний підйом

**strategy** - *n.* стратегія; **corporate strategy** - корпоративна стратегія **stick to the rule / stick together**

**stock** - *n.* 1. акціонерний капітал, основний капітал, фонди; 2. частка акцій; *Am.* акції; **stock exchange** - фондова біржа; **stock market** - біржовий ринок, фондова біржа

**strike** - *n.* страйк; *to be on strike* - страйкувати; **to go on strike** - оголошувати страйк

**strength** - *n.* сила; **to build up the strength** - нарощувати силу;

**stress** - 1. *n.* ТИСК, натиск, напруга; **under stress** - в умовах стресу; **to reduce stress** - зменшувати стрес; 2. *v.* підкреслювати

**structure** - *n.* структура; **company structure** - структура компанії

**style** - *n.* стиль

**subordinate** - *a.* підлеглий; **be subordinate to** - підпорядковуватися

**subsidiary** - 1. *n.* дочерня компанія (= subsidiary company) 2. *a.* допоміжний, другорядний;

**succeed**- *v.* 1. впливати за чим-небудь , змінювати; 2. досягати мети;

**succeed in doing smth.** - процвітати в чому-небудь

**sue** - *v.* подавати в суд, учиняти позов;

**supervise** -- *v.* спостерігати, завідувати, керувати;

**supplier** - *n.* постачальник

**supply** - *v.* постачати

**survey** - *n.* огляд, дослідження; - дослідження ринку; **field survey** - дослідження на місці

**sympathetic** - *a.* співчутливий

**takeover** - *v.* узяття під контроль та управління; поглинання компанії; злиття компаній

**take over** - *v.* 1. приймати (посаду), **take over a business** - приймати (на себе) керівництво ; 2. успадкувати; 3. захопити владу; **take over a firm** - приєднувати фірму; **take over bid** - пропозиція щодо покупки контрольного пакету акцій

**tape** - *n.* плівка

**tariff**- *n.* 1. тариф, податок, мито; **to impose, to levy a tariff**- вводити податок, мито; 2. розцінка, плата за послуги

**target** - *n.* мета, ціль; **target price** - намічена ціна; **target customers** - потенційні покупці

**tax**- *n.* тариф, податок, збір; **to impose, to levy a tax** -обкладати податком; **to collect taxes** - збирати податки; **to pay taxes** - платити податки; **income tax** - прибутковий податок; **free of tax/tax free** - не оподатковуваний; **value added tax (VAT)**- податок на додану вартість

**team** - *n.* команда; **to work in a team** - працювати в команді

**teller** - *n.* банківський службовець, касир

**term** - ». 1.термін, визначений період; 2. термін; 3. *pl* умови угоди, договору; 4.*pl* умови платежу; **terms of payment** - умови платежу

**tip** - *n.* 1. чайові; 2. порада

**trade** - - *n.* торгівля; **to build up a trade, to develop a trade** - розвивати торгівлю; **to conduct a trade** - вести торгівлю; **foreign trade, international trade** - зовнішня торгівля; **home trade** - внутрішня торгівля; **wholesale trade** - оптова торгівля;

**trader** - - *n.* торговець; **sole trader** - одноособовий торговець

**trade union** - - *n.* професійний союз; **trade union representative** - представник професійного союзу

**trademark** - *n.* торгова марка

**train** - *v.* тренувати, навчати, готувати

**training** - *n.* навчання; **training courses** - навчальні курси; **training costs** - витрати на навчання

**threat** - *n.* погроза

**transfer** - *n.* 1. переведення, переміщення; 2. переведення (грошів)

**turnover** - *n.* 1. плинність кадрів; 2. товарообіг

**type** - *n.* тип, вид

**unemployment** - *n.* безробіття

**uniform** - *n.* уніформа; **to wear a uniform** - носити форму

**unique** - *a.* унікальний

**value** - *n.* вартість, ціна; **to place, set value** - призначити ціну; **good value for money** - то, що коштує витрачених грошів

**valuable** - *a.* коштовний, корисний

**vehicle** - *n.* транспортний засіб, автомобіль

**voice mail** - *n.* голосова пошта

**wages** - *n.* заробіток, дохід, винагорода

**warehouse** - *n.* товарний склад

**warranty** - *n.* гарантія

**waste** - 1. *n/1.* марнотратство, непотрібна витрата; 2. утрата, збиток; 3. відходи, покидьки; **nuclear wastes** - радіоактивні відходи; **toxic wastes** - токсичні відходи *v.* утратити даром 2. *v.* витратити даремно ( гроші, час)

**waste paper bin** - *n* корзина для відходів

**weight** - *n*. вага, маса; **gross weigh** - вага брутто; **net weight** - вага нетто

**well known** - *past p.* добре зроблений

**wholesale** - *a.* оптовий; **wholesale house, firm** - оптова фірма; **wholesale**

**price** - оптова ціна; **wholesale trade** - оптова торгівля; **to buy wholesale** - купувати оптом

**word processor** - *n.* текстовий процесор (*комн.*)

**work** - **1. n. 1.** робота, праця; **hard work** - тяжка праця; **paper work** - канцелярська робота; **2.** місце роботи; **3.** підприємство, завод **2. v.**

робити, виготовляти; **to work as** - працювати в якості кого-небудь; **to work for a large firm** - працювати на фірму; **to work hard** - працювати

завзято

**workforce** - *n.* робоча сила; **skilled workforce** - кваліфікована робоча сила

**write** - *v.* писати; **to write off a debt, a loss** - списати борг, утрати; **to write shorthand** – стенографувати

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