МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ

МИНИСТЕРСТВО ОБРАЗОВАНИЯ СТАВРОПОЛЬСКОГО КРАЯ

ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ОБРАЗОВАНИЯ
«СТАВРОПОЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ПЕДАГОГИЧЕСКИЙ ИНСТИТУТ»

ДЕЛОВОЙ АНГЛИЙСКИЙ ЯЗЫК

BUSINESS ENGLISH

УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ

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Д29 **Деловой английский язык = Business English:** учебно-методическое пособие / сост. В. Г. Павленко, М. С. Кардумян, О. С. Макарова, И.И. Лизенко, А. В. Донцов. – Ставрополь: Изд-во «Тимченко О.Г.», 2020. – 88 с.

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Цель пособия – обучение студентов профессионально-ориентированному английскому языку. Данное пособие построено на материале современных текстов английских авторов. Пособие состоит из 16 уроков, каждый из которых посвящен различным темам делового английского языка. Каждый урок включает текст, предтекстовые и послетекстовые упражнения, вопросы по теме для обсуждения, а также упражнения и задания, направленные на развитие навыков устной речи с использованием специальной лексики. Подбор практических заданий позволяет закрепить не только грамматический, лексический материал, но и развить умение вести деловое общение на английском языке.

Пособие рекомендовано для бакалавров, обучающихся по направлениям подготовки 44.03.05 Педагогическое образование (с двумя профилями подготовки).

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СОДЕРЖАНИЕ

INTRODUCTION

Целью учебно-методического пособия является расширение у студентов теоретических знаний, связанных с деловой коммуникацией, и формирование у них навыков устной речи по профессиональной тематике, развитие навыков понимания оригинальных текстов и подготовка студентов к использованию иностранного языка в их будущей профессиональной деятельности.

Настоящее пособие написано в соответствии с ФГОС высшего образования по направлению подготовки 44.03.05 Педагогическое образование (с двумя профилями), профили «Начальное образование» и «Иностранный язык», уровень бакалавриата.

В данное учебно-методическое пособие включены материалы для организации учебного процесса по дисциплине «Деловой английский язык».

В результате работы по данному пособию студент должен:

- знать: профессиональную лексику, культуру делового общения;
- уметь: аргументировано выражать своё мнение, обсуждать профессиональные проблемы; писать деловые письма, резюме, сообщения по электронной почте; совершенствовать умение читать аутентичные тексты по профильной тематике;
- владеть: лексическим запасом в соответствии с профессиональной сферой общения.

Пособие включает специальные тексты для перевода и говорения, направленные на работу с разными аспектами языка и видами речевой деятельности, упражнения для развития устной речи, а также правила написания и образцы деловых писем и резюме.

PART I
BUSINESS ENGLISH

UNIT 1
WORK AND JOBS

Part 1. ESSENTIAL VOCABULARY IN CONTEXT

What do you do?

To find out what someone's job is you say '**What do you do?**' Here, Krestin talks about her job:

"I **work for** a large European car maker. I **work on** car design. In fact, I **run** the design department and I **manage** a team of designers: 20 people **work under** me. It's very interesting.

One of my main **responsibilities** is to make sure that new model designs are finished on time. I'm also **in charge of** design budgets.

I **deal with** a lot of different people in the company. I'm **responsible for** co-ordination between design and production: I **work with** managers at our manufacturing plants.'

Note:

in charge of	noun
responsible for	verb + -ing
responsibility + infinitive or -ing	

Examples:

One of her responsibilities is *to coordinate ...*

One of my responsibilities is *coordinating...*

You can't say ~~She's a responsible.~~

Word combinations with 'work'

If you **work** or **have work**, you have a job. But you don't say that someone has ~~a work~~. **Work** is also the place where you do your job.

Here are some phrases with 'work':

- Hello! I'm Tom. I **work** in a bank in Los Angeles. I **leave for work** at 7 o'clock every morning.
- I **go to work** by car.
- I **get to / arrive at work** at about 9 a.m.
- I'm usually **at work** till 6 p.m.
- Luckily, I don't get ill very much so I'm not often **off work**.

- The economy is growing fast and more people are **in work** than ever before. The percentage of people **out of work** has fallen to its lowest level for 30 years.

You can't say ~~I'm at the work~~ or ~~I'm going to the work.~~

Types of job and types of work

A **full-time job** is for the whole of the normal working week; **a part-time job** is for less time than that.

You say that someone **works full-time** or **part-time.**

A **permanent job** does not finish after a fixed period; **a temporary job** finishes after a fixed period.

You talk about **temporary work** and **permanent work.**

EXERCISES

Exercise 1. Complete the text with necessary prepositions.

Jack lives in New York. He works ___ an insurance company. He leaves home ___ work at 8 a.m. He goes ___ work ____ subway. He often worries about getting ___ work late because of the bad traffic, but he usually arrives ____ work at around 9 a.m. He finishes work at about 7 p.m. "Fortunately, I'm never ill," he says. "I could never take time _____ work." He's fond of his work and is glad to be ____ work. Some of his friends aren't so lucky: they are ____ work.

Exercise 2. Read the following text and correct the mistakes.

Rebecca works for a German IT company. She works *about* the development of new projects. She *is running* the development department and *is manage for* a team looking at the possibilities in different European and Asian countries. One of her *main* is to make sure that new IT projects are completed on time. She's also *responsible of* planning projects from start to finish. Rebecca *deals at* a lot of different organizations. She's *charged with* financial reporting, too. Rebecca works closely *next to* their foreign partners. So she has to travel a lot.

Exercise 3. Translate the sentences from Russian into English using the words and word combinations.

1. К сожалению, у Роберта нет постоянной работы.
2. У Анны маленький ребенок, поэтому она ищет работу на неполный рабочий день.
3. На сегодняшний день в нашей стране много безработных людей.
4. Это временная работа. Мне же нужна постоянная работа.
5. Я не уверен, что смогу отпроситься с работы.
6. Марк управляет отделом продаж. У него в подчинении около тридцати человек.
7. Я работаю с 9 до 5, т.е. у меня полный рабочий день.

Exercise 4. Answer the following questions.

If you work:

1. What's your job?
2. What responsibilities do you have at work?
3. What time do you leave for work?
4. How much time does it take you to get to work.
5. What time do you arrive at work?
6. Do you take a lot of time off work?
7. Why did you choose that job?
8. Do you enjoy your job?

If you don't work:

1. What sort of job would you like to have?
2. What routine would you like to have?

Part 2.

ESSENTIAL VOCABULARY

business card – a small card that has your name, company name, and the job you do printed on it;

commute – to make the same journey regularly between work and home;

contact – communication with someone, especially by speaking or writing to them regularly;

employee – someone who is paid to work for someone else;

greet – to welcome someone with particular words or a particular action, or to react to something in the stated way;

head – someone in charge of or leading an organization, group, etc.;

introduce – to tell someone another person's name the first time that they meet;

IT (Information Technology) – the department in an organization that is responsible for electronic equipment and services, including computers, software and internet access;

job title – the name of a particular job in an organization

tax – an amount paid to the government based on a person's income, a company's profits, the value of goods and services, etc., or this money considered together.

EXERCISES

Exercise 1. Read the article.

Working in a foreign country

There is a new type of worker in today's global business

Today, more and more people travel in their job. Carlos Ghosn is a Brazilian businessman and he travels to different countries for his work. He is the head of

the French car company Renault, and he spends 40 per cent of his time in Paris. He is also the head of Nissan, and he spends 35 per cent of his time in Asia, in Tokyo. He spends 25 per cent of his time in other countries, such as the USA.

Some employees travel to different countries to work on projects. They are in a country until a project ends and then they return home. For example, many IT engineers live in India but work on projects in the UK and the USA. Other people live in a country but go to work every day in a different country. In Europe, workers regularly commute between Brussels, London and Paris. Plane tickets are not expensive and travel between the cities is easy with a European passport.

But is the increase in business travel a good thing? It is interesting for employees to meet different nationalities. It is also good for business to have contacts in different countries around the world. But there are also problems. Some employees spend a lot of time away from their home country and it is not easy for governments to decide exactly where workers should pay tax.

Exercise 2. Find the following information in the article.

1. Carlos Ghosn is a _____*Brazilian*_____ businessman.
2. two companies that he works for _____
3. the countries he works in _____
4. three European cities_____
5. a country in Asia _____

Exercise 3. Read the article again. Are the statements true or false?

1. Carlos Ghosn is the head of Renault. _____
2. He travels between Europe, Asia and the UK.____
3. He spends 25 per cent of his time in France. ____
4. Workers never travel to different countries to work on projects. ___
5. Indian software engineers work on projects in the USA. ___
6. It's expensive to travel between Brussels, London and Paris. ___
7. There are no problems with tax payment in the case of working in a foreign country. ___
8. It's interesting to communicate with people of different nationalities. ___
9. Contacts in different countries are good for business. ___

Exercise 4. Answer the following questions.

1. Do you like the idea of working in different countries as part of your job? Why? / Why not?
2. What countries do you think are interesting to work in?
3. What are pros and cons of working in different countries?

UNIT 2
TEAMWORK

Part 1.

ESSENTIAL VOCABULARY

barrier – a structure or object that impedes free movement;
body language – communication via the movements or attitudes of the body;
communicate – transfer to another;
computerize – provide with computers;
co-worker – an associate that one is employed with;
effective – producing or capable of producing an intended result;
eye contact – contact that occurs when two people look directly at each other;
face-to-face – directly facing each other;
facial – of or concerning the front of the head;
facial expression – a gesture executed with the facial muscles;
ineffective – not producing an intended consequence;
interactive – capable of influencing each other;
interview – the questioning of a person, often conducted by journalists.
job candidate – an applicant who is being considered for a job;
message – a communication that is written or spoken or signaled;
nonverbal – not using spoken or written language to communicate;
oral communication – (language) communication by word of mouth;
phone message – a message transmitted by telephone;
receiver – a person who receives something;
send a message – give or constitute a signal, not necessarily verbally;
sender – someone who transmits a message;
spoken word – a word that is spoken aloud;
verbal – of or relating to or formed from words in general;
workplace – a place where work is done.

EXERCISES

Exercise 1. Read and translate the following text.

Small talk

The term "small talk" is frequently used in and outside of the business world. However, if asked, few of the individuals who use the term would be able to clearly explain what it means. And to enjoy and take full advantage of small talk, one must truly understand it.

Small talk, or non-official talk that's intended to provide a break from official conversation, is often used by business professionals. Most people take short

breaks during the work day to converse with others, and business employees aren't exceptions – even if they're taking a break from a conversation with another conversation.

Small talk can concern almost any matter in the world, so long as it is appropriate. Topics such as the weather, weekend plans, and sports are all acceptable small talk subjects. Unacceptable small talk subjects, or small topic matters that're offensive and/or inappropriate, should be avoided at all costs, as they can compromise business relationships and cause one to be fired from his or her position. Topics involving violence and sexual content, as well as racist and/or sexist matters, are common examples of unacceptable small talk subjects.

Other small talk subjects like politics, current issues, and personal preferences aren't necessarily unacceptable, but should be avoided, as they can easily result in disagreement and confrontation. And as many readers know, confrontation and disagreement are best avoided – especially in business!

If small talk is appropriate and welcomed by another individual, it can help to improve relationships, improve business-talk productivity, and allow business pros to have a little bit of fun. One should be sure to not spend too much time on small talk, however, or there won't be enough time left for professional conversation!

Exercise 2. Read the text again and choose the correct answer.

What is small talk?

A. Talk that's tiny in physical size
B. Talk that takes place over a brief time period
C. Non-official talk that's intended to provide a break from official conversation
D. Small talk can mean a bunch of different things

Why is it important for small talk to be about appropriate topics?

A. To assure that no one is offended or hurt
B. To assure that an employee isn't fired for his or her words
C. To assure that a business relationship and a company's reputation improve
D. All of the above

What is an example of an appropriate small talk topic?

A. Religion
B. The weather
C. Current issues
D. Politics

Exercise 3. Imagine you are attending a conference where you don't know anyone. It is the first coffee break and lots of people are standing around talking.

1. How would you start a conversation?

2. What techniques can you think of to join in a conversation with a group of people?

Starting a conversation

There are several ways to start a conversation. Match the techniques 1 – 4 with the phrases a – d.

1. Greeting	A. That was an interesting talk about managing change.
2. Asking an open question	B. The CEO is a brilliant speaker, isn't he?
3. Making a statement	C. I don't think we've met – I'm ...
4. Using a tag question	D. How are you enjoying the conference?

Exercise 4. Use the techniques in the following situations.

1. You are waiting to represent your project at the start of a conference. Think of something to say to the person waiting in front of you in the queue.

2. The first speaker has just finished their presentation. The speech went on for forty minutes longer than expected. Say something to the person sitting next to you.

3. There is a coffee break between talks. You are waiting to get a drink. Start a conversation with the person standing next to you.

4. You are in the self-service cafeteria at lunchtime. You think there's a free seat at one of the tables. Ask the person sitting at the table if the seat is free and start a conversation.

5. There is a party at the end of the conference. You see one of the speakers standing alone. Introduce yourself and start a conversation.

Exercise 5. Look at these conversational questions. Which are closed (can be answered with a simple Yes or No)? Which ones are open (more likely to lead to a longer response)?

1 Are you staying at this hotel?
2 What do you think of the hotel?
3 It's very informal here, isn't it?
4 Are you here on your own?
5 What are things like in your country?
6 What kind of business are you in?
7 Do you travel much in your job?
8 What do you like about travelling?

Exercise 6. Use the prompts below to ask your partner questions.

1. Are you interested in ... ? 2. What do you think of ... ? 3. What are things like in your ... ? 4. What do you like about ... ?

Exercise 7. Conversational responses.

a) Look at the typical conversational responses 1 – 6 below. Think of a comment that could lead to each response.

b) Work with a different partner. Take turns to make your comments and respond using one of the phrases.

