



## СИЛАБУС НАВЧАЛЬНОЇ ДИСЦИПЛІНИ «Бізнес англійська»

Ступінь вищої освіти - Бакалавр  
Спеціальність 073 «Менеджмент»  
Освітня програма «Менеджмент»  
Рік навчання: 4, семестр 7, 8  
Форма здобуття вищої освіти: денна  
Кількість кредитів ЄКТС: 4  
Мова викладання: англійська, українська

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<https://elearn.nubip.edu.ua/course/view.php?id=1217>

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### ОПИС ДИСЦИПЛІНИ

**Мета курсу** – формування у здобувачів комунікативної компетентності у всіх видах мовленнєвої діяльності (читання, говоріння, аудіювання, письмі), а також досягнення здобувачами рівня професійної комунікативної достатності у головних напрямках майбутньої фахової англомовної діяльності, а саме: формувати навички використання знань з англійської мови як у процесі повсякденного спілкування з різноманітних питань професійного спрямування, так і на етапі підготовки до участі у проектах та дискусіях, а також навчити слухачів проводити письмовий обмін діловою інформацією.

Завдання курсу – набуття навичок володіння усним монологічним і діалогічним мовленням в межах тематики бізнес англійської мови; складання англійською мовою службових документів і листів; формування сталих умінь розпізнавання, розуміння та відтворення фонетичних, граматичних і стилістичних форм, характерних для підмови фахового спрямування, формування умінь ефективного й адекватного оперування загальнолексичними і термінологічними мінімумами.

#### Набуття компетентностей:

**Інтегральна компетентність (ІК):** Здатність розв'язувати складні спеціалізовані задачі та практичні проблеми, які характеризуються комплексністю і невизначеністю умов, у сфері менеджменту або у процесі навчання, що передбачає застосування теорій та методів соціальних та поведінкових наук.

#### Загальні компетентності (ЗК):

ЗК 7. Здатність спілкуватися іноземною мовою.

#### Спеціальні (фахові, предметні) компетентності (СК):

СК 11. Здатність створювати та організовувати ефективні комунікації в процесі управління.

#### Програмні результати навчання (ПРН):

ПРН 13. Спілкуватись в усній та письмовій формі державною та іноземною мовами.

## СТРУКТУРА КУРСУ

Тема	Години (лекції/ лабораторні, практичні, семінарські)	Результати навчання	Завдання	Оцінювання
<b>Semester 7</b>				
<b>Module 1 Brands. Travelling</b>				
<i>Theme 1. Starting up. Brands. Brand Management</i>	Practical class 1 – 2 hours	Familiarize students with the new vocabulary of the topic and activate language and speech material on the topic; develop monologic and dialogic speech on the proposed topic; develop text reading skills; discuss the latest events happening in the world. Stimulate active cognitive activity among students.	During the warm-up, students work by answering the suggested questions in mini-groups. Students share information about the current state of affairs in a certain area, training the skill of prepared oral speech. To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn.	5 points
<i>Theme 1. Listening: Brands. Brand Management</i>	Practical class 2 – 2 hours	Students discuss the latest events happening in the world. Learn to listen to original texts by native speakers, in particular, about famous brands and their functions. To learn monologue and dialogic speech on the proposed topic. Consolidation of knowledge about the time forms of the English language Present Simple and Present Progressive.	During the warm-up, students work by answering the suggested questions in mini-groups. Students share information about the current state of affairs in a certain area, training the skill of prepared oral speech. To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally	5 points