1. Oh, really?
2. That sounds good.
3. What a pity.
4. That's true, yes.
5. It is, isn't it?
6. How nice.

Exercise 8. You are attending a welcome party on the first evening of a conference. Start a conversation with at least three other people. After a few minutes, stop the conversation and move on to someone new. Remember to:

– use open questions,
– respond with interest,
– use a polite phrase to move on, for example: You'll have to excuse me a moment ... It was good to meet you ... I have to go now, but it was good talking to you ...

Were you able to think of suitable ways of starting a conversation? Were you able to respond to questions?

How did your partner show interest?

Did you find it easy or difficult to move on to the next person?

Part 2.

ESSENTIAL VOCABULARY

bright ideas – good ideas;

CEO – the person with the most important position in a company;

communication – the process of sharing information, especially when this increases understanding between people or groups;

employee – someone who is paid to work for someone else;

opinion – a thought or belief about something or someone;

network – to meet people who might be useful to know, especially in your job;

team – a group of people who work together on a particular activity, project, etc.;

team leader – the person in charge of a team;

team member – член команды;

teamwork – the activity of working together in a group with other people, especially when this is successful technology.

EXERCISES

Exercise 1. Read the article.

Teams with bright ideas

Better ways of working together

Teams are important in modern business. Many companies want all their employees to be good at teamwork and they want the CEO, directors and managers to be good at organizing teamwork.

In traditional teams, people usually work for the same company. Sometimes team members are from the same department and sometimes from different departments. Today, colleagues often work on international projects, and modern technology helps members of the team to communicate. People use the internet and video conferences to talk to each other when they are in different countries.

Teams are not always formal. Employees often meet with people from other departments at work, for example over coffee. These groups are not organised teams, but they are important. They network and talk about work, and they help to communicate information between departments.

Some companies have teams that meet in unusual places. Companies build rooms for teamwork so that these special teams can meet outside their normal office. The rooms look different from normal offices, for example painted in bright colours. Some managers think this helps teams to be creative. It is also important to have regular contact with other departments in the main company - such as design, marketing, production and finance. This sometimes helps the team to decide if an idea is good or bad.

Exercise 2. Choose one of the following statements that summarizes the ideas in the article.

A. Directors and managers are good at organizing teamwork.
B. Team members always work on international projects.
C. Team groups are always organized.
D. Team groups may be both formal and informal.

Exercise 3. Read the article again and answer the following questions.

1. Do modern companies want all their employees to be good at teamwork?
2. People usually work for the same company in traditional teams, don't they?
3. What helps team members to communicate?
4. Are teams always formal?
5. Where can team members meet?
6. What can help teams to be creative?
7. What sometimes helps the tem to decide if an idea is good or bad?

Exercise 4. Imagine that your company asks you to work in a team. Suggest an unusual place to meet. Present your idea to the class. Discuss its advantages and disadvantages.

UNIT 3
COMPANIES

Part 1.

ESSENTIAL VOCABULARY IN CONTEXT

Business is the activity of making, buying, selling or supplying goods or services for money. **A business**, **firm** or **concern** is an organization which produces and sells goods or which provides a service. The world of large, powerful business organizations is called **big business**.

A company can be referred to as **an enterprise**, especially to emphasize its risk-taking nature.

Businesses vary in size. Thus, it can be **a self-employed business**, **a small** or **medium enterprise** and even **a large multinational company** having its **branches** in many different countries.

A large business or company, especially in the US, is **a corporation**. We can speak about **corporate culture**, **corporate headquarters**, **corporate image / identity**, **corporate hospitality**, **corporate ladder**, **corporate logo** and **corporate profits**.

Commerce is the activities and procedures involved in buying and selling things.

The adjective **commercial** can be used in such word combinations as **a commercial flight**, **commercial aviation**, **a commercial vehicle**, **a commercial bank, commercial television**, **the commercial heart** (of the city), **a commercial success**, **a commercial artist**, etc.

A commercial is an advertisement on the radio or on television.

Companies can be **state-owned** or **government-owned**, **nationalized** or **privatized**.

An enterprise can be **free** or **private**. There are such word combinations as **enterprise culture, enterprise economy, enterprise zone, etc.**

EXERCISES

Exercise 1. Match the words and word combinations with their definitions.

1) enterprise zone 2) state-owned 3) enterprise culture 4) privatized 5) big business 6) a commercial manager 7) corporate hospitality	**a)** a society in which personal achievement, the earning of money and the development of private business is encouraged; **b)** the fact of a company entertaining its customers, employees, etc., for example by inviting them to big events, in order to get or keep a good relationship with them;

8) private enterprise 9) a corporate ladder 10) a concern 11) free enterprise 12) enterprise economy	**c)** an area with economic problems that has been given financial help by the government to encourage the growth of new businesses; **d)** a company; **e)** owned by the government; **f)** industry and businesses owned by ordinary people, not by the government; **g)** an economy in which people will take risks when they invest their money, start new businesses; **h)** large and powerful businesses and organizations that have a lot of influence, considered as a group; **i)** an economic system in which private businesses compete with each other to sell goods and services in order to make a profit, and in which government control is limited to protecting the public and running the economy; **j)** changed from being owned by a government to being owned and controlled independently; **k)** a person in a company who is responsible for the department that sells products; **l)** a series of increasingly important jobs that someone can do within a company.

Exercise 2. Guess what it is spoken about. Use the collocations from the essential vocabulary.

1. It is used for carrying goods or passengers who pay.
2. Someone who creates art for advertising, to decorate packaging, for magazine covers, etc.
3. It is paid for by broadcasting of advertisements between programs.
4. It is the way in which a company is seen and understood by people in general.
5. It has branches in many different places offering services to people and businesses, for example, keeping money in accounts and lending money.
6. It is the use of planes for carrying goods or people, rather than for military purposes.

Exercise 3. Translate the following sentences into Russian.

1. Для нас очень важен корпоративный имидж компании.
2. Отель расположен в торгово-финансовом центре Сингапура.

3. Наша авиакомпания регулярно осуществляет коммерческие рейсы в страны Азии.

4. У этой небольшой семейной компании был большой коммерческий успех.

5. Многие предприятия данной отрасли были приватизированы.

6. Корпоративный логотип вашей организации будет присутствовать на всей проектной документации.

7. В наши дни искусство и культура это большой бизнес.

8. Корпорацию IBM можно отнести к транснациональным компаниям. У нее есть отделения по всему миру.

Exercise 4. Answer the following questions.

1. Is the public sector in your country very big?
2. Are the working conditions in the public sector better than in the private sector?
3. Which of the following industries in your country:

a) are in public sector?
b) are in private sector?
c) have been privatized?

• bus transport • rail transport • electricity supply	• telephone services • postal services • water supply

Part 2.

ESSENTIAL VOCABULARY

chairperson – a person who is in charge of a meeting, committee, or organization;

challenge – (the situation of being faced with) something that needs great mental or physical effort in order to be done successfully and therefore tests a person's ability;

competitor – a person, product, company, etc. that is trying to compete with others, for example, by trying to make bigger sales in a particular market;

employee – someone who is paid to work for someone else;

founder – someone who establishes an organization;

headquarters – the main office or centre of control of a company or organization;

luxury goods – expensive things, such as jewellery and make-up, that are pleasant to have but are not necessary;

manufacturing - the business of producing goods in large numbers;
profitable – producing a profit;
retail - the activity of selling goods to the public, usually in shops;
sector - one of the areas into which the economic activity of a country is divided;
service industry – an industry that provides a service for people but does not result in the production of goods;
specialize - to study or work on a particular subject or skill more than any others, so that you become an expert in it.

EXERCISES

Exercise 1. Read the article.

Look east
An Italian success story

Luxottica makes sunglasses. It is an Italian company and 85% of its factories are in Italy. But less than 5% of Luxottica's sales are in its home country. Most of Luxottica's shops are in the USA. The company produces glasses for Chanel, Prada, Bulgari and other companies selling luxury goods. It also owns Ray-Ban sunglasses, and about 15% of the group's sales are from Ray-Ban.

Luxottica's main competitor is Safilo, another Italian glasses manufacturer. The big difference between Luxottica and Safilo is that Safilo has 50 shops and Luxottica has nearly 5,500 shops.

Luxottica started as a manufacturing company. Today, they make more money from retail than from manufacturing. They specialise in glasses that cost £50 or more. This market is ten times more profitable than the market in cheap glasses.

The company has two big challenges in the future. The first challenge is China. At the moment, Luxottica has 250 shops there. But the company wants to double the number of shops to 500. The second challenge is the next chairperson. The company's founder is 70-year-old Mr Del Vecchio. At the moment, he is the chairperson and he owns 70% of the company. It is a family company, but Mr Del Vecchio's four children don't work for Luxottica. A new chairperson could make changes that turn Luxottica from a family company into a multinational.

Exercise 2. Mark the sentences T (true) or F (false).

1. Luxottica makes cosmetics.
2. Luxottica produces goods for Prada, Bulgari and Gucci.
3. Luxotta's main competitor is another Italian company.
4. Nowadays Luxotta's main profit comes from manufacturing rather than retail.
5. They make glasses that cost more than £50.
6. The company's first challenge is country in East Asia.

7. The founder of the company owns 70% of its shares.
8. Luxotta is a multinational company.

Exercise 3. What information do these numbers stand for?

1. 500
2. 5%
3. 70
4. 50
5. 15%
6. £50
7. 85%
8. 5500
9. 250

Exercise 4. Answer the following questions.

1. How does a family company differ from a multinational one?
2. Do you think it is better to work for a family company or a multinational?
3. Which one would you prefer to do business with?
4. Do you know other luxury-goods companies? Do they sell or make products?

UNIT 4
OFFICE WORK

Part 1.

ESSENTIAL VOCABULARY

bewildered – confused and uncertain;

circulation – the act of sending goods or information from one person to another or from one place to another;

directory enquiries – a service that you can phone in order to find out someone's phone number;

index – an alphabetical list that shows you where information is found in a book, on a website, etc.;

memo - a written message sent from one person or department to another within a company or organization;

personal assistant – a person who works as a secretary or an assistant for one person;

petty cash - a small amount of money kept in an office for buying small things when they are needed;

proofreading – the act of finding and correcting mistakes in copies of printed text before the final copies are printed;

reference – a set of numbers or letters on a document such as a business letter, used so that people know what it relates to;

screen - a flat surface in a theater, on a television, or on a computer system on which pictures or words are shown;

shorthand – a system of fast writing that uses lines and simple signs to represent words and phrases;

word processor - a computer or software program used for creating written articles, reports, etc.

EXERCISES

Exercise 1. Complete Lily's letter to her friend Ann. Choose the words from the box.

shorthand	notebook	screen
minutes	post book	word prosessor
memos	proofreading	letters
petty cash	audio typing	typewriter
diary	typing	

Dear Ann,

Well, I've got the job! I seem to need most of the things I learned in College.

They wanted to know my _____ and _____ speeds, and what kind of a _____ I was used to, and whether I could use a _____ as

well. As my boss, Mr. Morgan, is away from the office a lot, he often leaves voice messages. That's why they wanted to know if I could manage _____. Besides they gave me a shorthand _____. They explained I'll often have to make appointments for Mr. Morgan, so I must keep his _____. I'll also be typing his correspondence and when he is away I may have to sign some of his _____. I'll also be in charge of circulating _____ to other members of the staff, and when I go to meetings I'll be taking the _____. Because I'll be buying the stamps and coffee and so on, I'll deal with the _____ and keep the _____. They also want me to _____ callers to the office, so that Mr. Morgan doesn't get disturbed when he's busy. And I'll have to do some _____ (of catalogues, press releases, etc.). So I think I'll keep busy!

It all sounds fascinating, and I'm terribly excited!

Love,

Lily

Exercise 2. Lily wrote Ann after her first week at work. Complete the letter with the words and word combinations given in the box.

travel agents	travel arrangements	job
previous correspondents	directory enquiries	international telephone operator
system	circulation	reference
responsibility	index	personal assistant

Dear Ann,

Well, I've been working for a week, and I must say I/still bewildered. I hope it all sorts itself out.

Mr. Morgan is going away on a business trip – isn't it exciting? He's going to France, Belgium and Switzerland.

My first task was to make his _____ so I had to talk to the _____ the Company uses and get them to book all the trains, planes and hotels, and I also had to organize his car hire, make the appointments and fix up his meetings. I've used the telephone a lot. The _____ has got quite used to my voice, and the lady who deals with _____ must be quite tired of me! I also had to look up the _____ he's had with the people he'll be seeing, and sort out the letters he'll need to take with him.

We organized the _____ list for memos. (He'll be sending tapes back to me.) While he's away, I've promised to reorganize his filing _____ and make up an _____ to the files, so that he can find things quickly. I've also got to learn which _____ books to use when I need to find something!

By the time I've done all this, I'll be really pleased with my _____! I'm really going to be a real secretary, not just a shorthand typist; in fact I'm nearly a _____ – P.A. for short – as I do take complete _____ for some areas of the work.

See you soon!

Lily

Exercise 3. Translate the sentences from Russian into English.

1. Еженедельно вы будете получать по 50 долларов на мелкие расходы.
2. Если вам нужен этот номер, позвоните в справочную.
3. У мистера Кларка есть личный помощник. Свяжитесь с ним, пожалуйста, и договоритесь о встрече.
4. Я забыла записную книжку дома! Придется вернуться за ней. В ней нужная моему начальнику информация.
5. В обязанности секретаря обычно входит хранение документов, оплата счетов, организация деловых встреч и стенография.
6. В данном файле содержится алфавитный указатель, а также обновленные визитки поставщиков.

Exercise 4. Answer the following questions.

1. What is a secretary responsible for?
2. Do you think it's a difficult job?
3. What are the advantages and disadvantages of this position?
4. Would you like to be a secretary or a personal assistant? Why? Why not?

Part 2.

ESSENTIAL VOCABULARY

cabinet – a piece of furniture with shelves or drawers that is used for storing useful things or showing decorative things;

current – of the present time or most recent;

disorganized – not good at planning or organizing things;

expert – a person with a high level of knowledge or skill relating to a particular subject or activity;

home office – a room or area in someone's home that they use to work at their job;

open-plan – used to describe a room or building which has few or no walls inside, so it is not divided into smaller rooms;

research – a detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding;

share - to have or use something at the same time as someone else.

EXERCISES

Exercise 1. Read the article.

The paperless office

Leave my desk alone. It works

I'm writing this article at my desk. It isn't a tidy desk – there are lots of things on it (books, brochures, files, notepads and newspapers). There are six pens and

some documents next to the keyboard and there's a printer under my chair. It isn't a problem, and there are a lot of desks like mine in The Economist's offices.

But in many companies it's very important to have a tidy office. Some companies say that workers can't leave documents or paper on their desk at the end of the day. Employees put all the documents into filing cabinets or drawers. Experts say that a person who works at an untidy desk is not organized and spends about one-and-a-half hours a day looking for things. An organized worker always has a tidy workspace.

But is that true? Research shows that there are two types of worker. The first type is the 'filer'. They receive a document and immediately file it. The second type is the 'piler'. They have piles of paper on their desk. Who do you think can find things quickly? The answer may surprise you.

Workers who file everything have a tidy desk, but they file too much. There are two main problems with this. First, the files and filing cabinets take a lot of space in the office. And second, there are so many files that it takes time to remember where a particular document is.

Now let's look at 'pilers'. They often have an untidy desk, but they aren't always disorganized. Some experts say that a busy desk helps 'pilers' to think about current projects and makes it easy to find documents.

So next time you tidy your desk, stop and think. Perhaps an untidy desk makes it easier to find things!

Exercise 2. Choose the sentence a – c that beat describes the main idea of the text.

1. There are always lots of things on an office desk.
2. A tidy desk is always important.
3. Two types of workers.
4. A tidy desk isn't always important.

Exercise 3. Read the article again. Mark the sentences true (T) or false (F).

1. The author of the article works in the Economist's office. ___
2. His desk is very tidy. ____
3. In many companies it isn't very important to have a tidy office. ____
4. A 'piler' receives a document and always immediately files it. ____
5. It takes time to remember where a particular document is. ____

Exercise 4. Answer the following questions.

1. Are you a 'piler' or a 'filer'? Why?
2. Do you tidy things on your computer the same way?
3. Who is more likely to have a tidy work area – someone who works from home or someone who works in an open-plan office? Why?
4. Would you prefer to work from home or in an open-plan office?

UNIT 5
CORPORATE EVENTS

Part 1.

ESSENTIAL VOCABULARY IN CONTEXT

Entertaining and **hospitality** vary a lot in different cultures.

- In Alphaland, entertaining is important. There are long **business lunches** in restaurants, where deals are discussed. Professional and private lives are separate, and clients are never invited home.
- In Betatania, evenings are spent drinking and singing in bars with colleagues and clients.
- In Gammaria, lunch can be important, but less so than in Alphaland. Important contacts may be invited to dinner at home. **Corporate hospitality** is a big industry, with clients invited to big sports events.
- In Deltatonia, restaurants are rare outside the capital. Some entertainment takes place when important clients are invited to people's houses for dinner, or go sailing or to country houses for the weekend, etc.

Time

Attitudes towards time can vary enormously.

In Busyville, people start work at eight, and officially finish at six, though many managers stay much longer. There is a culture of **presenteeism**: being at work when you don't need to be.

There is a two-hour **lunch break**, and a lot of business is done over restaurant lunches. (Lunch is the main meal. The **working breakfast** is rare.) There are no snacks between meals, just coffee, so eat properly at meal times.

As for **punctuality**, you can arrive up to 15 minutes 'late' for meetings. If invited to someone's house (unusual **in business**), arrive 15-30 minutes after the time given.

Don't phone people at home about work, and don't phone them at all after 9 pm.

There are a lot of **public holidays** (about 15) during the year. Busyville is empty in August, as many companies close completely for four weeks. Employees have five weeks' **holiday** a year and they usually take four of them in August.

Note:
BrE: holiday
AmE: vacation

Cross-cultural communication

Here are some other areas of potential cultural misunderstanding:

a) **distance when talking to people:** what is comfortable?

b) **eye contact**: how much of the time do people look directly at each other?

c) **gesture**: do people make lots of facial gestures? How much do they move their arms and hands?

d) **greetings/goodbyes**: do people shake hands every time? Arc there fixed phrases to say?

e) **humour**: is this a good way of relaxing people? Or is it out of place in some contexts?

f) **physical contact**: how much do people touch each other?

g) **presents**: when should you give them? When should you open them? What should you say when you receive one?

h) **rules of conversation and the role of silence**: how long can people be silent before they feel uncomfortable? Is it acceptable to interrupt when others are speaking?

EXERCISES

Exercise 1. Which of the above mentioned companies might you hear these things?

1. What about a trip out at the weekend? We could see some car racing and have a glass of red wine.
2. Let's go to the karaoke bar tonight! I'll introduce you to some other colleagues.
3. What are your plans for Saturday? Do come to our summer cottage with your family. You'll meet my family. We'll have a barbecue.
4. Let's discuss the deal at a nice restaurant near hear. It has delicious local dishes.

Exercise 2. Look at the information about time management. Tick the things this visitor to Bursyville does right, and put a cross by her mistakes.

I phoned my contact in her office at 7.00 p.m. ( ) I suggested a working breakfast the next morning. ( ) She didn't like the idea very much, so I suggested lunch. ( ) We arranged to meet at her office at 12.00. I arrived at 12.15 ( ) and we went to a café, where we had a very good discussion. In the evening I wanted to check something, so I phoned her at home. ( ) She was less friendly than at lunchtime. I told her I would be back in Busyville in mid-August ( ). Not a good time, she said, so I suggested September. ( )

Exercise 3. Translate the following sentences from Russian into English.

1. Кейт работает в иностранной компании для получения опыта.
2. В некоторых компаниях корпоративное гостеприимство активно используется для установления контактов с деловыми партнерами.

3. В некоторых странах важно соблюдать дистанцию во время беседы.

4. Презентеизмом называют практику пребывания на работе дольше необходимого или выход на работу в болезненном состоянии, когда в этом нет необходимости.

5. Пунктуальность – важная часть делового этикета многих стран.

Exercise 4. Answer the following questions.

1. What should the visitors to your country know about corporate entertainment and hospitality?
2. What should the visitors to your country know about time management?
3. What should the visitors to your country know about the areas of potential cultural misunderstanding?

Part 2.

ESSENTIAL VOCABULARY

catering company – a company that provides food and drinks for meetings and social events;

client – someone who receives professional services from an organization;

corporate event – any form of event, hospitality or social activity which is organized or funded by a business entity;

deliver – to take goods, letters, parcels, etc. to a place;

edible – suitable or safe for eating;

entertain – to take customers or possible customers out to restaurants, bars, theatres, etc. as a way of encouraging them to do business with you;

safety concern – a feeling of worry about safety, shared by many people;

socialize – to spend time when you are not working with friends or with other people in order to enjoy yourself;

special occasion – a special event, ceremony or celebration;

staff – all the workers employed in an organization considered as a group.

EXERCISES

Exercise 1. Read the article.

The office picnic

An office picnic can be a delicious opportunity to have fun with your colleagues

The annual office picnic is a popular social event for many companies in the USA. Employees go to local parks with food and their families each summer. At the moment, company picnics aren't a regular event in Britain. But some British businesses think they could be a good opportunity for employees to socialize in an informal way.

Abel & Cole is a British catering company. The company has a big office picnic every year. Gary Congress organizes Abel & Cole's annual picnic.

‘Christmas parties are great but they are quite formal; with a picnic it’s much more relaxed,’ he says. Employees like picnics because they can arrive and leave when they want to. They relax, eat and play games with family and colleagues.

But are picnics more of a problem to organize than other events? Many people don’t like insects, noisy children or bad weather - and these can all happen on a picnic. Food is probably the main health and safety concern because hot weather makes it difficult to keep food cool and edible. Some types of food, such as fish, meat and cheese, are dangerous if they are in the sun too long.

A catering company can deliver food to a picnic. This is useful for companies with a large staff because it helps the food stay fresh. Managers can enjoy the picnic without worrying that half the workers may be ill the next day. Gary Congress recommends picnics as a staff social event. ‘We put photos from the summer picnic all over the office and it brings back great memories.’

Exercise 2. Match the headings with the paragraphs.

1. Delivering food
2. A British catering company
3. Company picnics
4. The main health and safety concerns

Exercise 3. Mark the sentences true or false.

1. The annual office picnic isn’t a popular social event for many companies in the USA.
2. It’s difficult to keep food and drinks fresh when it is hot.
3. Christmas parties are often formal.
4. Employees like picnics because they can eat and do whatever they want.
5. A catering company can deliver food to office picnics.

Exercise 4. Answer the following questions.

1. What events do you like?
2. What events are good for socializing with:

a) friends?

b) work colleagues?

c) friends?

3. What can cause health and safety problems at office picnics?
4. What food is good for a picnic? Would you take any of these foods? Why? Why not?

sandwiches	ice cream	apples
soup	cake	fresh vegetables
mashed potatoes	pizza	sweets

5. Do you think office picnics are useful for socializing or team building?
6. Would you invite clients to a company picnic? Why? / Why not?

UNIT 6
FINANCE

Part 1.

ESSENTIAL VOCABULARY IN CONTEXT

The bottom line

Accounts

Hi, I'm Fiona and I'm an **accountant**. I work in Edinburgh for one of the big **accountancy firms**. We look at the financial records or **accounts** of a lot of companies. We work with the accountants of those companies, and the people who work under them: the **bookkeepers**. I like my profession: **accountancy**.

Sometimes we act as **auditors**: specialist outside accountants who **audit** a company's accounts, that is, we check them at the end of a particular period to see if they give **a true and fair view** (an accurate and complete picture). An **audit** can take several days, even for a fairly small company.

When a company's results are presented in a way that makes them look better than they really are even if it follows the rules, it may be accused of creative accounting or window dressing. Of course, I never do this!

Note: The profession is called **accountancy** (BrE) or **accounting** (AmE). The activity is called **accounting** (BrE and AmE).

Results

A firm reports its performance in a particular period in its results. Results for a particular year are shown in the company's **annual report**. This contains, among other things, a **profit** and **loss account**.

In theory, if a company makes more money than it spends, it makes a **profit**. If not, it makes a **loss**. But it's possible for a company to show a profit for a particular period because of the way it presents its activities under the **accounting standards** or **accounting rules** of one country, and a loss under the rules of another. My firm operates in many countries and we are very aware of this!

A **pre-tax profit** or a **pre-tax loss** is one before tax is calculated. An **exceptional profit** or loss is for something that is not normally repeated, for example the sale of a subsidiary company or the costs of restructuring. A company's **gross profit** is before charges like these are taken away; its **net profit** is afterwards. The final figure for profit or loss is what people call informally the **bottom line**. This is what they really worry about!

If a company is making a loss, commentators may say that it is **in the red**. They may also use expressions with **red ink**, saying, for example, that a company is **bleeding red ink** or **haemorrhaging red ink**.

Note: **BrE**: profit and loss account
AmE: income statement

EXERCISES

Exercise 1. Complete the sentences with the words from the box.

bookkeeping	profit	net
interest	shares	statement
current	debtor	dividend
creditor	company	capital

1. Recording financial transactions is _____.
2. A legal organization, formally registered in one of three ways, and having a life independent of its members, is a _____.
3. A person or organization that owes money is a _____.
4. A person or organization to whom money is owed is a _____.
5. The assets, including cash, debtors and stocks used in a company's trading, available at the present moment, are its _____ assets.
6. The equal parts into which the ownership of a company is divided are its _____.
7. The money paid to shareholders out of a company's profits is the _____.
8. A company's turnover, less its cost of sales, is its gross _____.
9. A company's turnover after the cost of sales, tax, rent and other liabilities are deducted is its _____ profit.
10. The sum of money paid by a borrower to a lender for the use of the lender's money is the _____ on the loan.
11. The document sent to the debtor by the creditor, showing how much is owed and for what, is the _____ of account.
12. The shareholders' investment in a company is the share _____ .

Exercise 2. Fill in the gaps. Use the words in the box.

accounts	write down	receipts
stocks	invoices	depreciate
reconcile	public	auditors
books	Companies	firms
annual	Exchange	VAT

An official examination, the audit, is made of the _____ of a business; this is usually done once each year. Independent _____ descend on a company and examine all the company's accounts for the previous year; this is known, colloquially, as "checking the _____".

The auditors attempt to _____ all the bank statements, checking them against the _____ and _____. They check all the company's

_____; if the value of any of them has decreased during the year, they_____ its value to a realistic one – many items _____ with time and use. Although _____ returns have to be submitted to the Customs and Excise authorities every three months, they are checked again during the audit.

A _____ company – one of which the shares are quoted on the Stock _____ – must lodge its accounts in _____. House, where they are available to the public, and to possible investors.

The _____ audit is a legal requirement in Britain; many professional _____ of accountants only do this work and do not need to undertake any other type of work.

Exercise 3. Obtain the annual report of a company you are interested in. Learn the information about its profit and loss account (or income statement). What is the bottom line?

You can find the information at https://www.annualreports.com/.

Part 2.