			compose sentences with new words. Students work with assignments at Elearn.	
<i>Theme 1. Reading: Brand Management</i>	Practical class 3 – 2 hours	Consolidate in practice the skills of operating with the Present Simple and Present Progressive tenses, apply in practice the theoretical material on the types of interrogative sentences in the English language. To develop the skills of conducting business correspondence and the skills of monologue speech on the proposed topic.	To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn.	5 points
<i>Theme 1. Skills: favourite brands</i>	Practical class 4 – 2 hours	Students discuss how they use the telephone in English. They listen to three telephone calls, do exercises based on them and role-play a telephone call themselves.	During this class students will rank their favorite brands and discuss what they like or dislike about them. They will read a text about a brand name and do related vocabulary exercises. Students will also create and brand their own imaginary product. Students work with assignments at Elearn.	5 points
<i>Theme 1. Brands and Brand Managements: Revision</i>	Practical class 5 – 2 hours	This lesson revises and reinforces some of the key language, grammar and skills point from Unit "Brands and Brand Management".	Students familiarize themselves with the theoretical material by topic, review educational presentations, and perform the tasks of four types of speech activity in writing. Students work with assignments at Elearn.	5 points

<p><i>Theme 2. Starting up: Travelling and travel experience</i></p>	<p>Practical class 6 – 2 hours</p>	<p>Familiarize students with the new vocabulary of the topic and activate language and speech material on the topic; develop monologic and dialogic speech on the proposed topic; develop text reading skills; discuss the latest events happening in the world. Stimulate active cognitive activity among students.</p>	<p>To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn</p>	<p>5 points</p>
<p><i>Theme 2. Vocabulary: Travelling and travel experience</i></p>	<p>Practical class 7 – 2 hours</p>	<p>Discuss the latest events happening in the world. To develop monologic and dialogic speech skills on the proposed topic. Consolidation of knowledge about the future tenses of the English language. Develop the skills of conducting business correspondence (develop the ability to write faxes).</p>	<p>During the warm-up, students work by answering the suggested questions in mini-groups. Students share information about the current state of affairs in a certain area, training the skill of prepared oral speech. To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn.</p>	<p>5 points</p>
<p><i>Theme 2. Listening: A successful company</i></p>	<p>Practical class 8 – 2 hours</p>	<p>Students listen to the Chief Executive Officer of Nature's Way Foods, a fresh food preparation and packaging company, talk about the factors that make her company successful.</p>	<p>Students work with assignments at Elearn.</p>	<p>5 points</p>
<p><i>Theme 2. Reading: HP beats forecasts and raises outlook</i></p>	<p>Practical class 9 – 2 hours</p>	<p>Students improve their reading comprehension skills by reading an article and doing</p>	<p>Students work with assignments at Elearn</p>	<p>5 points</p>

		some exercises.		
<i>Theme 2. Language review: Present Simple and Present Progressive</i>	Practical class 10 – 2 hours	Students compare and contrast two tenses and do some practical assignments using these tenses.	To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn	5 points
<i>Theme 2. Revision. Travelling and travel experience</i>	Practical class 11 – 2 hours	Students look at some advice for making presentations, listen to a presentation about a fashion company and then make a presentation about a company they invent.	Students familiarize themselves with the theoretical material by topic, review educational presentations, and perform the tasks of four types of speech activity in writing. Students work with assignments at Elearn.	5 points
<i>Theme 1-2. Revision ("Brand Management" and "Travelling and travel experience")</i>	Self-study 1 – 10 hours	Self-study revises and reinforces some of the key language, grammar and skills point from Units "Brand Management" and "Travelling and travel experience".	Students familiarize themselves with theoretical material by topic, perform tasks of 4 types of speech activity in writing. Students work with assignments at Elearn.	10 points
<b>Module test 1</b>				35 points
<b>Module 2. Organization Change</b>				
<i>Theme 3. Starting up: Organization structure</i>	Practical class 12 – 2 hours	Students talk about what they like and don't like about retail shopping. Students work on words related to buying and selling.	During the warm-up, students work by answering the suggested questions in mini-groups. Students share information about the current state of affairs in a certain area, training the skill of prepared	5 points