ESSENTIAL VOCABULARY

absolve – to state formally that somebody is not guilty or responsible for something;

accountant – a person whose job is to keep or check financial accounts;

acquisitions – a company, piece of land, etc. bought by somebody, especially by another company; the act of buying it;

auditor – an accountant who officially examines the accounts of organizations;

balance sheet – a financial statement that shows a company's assets and debts at a particular time;

chief executive – the person with the most important position in a company or organization;

debt – the amount of money that is owed by a person, company, country, etc. and that they usually have to pay interest on;

discount – an amount of money that is taken off the usual cost of something;

financial reporting – information that businesses give about their financial situation, including the profit or loss for a particular period, or the process of giving this information;

in bulk – in large amounts;

income statement – a document that shows a company's profit or loss in a particular period of time;

irregularity – something that is not according to usual rules or what is expected, and often not acceptable;

market value – the price at which something can be sold, at a particular time in a particular place;

mismanagement – a situation in which something such as a company or an economy is organized or controlled badly;

outgoings – money that a person or business has to spend regularly, rather than money that they earn or receive;

overstate – to describe or explain something in a way that makes it seem more important or serious than it really is;

overwhelming – very great or very large;

plunge – to go down in amount or value very quickly and suddenly;

powerhouse – a country or an organization that has a lot of influence, power, or energy;

profit and loss account – a document that shows a company's profit or loss in a particular period;

rebate – an amount of money that is paid back to you after you have paid too much;

resignation – the act of telling your employer that you have decided to leave your job;

retailer – a person, shop, or business that sells goods to the public;

SEC (Securities and Exchange Commission) – an official organization in the US that provides rules for stock markets in order to protect investors;

subsidiary – a company that is controlled by another;

target – a result, level, or situation that an organization or group wants or plans to achieve;

the bottom line – the final line in the accounts of a company or organization, which states its total profit or loss;

unit – a particular type of business or department within a larger organization.

EXERCISES

Exercise 1. Read the article.

Europe's Enron

The Ahold financial scandal should shock Europe into accounting and corporate governance reform, just as the Enron scandal did in the USA

It may seem an exaggeration to describe the scandal overwhelming Royal Ahold as "Europe's Enron" – but in many ways it is true enough. Certainly, the world's third-biggest food retailer, after Wal-Mart and Carrefour, presents none of the financial risks of Enron, which was both deeply in debt and the world's largest electricity giant. That apart, the similarities between the former Texan powerhouse and the Dutch retailer are striking, from the very bad corporate governance, aggressive earnings management and accounting "irregularities" to auditors whose role must be called into question.

Now, at least, Europeans should stop believing that corporate wrong-doing is a US problem that cannot occur in the old continent. Instead, they should fix their own corporate governance and accounting problems.

On 24 February 2003 Ahold announced the resignation of its chief executive and finance director after finding that it had overstated its profits by more than 463m ($500m). Its market value plunged by 63 per cent that day, to 33bn. In late 2001, it exceeded 30bn. Ahold is now under investigation by various authorities, including the Securities and Exchange Commission (SEC) in the USA.

Rather like Kenneth Lay at Enron, and Dennis Kozlowski at Tyco, another scandal-hit US firm, Ahold's now-departing boss, Cees van der Hoeven, won a huge reputation from turning a dull company into a growth machine. Investors applauded long after they should have started asking hard questions. When eventually they did ask them, his anger and pride became quickly apparent and he refused to answer.

The 463m overstatement is due primarily to Ahold's US Foodservice unit, which supplies food to schools, hospitals and restaurants, although there are also issues over its Disco subsidiary in Argentina and several other units. This has led some observers to say that this is less a European problem than yet another US accounting failure. Such a claim absolves Ahold's bosses of responsibility for their acquisitions and dishonesty and ignores the persistent, firm-wide tendency to test the limits of acceptable accounting.

Most firms that buy in bulk – including such admired retailers as Wal-Mart and Tesco – get discounts from suppliers if they meet sales targets. The issue is how those rebates are accounted for. The accepted practice is to wait until the targets are met. Failing firms, such as now-bankrupt Kmart, food distributor Fleming, and now Ahold appear to have booked these rebate payments before they were earned.

What of Ahold's auditor? Although the problems were uncovered, it should have done so much earlier, says Lynn Turner, a former chief accountant at the SEC.

Exercise 2. Mark the statements T (true) or F (false).

1. Wal-Mart is the world's third-biggest food retailer. ___
2. Corporate mismanagement is a US problem that cannot occur in Europe. ____
3. At the beginning of the year 2003 Ahold announced the resignation of its chief accountant. _____
4. Ahold's market value was reduced by 63 per cent on 24 February 2003. ____
5. Ahold's US Foodservice unit supplies food to schools, hospitals and restaurants.____
6. Big companies get discounts from suppliers if they meet sales targets. __

Exercise 3. Read the article again and answer the following questions.

1. What accounting irregularities are mentioned?
2. Who was responsible for the situation?
3. Do you think CEOs who falsify accounts are criminals and should go to jail or is it an acceptable risk to falsify accounts if it helps to safeguard the company's future and jobs?

Exercise 4. Translate the sentences from Russian into English.

1. Комиссия по ценным бумагам является очень влиятельной организацией.
2. Акционеры компании РУСАЛ утвердили годовой отчет и годовую бухгалтерскую отчетность, в том числе отчет о прибылях и убытках за 2019 год.
3. Никто не знает истинную причину отставки господина Уайта.
4. Многих бизнесменов не волнует ничего, кроме чистой прибыли.
5. Том работает в очень успешной бухгалтерской фирме.
6. Финансовые отчеты должны обеспечивать подлинное и объективное представление о финансовом положении компании.
7. Прибыль компании Файзер до уплаты налогов составила 5 млн. евро в текущем году.
8. Компания преобразовала балансовый отчет, чтобы выяснить, сколько капитала вложено в неё акционерами и кредиторами и сколько капитала компания, в свою очередь, инвестировала в свой основной бизнес и в другие (неосновные) виды деятельности.
9. Красным цветом данные вносятся только в тех случаях, когда это специально предписано настоящим Соглашением.
10. Сколько у вас было чистой прибыли в прошлом году?

UNIT 7
TIME AND TIME MANAGEMENT

Part 1.

ESSENTIAL VOCABULARY IN CONTEXT

'Time is money,' says the famous phrase. The **timescale** or **timeframe** is the overall period during which something should happen or be completed. The **lead time** is the period of time it takes to prepare and complete or deliver something. The times or dates when things should happen is a **schedule** or **timetable**.

If work is completed at the planned time, it is **on schedule**; completion before the planned time is **ahead of schedule** and later is **behind schedule**. If it happens later than planned it is **delayed**; there is a **delay**. If you then try to go faster, you try to **make up time**. But things always take longer than planned. A period when a machine or computer cannot be used because it is not working is **downtime**.

Projects and project management

A **project** is a carefully planned piece of work to produce something new.

Project management *is the managing of the stages. Big projects often include* ***bonus payments*** *for completion early or on time, and* ***penalties*** *for late completion.*

EXERCISES

Exercise 1. Use appropriate forms of expressions to complete the text.

The timescale, timeframe, the lead time, schedule timetable, a delay, to make up time, take longer than planned, downtime, overlap, simultaneous; in parallel, project management, bonus payments, on time, penalties

The overall (1). .....was originally 12 months, but the project took 1 7 months. It started on (2) ..... in June, but site preparation took (3) .....because of very bad weather in the autumn. Site preparation and building the walls should have (4) ..... but the walls were started in January. We were able to (5) .... a bit of time on the roof: it took two months instead of three, but we were still behind (6)..... The next (7) ..... was fitting out the supermarket, but there was an electricians' strike, so there were (8) ..... here too. The store opened in October, but now there's a lot of (9) ..... when the computers don't work.

Exercise 2. Read the following text and correct the mistakes.

Everybody *have* a daily routine. It doesn't matter what role you work *at* or how much your work life changes *in* a daily basis. There are still things that you do

every day, *with* fail. Some people don't have the best *on* routines. They crawl out of bed *at* the morning and rush to get ready for work. They may skip parts of their routine because they haven't given *ourselves* enough time. That messes *down* the entirety of the rest of the day. A chaotic start *breed* a chaotic day. That chaos *aren't* often something that you see when looking at the daily lives of billionaires. They may seem to be everywhere *in* once. Elon Musk is an excellent example. Musk always has several irons *at* the fire when it comes to *her* work. But he also has a set daily routine that *provide* some insight into the habits of billionaires.

Exercise 3. Translate the sentences from Russian into English using the words and word combinations.

1. Да, обычно он все планирует заранее, уведомляет меня.
2. Преподаватель упомянул о ряде изменений в расписании.
3. Сегодня они работают сверхурочно.
4. Это временная работа. Мне же нужна постоянная работа.
5. Я не уверен, что смогу отпроситься с работы.
6. Марк управляет отделом продаж. У него в подчинении около тридцати человек.
7. Он работает 5 дней в неделю — с понедельника по пятницу с 8.00 до 17.00.

Exercise 4. Answer the following questions.

1. What is Time Management?
2. Why is time management given so much attention to nowadays?
3. What tasks do managers have to do during the day?
4. What prevents managers from doing their jobs efficiently? Doing a number of tasks simultaneously? Interruptions? Responding to demands that others make on their time?
5. Can time management be taught?
6. How do you use your time?

Part 2.

ESSENTIAL VOCABULARY

aim – intention; purpose; design; scheme;

budget – the amount of money or resources earmarked for a particular institution, activity or time-frame;

deadline – a date on or before which something must be completed;

labour – effort expended on a particular task; toil, work;

materials – matter which may be shaped or manipulated, particularly in making something;

project – a planned endeavor, usually with a specific goal and accomplished in several steps or stages;

project manager – a person whose job is to manage something, such as a business;

research – diligent inquiry or examination to seek or revise facts, principles, theories, applications, etc.; laborious or continued search after truth;

schedule – a timetable, or other time-based plan of events; a plan of what is to occur, and at what time;

stage – a phase.

EXERCISES

Exercise 1. Read the article.

Project analysis

The importance of managing projects well

George Stephenson built a railway from Liverpool to Manchester in the 1820s. It was 45 per cent over budget and there were a lot of delays. Today, it is still difficult to manage big projects. The construction of Wembley Stadium, the home of English soccer, was £750m ($1.4 billion) over budget and the project finished late.

Smaller projects can also have problems. Research shows that IT projects often have problems with budgets and deadlines. In 2004, the cost of IT projects was usually 56 per cent more than the budget, and most projects took 84 per cent more time than planned.

Some projects fail because the work takes longer than planned. Sometimes the cost of labour or materials is more than the agreed budget. But good project management can increase a company's profits. A big German company decided to improve its project management, and the result was that it added one billion euros per year to its profits.

Project management isn't a new science. It has an international association, the Project Management Institute (PMI), based in Pennsylvania, USA. The PMI sets professional exams that thousands of people take every year. It has 150,000 members in 150 countries. All of the members are specialists in managing projects.

So, it is possible for big projects to succeed. The Saudi-Aramco Haradh gas pipeline is one example. The $2 billion project finished six months early and 27 per cent under budget. The project manager and the client were both very happy.

Exercise 2. Complete the sentences with the words in the box.

International	*more*	*client*	*late*	*succeeded*	*failed*

1. QLD has offices in New York, Rio and Paris. It's an … company.
2. This IT project is expensive because the … keeps changing the plans.
3. Grace doesn't like to be … so she always arrives five minutes before the meeting starts.

4. The project … because we had an excellent team.
5. Patricia never studies; she … her engineering exams last week.
6. The price of materials is high, so we need … money in the budget.

Exercise 3. Read the article again. Are the statements true or false.

1.George Stephenson's project finished on time. *False*
2. Many big projects have problems.
3. IT don't have problems with deadlines.
4. IT projects are often more than 50 per cent over budget.
5. Some projects fail because they are late or have unexpected costs.
6. The PMI has members in different countries.
7. The Haradh gas project cost more than the planned budget.

Exercise 4. Answer the following questions.

1. Do you agree that the best way to control time is to log the tasks you have to perform?
2. Do you keep a record of how you spend your working day?
3. What are time wasting activities in your work?
4. Do you think delegating tasks is an essential skill of a manager?
5. What do you do when you want to buy time in case you are behind the schedule?
6. How do you make plans? Do you make daily/weekly/monthly plans?

UNIT 8
SOLUTIONS

Part 1.

ESSENTIAL VOCABULARY IN CONTEXT

Thomas Edison was a great inventor. He thought that every technological problem had a **solution**. Edison developed more than 1,093 **inventions**. They included the **electric light bulb**, the **typewriter** and an early **movie camera**. Sometimes he did thousands of experiments to get an invention right. He worked on some ideas for many years to improve the product. Edison thought that his failures were important because he and his scientists learned from each one. 'I failed my way to success,' he said.

Important dates

1847 Edison was born in Ohio in the USA. At school, his teachers thought that he wasn't clever so his mother educated him at home.

1871 Married Mary Stilwell.

1878 He created the Edison Electric Light Company. Later it became the General Electric Company. 1887 He built an invention factory in Menlo Park, near New York City. It was the world's first research laboratory. A team of scientists helped Edison develop his inventions.

1931 Died in New Jersey, USA.

EXERCISES

Exercise 1. Choose the correct words to complete the text.

1. Hugh Oxley is a manager / professor at the university / company in Dundee. He teaches communications to MBA students.
2. We built a new laboratory / office for our Research and Development department. Our students / scientists do experiments and test new products there.
3. The machine isn't working – take it to the electronics room / workshop. The researcher / technician can fix it.

Exercise 2. Read the following text and correct the mistakes.

Many businesses have multiple locations that function independently from each other. Sometimes called a branch, managers and personnel in these facilities need tools that help the location stay *at* the same page with business practices and policies that are handed down from a headquarters. Customers *expects* a uniform level of service from a business that carries a name, no matter the physical location. Collaboration software tools can solve the problem of helping several

small business locations conduct business *in* behalf of a larger corporate entity. Instead of a district manager or vice president wasting time and money traveling to each location to ensure business conformity, all branches can join a conference call or video webcast. In *this* settings, *problems is* brought to the attention of all involved and decisions are commonly made *of* a tally or voice vote.

Exercise 3. Translate the sentences from Russian into English using the words and word combinations.

1. Технологические решения были презентованы представителями и руководителями проекта.
2. В обсуждении приняли участие представители СМИ и общественности.
3. Особое внимание при разработке проекта было уделено эффективности производства.
4. Для разработки технологических решений были привлечены ведущие зарубежные и отечественные эксперты.
5. Эти технологии уже успешно применяются зарубежными и отечественными компаниями.
6. Особое внимание во время обсуждения уделили вопросам безопасности и контроля за технологическим процессом.
7. Представители экспертной группы, задали разработчикам проекта вопросы, а также высказали замечания и предложения.