			oral speech. To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn.	
<i>Theme 3. Vocabulary: Organization structure</i>	Practical class 13 – 2 hours	Students listen to the Director of Marketing at QVC, the global shopping channel, talk about how to succeed in selling on TV.	Students familiarize themselves with the theoretical material by topic, review educational presentations, and perform the tasks of four types of speech activity in writing. Students work with assignments at Elearn.	5 points
<i>Theme 3. Reading: Amazon goes to Hollywood with film deal</i>	Practical class 14 – 2 hours	Students improve their reading comprehension skills by reading an article and doing pre-reading and after-reading exercises.	Students work with assignments at Elearn.	5 points
<i>Theme 3. Language review: Modals 2: must, need to, have to, should</i>	Practical class 15 – 2 hours	Students apply modals for obligation, necessity and prohibition ( <i>must, need to, have to</i> and <i>should</i> ) in the context of rules for a timeshare holiday accommodation club and in two texts about how to be a good salesperson.	To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn	5 points
<i>Theme 3. Skills: Organization. Company structure</i>	Practical class 16 – 2 hours	Students discuss tips for successful negotiating, listen to a negotiation between an electric-car salesman and a buyer who represents a city's government, and look at the language of	During the warm-up, students work by answering the suggested questions in mini-groups. Students share information about the current state of affairs in a certain	5 points

		agreement and disagreement. Then students role-play the negotiation of the sale of the electric cars.	area, training the skill of prepared oral speech.	
<i>Theme 4. Starting up: Change in general and at work</i>	Practical class 17 – 2 hours	Discuss the latest events happening in the world. To develop monologic and dialogic speech skills on the proposed topic.	During the warm-up, students work by answering the suggested questions in mini-groups. Students share information about the current state of affairs in a certain area, training the skill of prepared oral speech. To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn.	5 points
<i>Theme 4. Vocabulary: Change in general and at work</i>	Practical class 18 – 2 hours	Students discuss the factors that make for great leaders, as well as some of their less attractive qualities. Students look at some expressions relating to leaders' characteristics and discuss which characteristics are most typical.	Students dwell on the topic: Why do people sometimes resist change? And make a list of reasons.	5 points
<i>Theme 4. Reading: Change at the workplace</i>	Practical class 19 – 2 hours	Students read the text and do pre-reading and after-reading assignments.	During the warm-up, students work by answering the suggested questions in mini-groups. Students share information about the current state of affairs in a certain area, training the skill of prepared oral speech. To learn new words, the teacher introduces students to the peculiarities of	5 points

			pronunciation and use of key words. Students are asked to orally compose sentences with new words. Students work with assignments at Elearn.	
<i>Theme 4. Language Review: Relative clauses</i>	Practical class 20 – 2 hours	Students look at relative clauses and develop their ability to use them.	Students work with assignments at Elearn	5 points
<i>Theme 4. Writing: Curriculum Vitae and Covering Letter</i>	Practical class 21 – 2 hours	Students practice writing skills by writing two documents and doing several practical tasks.	To learn new words, the teacher introduces students to the peculiarities of pronunciation and use of key words. Students are asked to orally compose sentences with new words.	5 points
<i>Theme 4. Leadership: Revision</i>	Practical class 22 – 2 hours	This lesson revises and reinforces some of the key language, grammar and skills point from Unit "Leadership".	Students work with assignments at Elearn.	5 points
<i>Theme 3-4. Revision ("Organization" and "Change")</i>	Self-study 2 – 10 hours	The self-study revises and reinforces some of the key language, grammar and skills point from Units "Organization" and "Change".	Students familiarize themselves with theoretical material by topic, perform tasks of 4 types of speech activity in writing. Students work with assignments at Elearn.	10 points
<b>Module test 2</b>				<b>35 points</b>
<b>Total for the 7th semester</b>				<b>70</b>
<b>Credit</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>
<b>Semester 8</b>				
<b>Module 3</b>				
<b>Advertising. Money</b>				
<i>Theme 5. Starting up. Vocabulary: Advertising</i>	Practical class 1 – 2 hours	Familiarize students with the new vocabulary and activate the language and speech material on the topic; develop monologue and dialogue speech on the suggested topic; develop	Students look at some advertisements and write down which ones you like and why. They consult a dictionary to find out the meaning of the words <i>striking</i> ,	5 points