Exercise 4. Answer the following questions.

1. Where was Edison born?
2. Did all Edison's inventions succeed the first time?
3. Who helped him develop his inventions?

Part 2.

ESSENTIAL VOCABULARY

agriculture – the art or science of cultivating the ground, including the harvesting of crops, and the rearing and management of livestock; tillage; husbandry; farming;

complain – to express feelings of pain, dissatisfaction, or resentment;

complaint – a grievance, problem, difficulty, or concern; the act of complaining;

create – to design, invest with a new form, shape;

creative – original, expressive and imaginative;

electric, electrical – of, relating to, produced by, operated with, or utilizing electricity; electrical;

electricity – a property of amber and certain other substances to attract lightweight material when rubbed, or the cause of this property;

emergency – a situation such as a natural or man-made disaster requiring urgent assistance;

energy – the impetus behind all motion and all activity;

fix – to pierce; now generally replaced by transfix;

invent – to create something fictional for a particular purpose;

invention – something invented;

power – capability or influence;

solution – the answer to a problem;

solve – to find an answer or solution to a problem or question; to work out;

work – to do a specific task by employing physical or mental powers.

EXERCISES

Exercise 1. Read the article.

Lighting up the world

LED lights help in areas without electricity

Dr. Irvine-Halliday is a professor of electrical engineering at the University of Calgary in Canada. Dr. Irvine-Halliday went on a walking trip to Nepal in 1997 and he saw that people in the villages used lanterns to light their homes. The lanterns were smelly and dangerous and the light wasn't very bright. Dr. Irvine-Halliday wanted to help solve the problem. So, he started the Light Up The World Foundation. It is a charity that gives LED lights to thousands of people around the world.

About 1.6 billion people worldwide don't have electricity. They use oil in their lamps. But it is an expensive fuel. It is also inefficient and causes indoor and outdoor air pollution.

LED lights are an ideal solution to the problem. They only need a little power and this means that people can use them in areas where there is no electricity. They can run on AA batteries, or solar power. LEDs can give up to 100 times more light than lanterns, and they last a long time. When people began to use LED lights, it changed their lives. They increased productivity and it gave them more time to study. It also reduced health problems and accidental fires.

Now, it is important to make LEDs less expensive. For example, families in rural Kenya spend about $7 a month **on** oil for lighting. A solar-powered LED lamp lasts longer, but many people cannot afford the $25 to $50 that the lamps cost to buy. When charities and other organisations find a solution to the price problem, the future could be bright.

Exercise 2. Complete the sentences with the words in the article.

1. Dr Irvine-Halliday_____on a walking trip to Nepal.
2. People in the villages _____ lanterns to light their homes.

3. He _____ the Light Up The World Foundation.
4. When people began to use LED lights, it _____ their lives.

Exercise 3. Read the article again. Are the statements true or false?

1. George Stephenson's project finished on time. _____
2. Many big projects have problems. _____
3. IT don't have problems with deadlines. _____
4. IT projects are often more than 50 per cent over budget. ____
5. Some projects fail because they are late or have unexpected costs. ____
6. The PMI has members in different countries. ____
7. The Haradh gas project cost more than the planned budget. _____

Exercise 4. Answer the following questions.

1. What problems can be solved with technology?
2. What are some real life problems which can be solved by information technology but have not been solved or implemented properly, yet?
3. What are common problems that need solving?
4. What are some global, but small, everyday problems waiting to be solved?
5. What are some of the common problems faced by people every day?
6. What are the problems you face on a daily basis and wish technology should have solved it by now?

UNIT 9
PRODUCTS AND BRANDS

Part 1.

ESSENTIAL VOCABULARY IN CONTEXT

product	catalogue (BrE) catalog (AmEl) mix portfolio	a company's products, as a group
	line range	a company's products of a particular type
	lifecycle	the stages in the life of a product, and the number of people who buy it at each stage
	positioning	how a company would like a product to be seen in relation to its other products, or to competing products
	placement	when a company pays for its products to be seen in films and TV programs

Goods

Goods can refer to the materials and components used to make **products**, or the products that are made.

Here are some examples of these different types of goods. **Consumer goods** that last a long time, such as cars and washing machines, are **consumer durables**. Consumer goods such as food products that sell quickly are **fast-moving consumer goods**, or **FMCG**.

Brands and branding

A **brand** is a name a company gives to its products so they can be easily recognized. This may be the name of the company itself: the **make** of the product. For products like cars, you refer to the make and **model**, the particular type of car, for example, the Ford (make) Ka (model). **Brand awareness** or **brand recognition** is how much people recognize a brand. The ideas people have about a brand is its **brand image**. Many companies have a **brand manager**.

Branding is creating brands and keeping them in customer's minds through advertising, packaging, etc. A brand should have a clear **brand identity** so that people think of it in a particular way in relation to other brands. A product with the retailer's own name on it is an **own-brand product** (BrE) or **own label product** (AmE). Products that are not branded, those that do not have a brand name, are **generic products** or **generics**.

EXERCISES

Exercise 1. Match the sentence beginnings (1 – 7) with the correct endings (a – g).

1. Banks are adding new types of accounts	a) product life cycles are so short that product launches are very frequent.
2. Apple is going to simplify its product line	b) its product positioning in relation to Psion's existing hardware products.
3. Consumers have mixed feelings about supermarkets	c) it changed its product range towards more expensive cars.
4. When BMW bought Rover,	d) of cigarettes in movies.
5. The new law will ban product placement	e) extending their product portfolio into financial services.
6. Following the launch of the Series 5 laptop, consumers were slow to understand	f) and deliver fewer but more competitive models.
7. With this type of equipment in the US,	g) to their product mix.

Exercise 2. Choose the correct words to complete the text.

1. We can manufacture the product in two months. – It is very easy / easily to make.
2. This machine works efficient / efficiently.
3. Is the computer system simple / simply to operate?
4. Do you think that the product is too expensive / expensively?
5. It's beautiful / beautifully made, but what do you use it for?
6. This product description is unreliable / unreliably.
7. The new model sold good / well in Bulgaria.
8. I spoke slow / slowly in the product presentation. It helped my nerves.

Exercise 3. Read the following text and correct the mistakes.

Bill Bowerman *were* a teacher and sports trainer at the University of Oregon. He *meeted* and trained a student called Phil Knight, and *in* 1964 they started a sports company together. The *companys* name was Blue Ribbon Sports (BRS). The company i*ntroduces* a *newly* style of trainer and they *call* it 'Nike'. The designers *not wanted* the new trainer to be heavy; they wanted it to be *light*. The product was successful and the company expanded *quick*. The company changed its name to Nike *at* 1978. Then, *at* the 1990s, Nike opened a *hugely* retail outlet called Nike Town. Later, it *sell* its products *in* the internet. Today, Nike's logo is famous all *in* the world.

Exercise 4. Translate the sentences from Russian into English using the words and word combinations.

1.Мы уверены, что наши лучшие бренды от ремесленников очень скоро начнут покорять внутренний рынок.

2.К сожалению, не самая лучшая марка.

3.Говорят, что нет хорошего бренда или продукта, который никто не пытался подделать.

4.Компания предлагает торговые марки женской и мужской одежды.

5.Они составили топ самых модных и лучших брендов мира.

6.Данная компания получила несколько престижных наград в номинации «лучший бренд».

Exercise . Answer the following questions.

1. What is a high-end brand?
2. What do the world's best brands have in common?
3. What luxury brands are worth it?

Part 2.

ESSENTIAL VOCABULARY

describe – to represent in words;
description – the act of describing; a delineation by marks or signs;
feature – one's structure or make-up; form, shape, bodily proportions;
packaging – the materials used to pack something;
package – something which is packed, a parcel, a box, an envelope;
product – a commodity offered for sale;
produce – to yield, make or manufacture; to generate;
production – the total amount produced;
shape – the status or condition of something;
size – an assize;
useful – having a practical or beneficial use;
weigh – to determine the weight of an object**;**
weight – the force on an object due to the gravitational attraction between it and the Earth.

EXERCISES

Exercise 1. Read the article.

Playtime

Toy manufacturers make adults feel young again

Two things are often true about toy production. First, toys are usually made cheaply in low-cost economies. And secondly, toy manufacturers generally need

a large population of children to sell their products to. Japan is big, expensive and rich. It also has a low population of children. So, do toys sell badly in the Japanese market?

The surprising answer is no. In fact, 1 _____. One reason that the market is and the toys a success is that 2_____are well designed. Another reason is that many manufacturers now market toys to adults as well as children.

Toy makers happily design more and more new toys for adults. Some of the toys are very expensive. There is a walking robot toy that is popular with middle-aged men. It has a 100-page instruction manual and costs ¥126,000 ($1,105). And there is a talking boy doll that is popular with women over 40. Not all the toys use modern technology. 3_____ that are also popular. One example is a baseball game with small plastic players.

Why are toys so popular with adults? One reason is that modern employees work hard. 4_____. These toys help people to relax and play. Some of the products now sell well in other countries, too. 5_____. Toys for adults could soon be in a toyshop near you.

Exercise 2. Fill in the blanks with the following sentences in the article.

A. Some manufacturers now produce simple toys and games
B. They want to come home and forget the office
C. Japan uses modern technology
D. The top-selling toys in the USA and Europe are often Japanese
E. Japan has a successful toy industry

Exercise 3. Read the article again. Are the statements true or false?

1.George Stephenson's project finished on time. ____
2. Many big projects have problems.____
3. IT don't have problems with deadlines. ____
4. IT projects are often more than 50 per cent over budget. ____
5. Some projects fail because they are late or have unexpected costs. ____
6. The PMI has members in different countries. ____
7. The Haradh gas project cost more than the planned budget. ____

Exercise 4. Answer the following questions.

1 What is surprising about Japan's success in the toy market?
2 How old are the men that buy robots?
3 Is the walking robot a simple toy? Give reasons for your answer.
4 What toy is popular with women?
5 What do the toys help people to do?

UNIT 10
COMPETITORS

Part 1.

ESSENTIAL VOCABULARY IN CONTEXT

All businesses face **competition**. Even if you're the only restaurant in town you must **compete** with cinemas, bars and other businesses where your **customers** will spend their money instead of with you. With increased use of the Internet to buy **goods** and **services** and to find places to go, you are no longer just competing with your immediate neighbours. Indeed, you could find yourself competing with businesses from other countries.

Your competitor could be a new **business offering**, a **substitute** or similar product that makes your own **redundant**.

Competition is not just another business that might take money away from you. It can be another product or service that's being developed and which you ought to be selling or looking to **license** before somebody else takes it up.

EXERCISES

Exercise 1. Match the words and word combinations with their definitions.

1.	a level playing	a)	situation of fair competition?
2.	in the driving	b)	being in front of the competition?
3.	to be neck and	c)	being at the same level as the competition?
4.	flogging a dead	d)	being the only competitor?
5.	move the	e)	wasting your time on a hopeless situation?
6.	keep your eye on the	f)	staying focused?
7.	ahead of the	g)	a change in the rules?
8.	a one-horse	h)	being in control?

Exercise 2. Complete the following sentences with the most suitable idiom.

1 a level playing
2 in the driving
3 to be neck and
4 flogging a dead
5 move the
6 keep your eye on the
7 ahead of the
8 a one horse

Exercise 3. Remember to choose the correct verb form where necessary.

1. It's not a level…… any more. As a small company it is difficult for us to compete with the big multinationals.

2. They are so far ahead of their competitors in terms of new products that it has become……It will be years before the y face any serious competition.

3. We have left all our competitors behind. We spend a lot of money on R & D so we can stay….

4. The government have changed all the rules for exporters. They have …., so we will have to rethink our international operation.

5. It's a waste of time continuing with the project. It will never work. We are….

6. With our market dominance in the US, we are really….

7. We have exactly the same market share as our nearest rival. We…. in terms of our profits so far this year, too.

8. We really need to concentrate on what our competitors are doing. In today's market you need to….at all times.

Exercise 4. Read the following text and correct the mistakes.

From the newest consumer gadgets to the explosion *at* communications capability that *are* driving global economic growth, technological innovation enhances our *live* and provides us with new tools to perform everyday tasks. The Federal Trade Commission promotes competition *on* technology industries (like computers, software, communications, and biotechnology) as the best way to reduce costs, encourage innovation, and expand choices *of* consumers. Because the stakes *is* high in *this* fast-paced markets and the benefits to consumers and to the economy substantial, the FTC's work in these *area* is all the more important.

Exercise 5. Translate the sentences from Russian into English using the words and word combinations.

1. Инвесторы заинтересованы в проектах с прибылью.
2. Госбанки соревнуются между собой в снижении ставок.
3. Многие предприятия потребительского рынка соревнуются за звание лучшего.
4. Компании соревнуются, чтобы привлечь самых умных и талантливых специалистов.
5. Каждая компания стремится замотивировать менеджеров по продажам.
6. Кризис заставляет розничные компании искать креативные соревнования по приросту продаж.

Exercise 6. Answer the following questions.

1. What is a competitor in business?
2. What competitor means?

3. What are the 3 types of competitors?
4. What is a substitute competitor?

Part 2.

ESSENTIAL VOCABULARY

architect – a professional who designs buildings or other structures, or who prepares plans and superintends construction;

compete – to contend emulously; to seek or strive for the same thing, position, or reward for which another is striving; to contend in rivalry, as for a prize or in business; as, tradesmen compete with one another;

competition – the action of competing;

competitive – capable of competing successfully;

competitor – a person or organization against whom one is competing

market – an organized, often periodic, trading event at such site;

marketing – the promotion, distribution and selling of a product or service; includes market research and advertising;

opportunity – a chance for advancement, progress or profit;

range – selection, array;

strength – the quality of being strong;

strong – capable of producing great physical force;

threat – an expression of intent to injure or punish another;

weak – lacking in force (usually strength) or ability;

weakness – the condition of being weak.

EXERCISES

Exercise 1. Read the article.

The shy architect

How Ratan Tata is changing India's biggest company

Ratan Tata trained to be an architect. Then he worked for the family firm, the Tata Group - one of the biggest companies in India. It has companies in many different sectors, including the car industry and the steel industry. The company's latest project is producing a car that costs under $3,000.

Mr. Tata does not drink or smoke and he does not like publicity. He became chairperson in 1991. At that time, Tata was a difficult organisation to manage. There were more than 300 different companies in the group and some were old-fashioned. Today, there are only 96 companies and the group is more modern.

In the past, it was difficult for Tata to trade outside India because of competition from other countries. Now it exports internationally. The Tata Group is also buying

companies in different countries. At the moment, one of the companies in the group, Tata Steel, is trying to buy Corus, a European steel company. But it has a competitor CSN, a Brazilian company, also wants to buy Corus.

Ratan Tata is making changes to the company. Many of these changes help make the group more competitive. But he isn't changing all the group's traditions. For example, the Tata Group still tries to help its workers – the children of Tata's steelworkers first started to have free education in 1917. Two thirds of the Tata Group is owned by charitable foundations, and today they are still helping people in India. Investors sometimes ask: 'Is Tata doing the right thing? Is charity good for business?' But Mr. Tata thinks it is possible to help people and be competitive at the same time.

Exercise 2. Complete the gaps with the words in the box.

Asian, leader, share, research, luxury, place, budget, domestic

1 _____ the area where products are cheap to make and buy
2 _____ people and activities involved in buying and selling a particular product
3 _____ how much of the market buys a company's products or services
4 _____ surveys to find out what customers think about a company
5 _____ the area where products are expensive to make and buy
6 _____ customers in, for example, Japan, Thailand and China
7 _____ the product or service that most people buy
8 _____ the market in a company's own country

Exercise 3. Read the article again. Are the statements true or false?

1. Ratan Tata trained to be an artist.
2. Tata Group – one of the biggest companies in India.
3. There were more than 500 different companies in the group.
4. The Tata Group still tries to help its workers.
5. In the past, it was easy for Tata to trade outside India.

Exercise 4. Answer the following questions.

1. Which two sectors does the Tata Group have companies in?
2. How much does Tata's new car cost?
3. What doesn't Ratan Tata do?
4. What doesn't he like?
5. When did he become chairperson?
6. When did Tata first give free education to employees' children?
7. How much of the group is owned by charitable foundations?
8. Who asks if helping people is good for business?

UNIT 11
WORKING ABROAD

Part 1.

ESSENTIAL VOCABULARY IN CONTEXT

Culture is the "way we do things here". "Here" may be a country, an area, a social class or an organization such as a company or school. You often talk about:

- **company** or **corporate culture**: the way a particular company works, and the things it believes are important;
- **canteen culture**: the ways that people in an organization such as the police think and talk, not approved by the leaders of the organization;
- **long-hours culture**: where people are expected to work for a long time each day;
- **macho culture**: ideas typically associated with men: physical strength, aggressiveness, etc.

But you must be careful of **stereotypes**, fixed ideas that may not be true.

EXERCISES

Exercise 1. Choose the correct words to complete the text.

Working abroad

The more /most important thing to do before working in another country is to think about these things:

- Do you want a better / best job or a more / most interesting life?
- It is easier/ easiest to live in another country when you speak the language.
- What is the most expensive / cheapest way to arrange the move?
- What is the nicer / nicest area to live in?
- Could the move make your quality of life worse / worst than it is now?

The more / most beautiful location in the world is no fun when you are working 60 hours a week.

Exercise 2. Read the following text and correct the mistakes.

Business travel, otherwise known as corporate travel, *are* a term used to describe travel that is carried out *at* behalf *for* a business, or for the purposes of doing business with someone else. The term applies regardless of how frequent the travel is, or how far away *for* the day-to-day workplace it takes the traveller(s). Some examples of common types of business travel *includes* travelling to a different branch of the same company, travelling to a different location to meet suppliers or business partners, or travelling for a conference or business event. *In* most definitions, it involves travel away from the workplace that *require* at least one overnight stay.

Exercise 3. Translate the sentences from Russian into English using the words and word combinations.

1. Крупные российские операторы продолжат расширять свой бизнес за пределами страны.

2. Он является владельцем успешной фирмы и хочет расширить Вашу деятельность за границей.

3. Они рассказали о возможностях трудоустройства за рубежом и визовых требованиях.

4. Вы были назначены руководителем дипломатического представительства за рубежом.

5. Это формирует позитивный имидж отечественного бизнеса за рубежом.

Exercise 4. Answer the following questions.

1. How do I start a business abroad?
2. Can you run a business from another country?
3. Which country is the easiest to start a business?
4. Which is the best country for business?

Part 2.

ESSENTIAL VOCABULARY

abroad – beyond the bounds of a country; in foreign countries;

average – constituting or relating to the average;

climate – the long-term manifestations of weather and other atmospheric conditions in a given area or country, now usually represented by the statistical summary of its weather conditions during a period long enough to ensure that representative values are obtained;

culture – the arts, customs, and habits that characterize a particular society or nation;

emigrate – to leave the country in which one lives, especially one's native country, in order to reside elsewhere;

emigration – the act of emigrating; movement of a person or persons out of a country or national region, for the purpose of permanent relocation of residence;

healthcare – alternative spelling of health care;

locate – to place; to set in a particular spot or position;

quality of life – level of excellence;

location – a particular point or place in physical space;

temperature – the state or condition of being tempered or moderated.

EXERCISES

Exercise 1. Read the article.

Over there

Why British people are moving to other countries

More and more Britons are living in other countries. A recent report said that almost 200,000 Britons left the country last year with no plans to return. A British

person emigrates every three minutes, and 5.5m British people now live abroad.

Many younger people leave - a lot of students go abroad to study. Older people are usually retired and want a warmer climate to live in. Two thirds of the people that emigrate are workers. Some are managers and others do manual or administrative jobs. Australia is the favourite country for English people to emigrate to. Spain and the USA are also popular.

Why do people leave? Many want to find a better job. A quarter of people say that they want to leave Britain because the cost of living is high. Homeowners with expensive houses can buy a bigger place abroad; young people want to move because houses in other countries are cheaper than in Britain. Research suggests that the quality of life in Britain is worse than in some other countries. But most people leave for positive reasons: many think that living in another country is more interesting – they leave because they want to have a happier life.

It is becoming more difficult for British people to emigrate to countries outside the European Union. Most countries want professional or skilled workers, for example, builders, engineers and doctors. But other skills are also popular in some countries – Australia, for example, needs hairdressers.

Exercise 2. Complete the sentences with the words in the box.

Professional, retired, managerial, skilled, administrative, voluntary, manual

1. Someone who is over 65 and no longer works is _____.
2. _____workers do a lot of paperwork, usually in an office.
3. Lawyers and doctors are_____ people.
4. A person in charge of other employees has a_____ position.
5. _____workers do physical jobs, for example, on farms or in factories.
6. People who do_____ work don't receive any pay.
7. A_____ worker has special training or knowledge to do a job.

Exercise 3. Read the article again. Are the statements true or false?

1. Australia is the favourite country for Russian people to emigrate to. ___
2. Many people want to find a better job. ___
3. 60000 British people now live abroad. ___
4. But most people leave for positive reasons. ___
5. Homeowners can't buy a bigger place abroad. ___

Exercise 4. Answer the following questions.

1.Which country is best for international business?
2. Which country is best for small business?
3. What business can make you rich?

UNIT 12
CAREER

Part 1.

VOCABULARY IN CONTEXT

Choosing a **career** is one of the most important decisions you will make in life. It's about so much more than deciding what you will do to **make a living**. While some people are lucky enough to just know what they want to do and end up in **satisfying careers** without giving it much thought, most of us are not. Many people don't put enough **effort** into choosing **occupations** or pick them for the wrong reasons. Maybe they choose careers that seem **secure** or **pay well**. They then **end up unhappy**. The best way to make sure that doesn't happen to you is to make a **well-thought out decision**.

Career planning / step planning process:
- knowing yourself;
- skills, likes/dislikes and values;
- finding out;
- exploring what is out there;
- making decisions;
- comparing options;
- taking action;
- working towards your goals.

EXERCISES

Exercise 1. Match the words and word combinations with their definitions.

1. full-time worker	a) has a job for a long period of time
2. temporary worker	b) workers choose when they work
3. permanent worker	c) works a few days / hours a week
4. part-time worker	d) a better job in the same company
5. freelance worker	e) has a job for a short period of time
6. pension	f) works for self not for a company
7. promotion	g) usually works 35-40 hours a week
8. flexible hours	h) money when you stop work

Exercise 2. Read the following text and correct the mistakes.

A career involves choices *for* occupation. There is work that we enjoy and feel good *on*. And there is work that we don't enjoy. Every career *include* some

work of both kinds. How much of each kind there is in your career depends very much *in* decisions that you yourself make. Seeking work (particularly first job) that is interesting and rewarding *require* effort and careful thought. What can help to make career *choice*? What makes people give *down* their jobs? How to take the first steps *about* starting a career? These *question* are very often asked. Here *is* some hints that may be useful.

Exercise 3. Translate the sentences from Russian into English using the words and word combinations.

1. Образование, полученное в данном университете, безусловно, заложило фундамент для дальнейшего карьерного роста.

2. Он делал большие успехи, и свою профессиональную карьеру начал уже после окончания школы.

3. Вы можете планировать начало или продолжение своей карьеры с учетом богатого опыта.

4. Она путешествовала в Германию, Великобританию, Францию, прежде чем начать карьеру.

Exercise 4. Answer the following questions.

1.What do you mean by a career?

2.What can ruin your career?

3. What Is the difference between a job and a career?

Part 2.

ESSENTIAL VOCABULARY

application form – a verbal or written request for assistance or employment or admission to a school;

apply – to submit oneself as a candidate for;

career – one's calling in life; a person's occupation; one's profession;

curriculum vitae (CV) – a short written description of your education, qualifications, previous jobs, and sometimes also your personal interests, which you send to an employer when you are trying to get a job;

employment – the work or occupation for which one is used, and often paid;

pension – a sum of money paid regularly to a person who has retired;

promotion – the advancement of someone to a more important rank or position;

promote – to advance someone to a more important rank or position;

retired – if someone is retired, they have stopped working in regular paid employment because of their age;

retire – to leave your job or stop working because of having reached a particular age or because of ill health, or to cause someone or something to stop being employed or used;

salary – the total amount of money that an employee is paid every year to do their job, or one of the payments they receive each month as part of this.

EXERCISES

Exercise 1. Read the article.

The world of work
Work has changed around the world

Manpower has been a successful employment agency for about 60 years. It has supplied temporary employees to companies since 1948. That's when the first office opened in Milwaukee, in the USA. Two lawyers started the company when they were unable to find temporary help with a project. Today, it is a global company with offices all around the world.

Employment agencies supply companies with different types of workers. These include professional and administrative workers in offices, and manual workers in factories and on building sites. Temporary workers (also called 'temps') now make up between one and three per cent of the total workforce in most countries. Multinational companies have employed temps for a long time. Now smaller companies also use temporary workers.

Have careers changed very much since the 1990s? A decade ago, people expected to work for the same company until they retired. Today, nobody expects a job for life any more. People move from job to job, working in different companies or in different departments. Training is important because it improves workers' skills. This can help employees to find better jobs or get a promotion.

In some jobs there aren't enough skilled workers. Some companies want retired people with skills to return to work. Japan, Australia and Italy have started to employ older workers. Companies need organizations like Manpower to arrange training for older employees, for example to use computers or to work with a younger boss.

Exercise 2. Complete the sentences with the words in the box.

Management, market, trade, competitor, export, investment, domestic, training

Franklin Wade sell electrical equipment to different countries around the world. They have been an _____company since 2002. They _____with Japan, the USA and Brazil, and they don't sell any goods in the _____market. Franklin Wade's main _____is Drengard,

a Danish company. Franklin Wade hope to be the _____leader soon. They are _____their staff to use a new computer system. The_____ think that it is a good_____ for the company.

Exercise 3. Read the article again. Are the statements true or false?

1. Manpower has been a successful employment agency for about 30 years. ___
2. Today, it is a global company with offices all around the world. ___
3. Temporary workers (also called 'temps') don't make up between one and three per cent of the total workforce in most countries. ___
4. Training is important because it improves workers' skills. ___
5. France and Russia have started to employ older workers. ___

Exercise 4. Answer the following questions.

1. Where can young people make a career?
2. Do people change jobs, occupations and careers?
3. What makes them do it?
4. How can one make the first steps in starting a career?

PART II
BUSINESS CORRESPONDENCE

UNIT 13
A CV (RESUMÉ)

Learn how to write a curriculum vitae, often called a CV in the UK or résumé in American English, to practise and improve your writing skills.

Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

Preparation task

Put the phrases in the correct groups.

Photography	Degree in Marketing	Research Assistant	Proficient knowledge of analytics software
Business Development Manager	Taekwondo	Masters in Public Relations and Digital Marketing	Sales Executive
Certificate in Presentation Skills	Professional blogger	Class B driving licence	Diploma in Innovation Design

Work experience	Education	Skills and Interests

A CV

Maria Jones

Digital Marketing Specialist

Profile

I have five years' experience in various digital marketing roles. I have a proven ability to create successful marketing campaigns in line with brand identity and values. I am a strong collaborator with outstanding communication skills, and have comprehensive experience of using my specialist knowledge and expertise in analytics for a wide variety of marketing initiatives.

Employment History

June 2017 – present Digital Marketing Specialist for Zinco, a global insurance start-up

• My role involves working to tight deadlines to design, create and launch marketing campaigns via social media.

• I have developed advanced knowledge of a range of social media platforms and digital marketing tools.

• I specialise in driving successful campaigns and excel in analysing their impact.

• I have experience launching digital billboards in places such as train stations and shopping centres.

Sept 2016 – June 2017 Creative break from employment to travel and blog

• I travelled through 12 countries, met several professional bloggers and started my own travel blog.

• I built up a community of followers and started to monetise my blog through sponsored posts.