		reading skills; discuss the latest developments in the world. To stimulate students' active cognitive activity.	<i>powerful, colourful</i> . They remember that <i>media</i> is the plural of <i>medium</i> , as in <i>advertising medium</i> . If students are not familiar with <i>viral advertising</i> , also find the definition of this term.	
<i>Theme 5. Listening: How advertising works</i>	Practical class 2 – 2 hours	Students listen to an advertising executive who talks about what makes a good campaign and how to plan one and gives an example of a recent successful campaign.	Students look at the text and anticipate what might go in the gaps, bearing in mind that there could be up to three words per gap, not just one.	5 points
<i>Theme 5. Language review: Articles. Skills: Starting and structuring presentations</i>	Practical class 3 – 2 hours	Students look at the places where articles are used and, just as important, where they are not. Students look at the language and techniques used for starting and structuring presentations and use them in context.	Students look through the commentary and the examples in the panel. Before completing the following assignments, students consult the Grammar reference section at the end of the book. They study attentively the language and techniques used for starting and structuring presentations in order to use them in context.	5 points
<i>Theme 5. Reading: Advertising</i>	Practical class 4 – 2 hours	Students master communication skills in reading, as well as translation of non-specialized and professionally oriented texts; general vocabulary, scientific, professional and specific vocabulary; skills formation of understanding and reproduction of	Students get acquainted with theoretical material on the topic, view educational presentations, perform reading tasks in writing.	5 points

		phonetic, grammatical and stylistic forms, needed for future specialty "Management".		
<i>Theme 5. Revision: Advertising</i>	Practical class 5 – 2 hours	Students master different types of speech activity on the topic "Advertising" (communication skills in reading, listening, oral and written speech, as well as translation of non-specialized and professionally oriented texts; general vocabulary, scientific, professional and specific vocabulary; skills formation of understanding and reproduction of phonetic, grammatical and stylistic forms, needed for future specialty "Management".	Students get acquainted with theoretical material on the topic, view educational presentations, perform tasks of four types of speech activity in writing.	5 points
<i>Theme 6. Vocabulary: Money. Types of money</i>	Practical class 6 – 2 hours	Familiarize students with the new vocabulary and activate the language and speech material on the topic; develop monologue and dialogue speech on the suggested topic; develop reading skills; discuss the latest developments in the world. To stimulate students' active cognitive activity.	Students think about your own attitudes to money. You should look at and learn some key financial expressions, see how they are used in context and apply them themselves.	5 points
<i>Theme 6. Listening: Managing investments</i>	Practical class 7 – 2 hours	Students listen to an investment manager talking about investment strategy and do some listening assignments.	Students look at the text and guess what might be in the gaps before you hear the recording. (They might talk about money and the return that the clients are looking for).	5 points
<i>Theme 6. Language review: Describing trends. Skills:</i>	Practical class 8 – 2 hours	Students develop their knowledge of and	Before doing tasks, students go through	5 points

<i>Dealing with figures</i>		ability to use the language to talk about trends and changes. (2) Students look at how to say numbers in different contexts.	the examples in the Useful language box. With decimals, the important thing to remember is to say the figures individually. Also it's rare to say exact figures in full. They consult a dictionary to see the difference between <i>roughly</i> , <i>about</i> and <i>approximately</i> , <i>nearly</i> and <i>almost</i> .	
<i>Theme 6. Revision: Money</i>	Practical class 9 – 2 hours	Students master different types of speech activity on the topic "Money" (communication skills in reading, listening, oral and written speech, as well as translation of non-specialized and professionally oriented texts; general vocabulary, scientific, professional and specific vocabulary; skills formation of understanding and reproduction of phonetic, grammatical and stylistic forms, needed for future specialty "Management".	Students get acquainted with theoretical material on the topic, view educational presentations, perform tasks of four types of speech activity in writing.	5 points
<i>Theme 5-6. Revision: Advertising. Money</i>	Self-study 1 – 10 hours	Students master different types of speech activity on the topics "Advertising" and "Money" (communication skills in reading, listening, oral and written speech, as well as translation of non-specialized and professionally oriented texts; general vocabulary, scientific, professional and specific vocabulary;	Students get acquainted with theoretical material on the topic, view educational presentations, perform tasks of four types of speech activity in writing	10 points

		skills formation of understanding and reproduction of phonetic, grammatical and stylistic forms, needed for future specialty "Management".		
<i>Theme 5-6. Grammar Test</i>		To check students' assimilation of grammatical material.	Students revise grammar materials during the classroom activity. The results of mastering these topics will be the test.	10 points
<b>Module test 3</b>				35 points
<b>Module 4</b> <b>Quality. Innovation</b>				
<i>Theme 7. Starting up. Vocabulary: Quality</i>	Practical class 10 – 2 hours	Familiarize students with the new vocabulary and activate the language and speech material on the topic; develop monologue and dialogue speech on the suggested topic; develop reading skills; discuss the latest developments in the world. To stimulate students' active cognitive activity.	Students define the idea of quality and look at vocabulary and expressions related to it. They work on expressions in this area and then use them themselves.	5 points
<i>Theme 7. Listening: Quality Management</i>	Practical class 11 – 2 hours	Students listen to a Senior Vice President of a well-known hotel chain talking about issues of quality. He defines quality, talks about measuring quality improvements and explains why investment in quality is important.	Students look at the extract and try to predict the missing words. In the second part of the interview the interviewee talks about ways of measuring quality improvements. They predict which improvements the speaker will mention.	5 points
<i>Theme 7. Language review: Prepositions of time. Writing: Asking for payment</i>	Practical class 12 – 2 hours	Students look at this language area and reinforce their knowledge of it in a series of exercises.	In order to fulfill tasks successfully students have to study some theoretical materials, namely, steps involved when	5 points

			you make written requests for payment.	
<i>Theme 7. Reading: Quality</i>	Practical class 13 – 2 hours	Students master communication skills in reading, as well as translation of non-specialized and professionally oriented texts; general vocabulary, scientific, professional and specific vocabulary; skills formation of understanding and reproduction of phonetic, grammatical and stylistic forms, needed for future specialty "Management".	Students get acquainted with theoretical material on the topic, view educational presentations, perform reading tasks in writing. Students work with assignments at Elearn.	5 points
<i>Theme 7. Writing. Quality</i>	Practical class 14 – 2 hours	Students master writing skills on the topic "Quality", as well as general vocabulary, scientific, professional and specific vocabulary.	Students get acquainted with theoretical material on the topic, view educational presentations, perform tasks of four types of speech activity in writing.	5 points
<i>Theme 8. Starting up. Vocabulary: Innovation</i>	Practical class 15 – 2 hours	Students familiarize with the new vocabulary and activate the language and speech material on the topic; develop monologue and dialogue speech on the suggested topic; develop reading skills; discuss the latest developments in the world. To stimulate students' active cognitive activity.	Students give the definition to the word 'innovation' in different areas and your attitudes towards it. (2) SS look at expressions relating to innovations and practise using them in different contexts.	5 points
<i>Theme 8. Listening: Presentation techniques. Skills: Presenting</i>	Practical class 16 – 2 hours	Students listen to a presentation specialist talking about how to prepare and give a presentation. SS look at some tips and expressions for making presentations and then	Students hear a specialist talking about the subject. Look through three questions you have to answer. Note, that in some cases, there are not the	5 points

		put them into practice.	words that Eve actually uses - there are other possibilities.	
<i>Theme 8. Language review: Passives</i>	Practical class 17– 2 hours	Students look at passives and practice using them in the context of product development.	Students look attentively to the extra information in the Grammar reference section on page 156 of the Course Book and study it for homework. Students work with assignments at Elearn	5 points
<i>Theme 8. Revision: Innovation</i>	Practical class 18 – 2 hours	Students master different types of speech activity on the topic "Innovation" (communication skills in reading, listening, oral and written speech, as well as translation of non-specialized and professionally oriented texts; general vocabulary, scientific, professional and specific vocabulary; skills formation of understanding and reproduction of phonetic, grammatical and stylistic forms, needed for future specialty "Management".	Students get acquainted with theoretical material on the topic, view educational presentations, perform tasks of four types of speech activity in writing. Students work with assignments at Elearn.	5 points
<i>Theme 7-8. Revision: Quality. Innovation</i>	Self-study 2 – 9 hours	Students master different types of speech activity on the topics "Advertising" and "Money" (communication skills in reading, listening, oral and written speech, as well as translation of non-specialized and professionally oriented texts; general vocabulary, scientific, professional and specific vocabulary;	Students get acquainted with theoretical material on the topic, view educational presentations, perform tasks of four types of speech activity in writing. Students work with assignments at Elearn	10 points