May 2014 – Aug 2016 Digital Marketing Assistant, Krunch Ltd

• Responsibility for overall social media strategy and regular posting on key channels.

• I played a key role in numerous campaigns to boost engagement with our brand.

• I also supported three product launches.

Education

2014 Diploma in Digital Marketing, Leeds Beckett University, UK

2012 A-levels (Psychology, English, Art & Design), Leeds City College, UK

Skills and Interests

Competent WordPress developer Skilled in Adobe InDesign and Adobe Illustrator Advanced Spanish (C1) Intermediate German (B1) Photography Travel

References

Available on request

Tips:

1. Start with a short profile to show who you are and what you offer.

2. List your employment history, starting with the present.

3. Explain any gaps, for example time spent travelling or having children.

4. Use bullet points for your main responsibilities and experience in each role. Choose the aspects of your previous jobs that are most relevant to the new job you are applying for.

5. Then give your educational background. List the relevant qualifications that you have, starting with the most recent. Include the title of your qualification, where you studied and the date you successfully completed it.

6. Consider putting Education above Employment if you don't have a lot of work experience yet.

7. List other experience or interests you may have if they are relevant to the job.

8. If you have someone who could support your application, add their contact details or say References available on request at the end.

Tasks

Task 1. Are the sentences true or false?

1. It is a good idea to start with a short summary about you.	True	False
2. You should write your work history in order, with your most recent job at the end.	True	False
3. You should list all your responsibilities in detail.	True	False
4. You should give the full title of your qualifications, with the date you passed each one and the organisations that awarded them to you.	True	False
5. It is a good idea to include hobbies if they are relevant to the job.	True	False
6. Include references to support your application if you can.	True	False

Task 2. Put the words and phrases in order to make sentences.

1. roles. I have in various experience five years'
2. My involves working deadlines. role tight to
3. a create ability to I have successful campaigns. proven
4. digital in specialise I marketing.
5. in excel I impact analysis.
6. I of knowledge advanced statistics. Have

Task 3. Write the correct form of the word in brackets.

1. I have a proven …… to deliver successful marketing campaigns. (able)
2. I am a strong …….. . (collaborate)
3. I have specialist …… of marketing. (know)
4. I use my…… in analytics to assess the success of campaigns. (expert)
5. I was …… for the overall social media strategy. (responsibility)
6. I played a key role in …… campaigns. (number)
7. I started to …… my blog through sponsored posts. (money)
8. I worked on several initiatives to boost customer…… . (engage)

Discussion

Have you got a CV? Do you have any tips to share?

UNIT 14
A COVERING EMAIL

Learn how to write a covering email to accompany a job application.

Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary	Definition
1. …… analytics 2. …… to fill a role 3. …… marketing channels 4. …… retail 5. …… initial 6. …… the bulk of something 7. …… a campaign 8. …… seasonal	a. to find someone to do a specific job b. the main or largest portion of something c. a series of activities aimed at achieving a specific result d. ways to communicate with potential customers e. using data to examine or assess something, such as the success of a marketing activity f. the sale of goods in shops directly to customers g. happening at particular times in the year h. happening at the beginning

A covering email

To: recruitment@new-company.com

From: Susan Nelson

Subject: Digital Marketing Executive application

Dear Ms Jones,

I'm writing in response to your advertisement for a Digital Marketing Executive. My name is Susan Nelson and I'm a Social Media Marketing Assistant. I have had this job for the past two years and I believe I am the person you need for your new role.

The bulk of my work involves designing and implementing online marketing campaigns across a range of channels. I am very comfortable using analytics to assess campaign success and drive future initiatives. I work with a range of social media platforms and tools for digital marketing.

I have always worked in the retail industry and am familiar with the seasonal nature of business such as yours and have the skills to push your business forward through creativity and innovation. I would very much like

the opportunity to both bring my experience and enthusiasm to this role while continuing to develop professionally and personally.

Following initial research into your company I very much feel we would be a good fit for each other and I would welcome the opportunity to discuss this position with you in person.

Please find attached my CV.

I look forward to hearing from you.

Yours sincerely,

Susan Nelson

Tips

1. Try to find out the name of the person hiring and address your cover letter to them.

2. Start with a clear statement about who you are and the role you are applying for.

3. Then give information about your current work (or studies if you are still a student).

4. Mention how and why this experience is suited to the new company and role, including any transferable skills (= things you have learned that you will take with you to future jobs).

5. End with a closing statement that suggests further contact. *I look forward to hearing from you.*

Tasks

Task 1. Are the sentences true or false?

	Answer	
1. Susan's current role is the same level of responsibility as the job she's applying for.	True	False
2. She sounds confident about her ability to do the Digital Marketing Executive job.	True	False
3. She explains what she does in her current role.	True	False
4. Susan emphasises the transferable skills she would bring to the new role.	True	False
5. Susan suggests that email is the best way to continue the conversation.	True	False
6. She is sending more detail about her work history in a separate document.	True	False

Task 2. Write the phrases in the correct group.

I've had this job for the past two years.	I am very comfortable using analytics.
The bulk of my work involves …	I have always worked in marketing.
I can work across a range of platforms.	I have the skills to push business forward through creativity and innovation.

Talking about work experience	Talking about transferable skills

Task 3. Put the words and phrases in order to make sentences.

1. a digital marketing executive. response to in your advertisement for I'm writing
2. this job had six years. I for have
3. person are am the I believe I you looking for.
4. I would bring to this role. very much like my experience and enthusiasm the opportunity to
5. with you welcome to discuss this position in person. the opportunity I would
6. attached find Please my CV.

Discussion

Do you have any tips for writing a good covering email?

UNIT 15
LETTER STRUCTURE

A business letter of international standard has a clear structure, a certain set of requisites and standard arrangement of each of them. A full international letter has the following composition and arrangement of details:

<table>
<tr><td colspan="2">(1) Letter head (Sender's address)</td></tr>
<tr><td>(2) Reference
(3) Date</td><td>(2) Reference
(3) Date</td></tr>
<tr><td>(4) Special mailing indication</td><td rowspan="6"></td></tr>
<tr><td>(5) Confidential</td></tr>
<tr><td>(6) Inside address</td></tr>
<tr><td>(7) For the attention of</td></tr>
<tr><td>(8) Salutation</td></tr>
<tr><td>(9) Subject (Re.:)</td></tr>
<tr><td colspan="2">(10) Body of the letter</td></tr>
<tr><td>(11) Close
(12) Signature</td><td>(11) Close
(12) Signature</td></tr>
<tr><td>(13) Initials of persons in charge</td><td rowspan="4"></td></tr>
<tr><td>(14) Enclosures</td></tr>
<tr><td>(15) Copies</td></tr>
<tr><td>(16) PostScript (P.S.)</td></tr>
</table>

The following letter from a Danish individual to a British firm contains a number of the above details of a standard business letter:

1 Bredgade 51,
DK 1110
Copenhagen K
DENMARK

3 12 May 2000

6 Ultrasonic Ltd.,
Warwick House,
Warwick Street,
London SW23 IJF
United Kingdom

7 For the attention of the Sales Manager

8 Dear Sir or Madam,

10 Please would you send me details of your quadraphonic sound systems which were advertised in the June edition of «Sound Monthly». 1 am particularly interested in the Omega range of equipment that you specialize in.

11 Yours faithfully

12 Brigitta Kaassen

1. LETTER HEAD / SENDER'S ADDRESS

The header of the letter is placed at the top of the page in accordance with the layout developed in advance.

The elements of the header are:

- corporate sign (logo),
- name of the company or organization,
- mailing address,
- subscriber numbers of operational means of communication (telephone, telefax, telex, as well as e-mail address).

If the firm is a branch, the main founder company is indicated. In some cases, the title includes information about the main line of business.

To avoid the overload of background information, some information, such as subscriber numbers, is sometimes moved to the bottom of the sheet.

An example of this arrangement of background information is a letter to the author of this textbook from the Executive Director of the Council for the International Exchange of Scholars announcing the award of a Senator Fulbright Scholarship for a research fellowship in the United States.

Council for International Exchange of Scholars	
	Mays, 2015
Dr. Viktor Slepovitch c/o Janet Demiray Public Affairs Officer American Embassy Department of State Washington, DC 20521-7010	
Dear Dr. Slepovitch:	
On behalf of the Council for International Exchange of Scholars, I congratulate you on your selection by the J. William Fulbright Foreign Scholarship Board for an award under the Mutual Educational Exchange (Fulbright) Program. This Council cooperates with the United States Information Agency and organizations abroad in the administration of the Fulbright program for university lecturers and research scholars.	
Enclosed is a booklet with important information relating to your sponsorship under the Fulbright program and several forms to be completed either upon your arrival in the United States or at the conclusion of your stay.	
Please read carefully the enclosed materials, particularly the "Terms and Conditions of Award," as listed on page 2 of the grant document. If you have any questions relating to your grant or program in the United States, Georgene B. Lovecky, your CIES program officer [tel. (202) 686-6251], will be most happy to assist you.	
You may wish to write to Dr. Swales to discuss in further detail your research interest prior to your arrival in Ann Arbor. Please keep us informed of your travel plans as soon as they are known so that we may arrange to issue your first grant payment in time for your arrival	
We look forward to welcoming you to the United States and hope you will have an enjoyable and successful stay.	

Sincerely,	
Jody K. Olsen Executive Director *Enclosures*	
3007 Tilden Street, N.W., Suite 5M, Washington, D.C. 20008-3009 Tel. 202/686-4000 • Fax 202/362-3442 • Internet: info@ciesnet.cies.org *Affiliated with the American Council of Learned Societies*	

A letterhead with a header gives more information about the company (organization). The header specifies the type of company. For example, abbreviation **Ltd**. (from Limited Liability) indicates that it is a limited liability company (company), which means that in bankruptcy the owners of the company or part of it are only liable for the capital they contributed when forming the company. For creditors, it is a warning that in bankruptcy they will only be able to get from the company what it owns, not personal funds of its shareholders. In the U.S. the abbreviation used in this case is abbreviation **Inc**. (from Incorporated). **PLC** (Public Limited Company) abbreviation means that the company's shares may be bought on public sale.

Examples of company names: **Johnson & Johnson Inc.; SP Wholesalers PLC; Hartley-Mason Inc.; Levi Strauss & Co.; Ultrasonic Ltd.**

The abbreviation **Co**. indicates that the company is a partnership (partnership) of two or more people. If it is a family concern, the added word is Son. Sons, Bros.

Partnerships can have either limited or unlimited liability. For example, F. Lynch & Co. Ltd. or R. Hughes & Son Ltd.

The header of the letter, along with the company's mailing address, includes the telephone number, fax number, and electronic mail address (E-mail). They may be preceded by the names of the Chairman (President) of the company and members of the Board of Directors.

If there is no letterhead with a company or organization name, the address without a letterhead, the address of the sender should be in the upper right-hand corner of the page.

2. REFERENCE

The document number is indicated for the convenience of working with correspondence. For example, when you receive a letter, (Your Ref.), when you reply to a letter (Our Ref.). This corresponds to the Russian notation of incoming and outgoing correspondence.

The document number can be digital (for example, 661/17, where 661 is the serial number of the document, and 17 is the number of department or division) or alphabetic (DS/MR, where DS are the author's initials and MR are the secretary's initials). Or mixed, alphanumeric (our ref.: mb/AP/101).

3. DATE

The date is listed below the sender's address on the right or left side of the page. Sometimes a line is skipped between the date and the sender's address. If there is a company letterhead with the address, the date is also usually on the right-hand corner of the page.

The month in the date should not be written as a number; for example, 11.01.20 means January 11, 2020 in the United Kingdom and November 1, 2020 in the United States.

Nor should the name of the month be abbreviated, e.g., Nov. instead of November. It looks sloppy. It is not so difficult to write the date in full, and then your letter will not get lost and will get into the right folder.

Often 'th' after a number is omitted in ordinal numerals. For example, 24 October instead of 24th October. Sometimes the name of the month is put first: October 24. It's a matter of choice, but you should stick to one form of date spelling.

4. INSIDE ADDRESS

The recipient's address appears below the sender's address on the opposite side of the page. The address information is listed in the same sequence as on the envelope, e.g:

Prof. Priscilla S. Rogers, School of Business Administration University of Michigan Ann Arbor, MI 48109-1234 U.S.A.

If the addressee's name and surname are known, they (together with a polite form of or title) are given before the address:

Mr. J.E. Smith or Mr. John Smith, not just Mr. Smith

There are the following polite forms of address:

Mr. (with or without a dot) as short for mister when addressing a man;

Mrs. when addressing a married woman;

Ms. can be used to refer to both married and unmarried woman;

Messrs, an abbreviation of the French Messieurs, is used to refer to two or more men (Messrs R. Jones and W. Parker) or in the name of a firm (Messrs Collier & Clerke & Co. the name of a firm (Messrs Collier & Clerke & Co.).

There are a number of special forms of address that are included in the address, such as scientists, medical and military titles (in which they are used in the place of Mr., Mrs., Ms.): Dr. (Doctor); Prof. (Professor); Capt. (Captain); Maj. (Major); Col. (Colonel); Gen. (General).

If you do not know the name of the addressee, you can use the title of the addressee: The Finance Director, The Sales Manager.

If you know only the name of firm, you can address a letter to its name: Soimdsonic Ltd.

Please note the recommended order of the address of the recipient:

- the name of a house or building
- house number and name of the street, avenue, etc.
- city and zip code
- country.

Industrial House 34-41
Craig Road Bolton
8TF UNITED KINGDOM

In some European addresses the house number is put after the street name. There is no need to rearrange it according to the U.S. and United Kingdom:

Agentura Carolina
Albertov 7 128 00
Prague 2
CZECH REPUBLIC

5. SALUTATION

An address, which is also a form of greeting, is placed below the internal address without indenting from the left border of the text.

The specific form of address depends on the addressee:

Dear Sir! - when addressing a man whose name you do not know.

Dear Sirs! - when addressing an organization (company).