		skills formation of understanding and reproduction of phonetic, grammatical and stylistic forms, needed for future specialty "Management".		
<i>Theme 7-8. Grammar Test</i>		To check students' assimilation of grammatical material.	Students revise grammar materials during the classroom activity. The results of mastering these topics will be the test.	10 points
<b>Module test 4</b>				<b>35 points</b>
<b>Total for the 8<sup>th</sup> semester</b>				<b>70</b>
<b>Examination</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>

### ПОЛІТИКА ОЦІНЮВАННЯ

<b><i>Політика щодо дедлайнів та перекладання:</i></b>	Роботи, які здаються із порушенням термінів без поважних причин, оцінюються на нижчу оцінку. Перекладання модулів відбувається із дозволу викладача за наявності поважних причин (наприклад, довідка з медичної установи).
<b><i>Політика щодо академічної доброчесності:</i></b>	Списування під час контрольних робіт та екзаменів заборонені (в т.ч. із використанням мобільних девайсів). Забороняється часткове чи повне дублювання робіт інших студентів.
<b><i>Політика щодо відвідування:</i></b>	Відвідування занять є обов'язковим. За об'єктивних причин (наприклад, хвороба, міжнародне стажування) навчання може відбуватись індивідуально (в онлайн форматі за погодженням із деканом факультету та наявності індивідуального графіку навчання).

### ШКАЛА ОЦІНЮВАННЯ ЗНАТЬ ЗДОБУВАЧІВ ВИЩОЇ ОСВІТИ

Рейтинг здобувача вищої освіти, бали	Оцінка національна за результати складання екзаменів заліків	
	екзаменів	заліків
90-100	відмінно	зараховано
74-89	добре	
60-73	задовільно	
0-59	незадовільно	не зараховано

### РЕКОМЕНДОВАНІ ДЖЕРЕЛА ІНФОРМАЦІЇ

1. Качмарчик С. Г. Робочий зошит з англійської мови для студентів 3 – 4 курсів спеціальності “Менеджмент” (за підручником Market Leader (Intermediate)). Київ: ТОВ «ЦП «КОМПРИНТ»»,

2021. 180 c.

2. David Cotton, David Falvey, Simon Kent. Market Leader (3-d Edition). Intermediate Business English. Coursebook. Pearson Longman, 2019. 170 p.
3. David Cotton, David Falvey, Simon Kent Market Leader (3-d Edition). Intermediate Business English, Practice File. Pearson Longman, 2012. 115 p.
4. Mark Powell, Ron Martine, Rosi Jillett. New Business Matters. Coursebook. Heinle, 2022. 126 p.
5. Michael Duckworth. Business Grammar and Practice. Oxford University Press, 2019. 245 p.
6. Swan Michael. Practical English Usage. Oxford University Press, 2020. 640 p.
7. Cambridge Assessment English. URL: <https://www.cambridgeenglish.org>
8. BBC News. URL: <https://www.bbc.com/news/uk>
9. America House Kyiv. URL: <http://www.americahousekyiv.org/>
10. English Grammar. URL: <https://www.englishgrammar.org/exercises/>
11. British Council. URL: <http://www.britishcouncil.org.ua/english>
12. The New York Times site. URL: <http://topics.nytimes.com/topics/reference/timestopics/subjects/e/economics/index.html>
13. Educational project for the ThinkQuest Internet contest. URL: [http://library.thinkquest.org/26026/Economics/economics\\_articles.html](http://library.thinkquest.org/26026/Economics/economics_articles.html)