Dear Madam! - When speaking to a woman (married or single) whose name you do not know.

Dear Sir or Madam: When speaking to someone whose name and gender you do not know.

Dear Mr. (or Dr., Prof.) Smith: (no initials or first name) when speaking to someone whose name you do not know.

Gentlemen: (Gentlemen!) - when referring to an organization (firm) in the United States.

6. SUBJECT

The header to the text of the letter gives its short and precise title. It comes after the addressee and opens with the word "Subject" or the abbreviation "Re. (from "regarding," "pertaining to"), for example:

Dear Mr. Thomson: Subject (Re. New Enrollment Rules)

7. BODY OF THE LETTER.

The text of the letter is divided into paragraphs, separated by one line space. The opening paragraph should state the nature of the problem or state of affairs, and the closing paragraph should summarize the information above.

If the essence of the business letter is simple, it is written in one paragraph. In cases where the sender is interested in responding as soon as possible, the text should end with the request: *I am looking forward to hearing from you soon.*

8. CLOSE

If the letter begins with Dear Sir, Dear Madam, Dear Sir or Madam (that is, no name), it ends with Yours faithfully, followed by the sender's signature and a line below with the sender's first and last name.

If the letter begins with Dear Mrs. Robinson, Dear Prof. Swales – it ends with Yours sincerely (Sincerely yours).

In the U.S., even official letters sometimes end with Yours truly (Truly yours). A casual letter may end with Best wishes or Best regards.

9. SIGNATURE

A space of 3-5 line spaces is usually left for the signature. In addition to the signature itself, the block includes an indication of the name of the author of the message, his position or rank, for example:

Yours faithfully,	*Yours sincerely,*
(signature) *John Brown* *Sales Manager*	*(signature)* *J. Howart, Ph.D.* *Department Head*

Sometimes in business correspondence the abbreviation r.r. (from "per pro" - "for and on behalf of"). Secretaries often put this term, when they sign letters on behalf of their supervisors, for example:

Yours faithfully,
(signature by Mazy Thomson)
p.p. J. Mill Managing
Director

10. FOR THE ATTENTION OF

The indication "For the attention of" a particular person means that it is desirable to know the content of the letter addressed to the organization. It may be necessary in cases where the sender does not have complete information about the addressee. It is usually placed under the inside address:

International Industries Ltd.
1-5 Greenfield Road
Liverpool L22 OPL
UNITED KINGDOM

For the attention of the Production Manager

11. SPECIAL MAILING INDICATION

If the letter is not sent by regular mail, a special note can be made about it under the date line, for example:

March 10, 2020
EXPRESS

12. CONFIDENTIAL

This notice means that the letter may only be opened by the addressee or a trusted person. The entry is made under the date or address as well as on the envelope.

March 10, 2020
CONFEDENTIA

13. INITIALS OF PERSONS IN CHARGE

Initialization marks are often used in large companies and departments to keep track of who exactly wrote and typed the text. The initials of the writer are in capital letters and the initials of the typist or operator are in lower case letters, for example: MM:pd; CJR/nr. If the letter was drafted and typed by one person, it is sufficient to include only the initials of the typist (operator).

14. ENCLOSURES

If additional materials are attached to the letter, such as brochures, price lists, etc., a note about it is made at the end of the letter (in the lower left corner): Enclosures (or abbreviated form: Eps.,Eps1.) If it is a number of documents, they can be listed:

Eps.: Application forms (2 copies)

15. COPIES

Copies of one letter may be sent to several people. This is marked with a c.s. (carbon soru), for example:

C.S.: Prof. S. Johnson; Dr. Thomas Burke

Where information about sending copies is undesirable in the opinion of the sender, it is omitted on external outgoing correspondence and marked b.c.s. on internal correspondence (blind carbon copies).

16. POST SCRIPT = P.S.

A postscript is additional information at the end of the letter that, for some reason, is not included in the main text. It is always placed as the final structural element of the letter with an indent from the previous element in 2-4 line intervals.

The beginning of the postscript is marked with the abbreviation "P.S." When preparing a text on the computer re-arranging of text blocks does not represent any difficulties, that is why the postscript in business correspondence is rather used to underline the most important detail of the message once again.

Below is a sample business letter that contains a response to the letter from a customer in Denmark that is quoted at the beginning. Note the structural elements of the letter and the open punctuation, which is considered the norm.

ULTRASONIC Ltd.
Warwick House, Warwick St., London SW2 IJF
Telephone (081) 566 1861 Fax (081) 566 1385

Your ref: 6 May 2020- Our ref: DS/MR

Date: 11 May 2020_

Ms. B. Kaassen Bredgade 51 D K 111 O Copenhagen K DENMARK

Dear Ms Kaassen,

Thank you very for your enquiry which we received today. I am enclosing our catalogue and price-list for the equipment you said you were interested in. I would like to draw your attention to pages 31-35 in the catalogue where you will find full details of the Omega range.

We would welcome any further enquiries you have and look forward to hearing from you.

Yours sincerely,

Kay Reynolds (Ms) p.p. D. Sampson Sales Manager

Enc.

QUESTIONS

1. The last sample letter in this section has additional elements of business correspondence. Name each of them.

2. After reading the structure of the letter and the samples of international letters, sketch on a sheet of paper the details of the letter in the order of their order. Give the English equivalents of the names of the requisites.

3. Name the British and American equivalents of the Russian abbreviation LLC (Limited Liability Company). How does the name of the firm reflect that it is a partnership of two or more people?

4. What is indicated in the title of the letter? What does the document number indicate?

5. Where and how is the date of the letter indicated?

6. How do you write the inside address (recipient address)?

7. What polite forms of address (and in what cases) are indicated before the names of the addressee?

8. Write an arbitrary version of the recipient's address in the United States, Great Britain, Canada, one of the European countries.

9. How does the letter begin and end if you do not know the last name and first name of the addressee?

10. What is the purpose of the abbreviation Re: on the next line after the address, and what does it mean?

11. What do you write in the opening paragraph of the letter? What is your version of the opening paragraph of a letter you are writing to an international student exchange organization asking for the terms of your summer exchange program and the opportunity to work at a summer camp in the United States?

UNIT 16
TYPES OF LETTERS

1. ENQUIRIES

Below are a few types of enquiry letters.

Dear Sirs,

Please would you send me your Spring catalogue and price-list quoting c.i.f. prices, Le Havre. Thank you.

Yours faithfully.

Dear Sirs,

I would like some information about your Proficiency courses in English beginning this July

Please send me a prospectus, details of your fees, and information about accommodation in London for the period July-December. If possible, 1 would like to stay with an English family.

Thank you.

B. Cottwold & Co. Ltd

Wesson House, Newell Street, Birmingham B3 3EL
Telephone: 021 236 6571 Fax: 021 236 8592 Telex: 341641

Satex S.p.A
Via di Pietra Papa
00146 Roma
ITALY

Your ref;
Our ref: C 351

6 February 2020_

Dear Sirs,

We were impressed by the selection of sweaters that were displayed on your stand at the «Menswear Exhibition» that was held in Hamburg last month.

We are a large chain of retailers and are looking for a manufacturer who could supply us with a wide range of sweaters for the teenage market.

As we usually place very large orders, we would expect a quantity discount in addition to a 20% trade discount off net list prices, and our terms of payment are normally a 30-day bill of exchange, documents against acceptance.

If these conditions interest you and you can meet orders of over 500 garments at one time, please send us your current catalogue and price-list. We hope to hear from you soon.

Yours faithfully.

L. Crane
Chief

2. REPLIES

In response to the request send letters composed according to the following plan:

Start. Address the customer by his or her first name. If the customer signed Mr. W. Green, begin the letter with Dear Mr. Green rather than Dear Sir, which would imply that you don't remember his name.

Thank the letter writer for making the request. Be sure to mention the date of the customer letter and the document number:

...Thank you for your enquiry of 6 June 1997 in which you asked about...

Thank you for your letter, NJ 1691, which we received this morning...

...I would like to thank you for your enquiry of May 10 and am pleased to tell you that we would be able to supply you with the...

Confirm readiness to assist. As soon as possible, let the client understands that you are in a position to provide the requested service.

...We have a wide selection of sweaters that will appeal to all ages, and in particular, the teenage market which you specified...

I am pleased to say that we will be able to deliver the transport facilities you require.

Suggesting alternatives. In the absence of requested product (service), if you have an alternative option, offer it to the client. You don't need to be critical of the product originally requested by the customer:

...and while this engine has all the qualities of the model you asked for, the 'Powerdrive' has the added advantage of having fewer moving parts, so less can go wrong. It also saves on oil as it...

...The model has now been improved, its steel casing having been replaced by plastic which is lighter, more durable and stronger...

Referring to another source. If you can't offer the customer the product you're requesting or its alternative, text them where he or she can place an order:

The book you mention is not published by us, but by Greenhill Education Ltd. If you would care to write to them, their address is...

Completion. At the end of the letter you should thank the client for the request and invite them to further cooperation:

Once again we would like to thank you for writing to us and would welcome any further points you would like us to answer.

Please write to us again if you have any questions, or call us at the above telephone number.

A sample letter that contains a response to a request:

Satex S.p.A.
Via di Pietra Papa, 00146 Rome, Italy
Phone: 769910 Fax: (06)681 5473 Telex 285136

Mr. L. Crane, Chief Buyer
B. Cottwold & Co. Ltd.
Nesson House
Newell Street
Birmingham B3 3EL
UNITED KINGDOM

Your ref.: C361
Our ref: D/1439

21 February 2020_

Dear Mr. Crane,
We are pleased to receive your enquiry, and to hear that you liked our range of sweaters.

There would certainly be no trouble in supplying you from our wide selection of garments which we make for all age groups. We can offer the quantity discount you asked for which would be 5% off net prices for orders over $2,000, but the usual allowance for a trade discount in Italy is 15%.

Enclosed you will find our summer catalogue and price-list quoting prices c.i.f London.

We are sure you will find a ready sale for our products in England as have other retailers throughout Europe and America, and we do hope we can reach an agreement on the terms quoted.

Thank you for your interest. We look forward to hearing from you soon.

Yours sincerely,

(signature)

D. Causio

Enel.

3. COMMERCIAL OFFER

With a letter like this, you must persuade the owner of the other to cooperate with you. Your proposal should be clear, it should clearly illustrate the benefits of your collaboration and the terms offered. That is why it is worth paying close attention to the drafting of a proposal for collaboration.

The most important things are the following:

1. Start by addressing the potential partner by name.
2. Introduce yourself (your name, what you/your company does, what you offer and what you expect from the partnership).
3. If your partnership has several objectives, be sure to include each of them in a separate paragraph.
4. Prove with facts and figures the advantages of cooperation.

Note: if this is an e-mail correspondence, be sure to include the subject line.

Mr Dean Hipp
General Director
Roses For You
4567 Camino Street
San Diego, CA

Mrs Olga Linnet
Perfect Wedding
9034 South Street
San Diego, CA
USA, 90345

March 10, 2016

Dear Mrs Linnet
Your wedding agency is becoming more and more popular in our city. I would like to help you make it more attractive to the customers. I am the owner of rose gardens, we grow fine roses all the year round. Roses would become a very good decoration for all wedding ceremonies. The prices are reasonable and include the designer service. More information you may find in the brochure attached.

Yours sincerely,

Mr Dean Hipp
General Director

4. ORDERS

Usually, orders are placed on special company letterheads, which are attached to the cover letter. The letter indicates the **enclosed order**:

Please find enclosed our Order No. B4521 for 25 'Clearsound' transistor receivers.
The enclosed order (No. R154) is for 50 reams of A4 bank paper.

In the letter you need to confirm the **terms of payment**:

We would like to confirm that payment is to be made by irrevocable letter of credit which we have already applied to the bank for.

Negotiated **discounts** must also be confirmed:

...and we will certainly take advantage of the cash discounts you offered for prompt settlement.

A cover letter specifies the date and method of delivery

It is essential that the goods are delivered before the beginning of November in time for the Christmas rush
...and please remember that only air freight will ensure prompt delivery.

Pay attention to the supplier's method of **packaging**:

The machines must be well greased with all movable parts secured before being loaded into crates, which must be marked.

The **completion** of the cover letter can be as follows:

We will submit further orders, if this one is completed to our satisfaction
If the goods sell as well as we hope, we shall send further orders in the near future
I look forward to receiving your confirmation.

The sample:

B. Cottwold & Co. Ltd
Nesson House, Newell Street, Birmingham B3 3 EL
Phone: 021 236 6571 Fax: 021 236 8592 Telex: 341641

Satex S.p.A.
Via di Pietra Papa
00146 Rome
ITALY

Attn. Mr. D. Causio

Your ref: D/1439

Our ref: Order DR 4316 9

March 20-

Dear Mr. Causio,

Please find enclosed our order No. DR 4316 for men's and boys' sweaters in assorted sizes, colours and designs.

We have decided to accept the 15% trade discount you offered and terms of payment viz. documents against payment, but would like these terms reviewed in the near future.

Would you please send the shipping documents and your sight draft to Northmin- ster Bank (City Branch), Deal Street, Birmingham B3 ISQ.

If you do not have any of the listed items in stock, please do not send substitutes in their place.

We would appreciate delivery within the next six weeks, and look forward to your acknowledgment.

Yours sincerely,

(signature)

Lionel Crane Chief Buyer

Enc.: order form No. DR 4316

ORDER No. DR 4316

B. Cottwold
Nesson House, Newell Street, Birmingham B3 3EL
Phone: 021 236 6571 Fax: 021 236 8592 Telex: 34641

Satex S.p.A
Via di Pietra Papa
00146 Roma ITALY

Authorized.
(signature)

Quantity Item description Cat	Price No. c.i.f. London
50 V Neck 30 Red/20 Blue	R 432 £ 13.80 each
30 Roll Neck: 15 Black/15 Blue	N 154 £9.40»
30 Crew Neck: 15 Green/15 Beige	N 154 £ 16.00 «
40 Crew Neck: pattern Note: Subject to 5% quantity discount	R541 £ 12.60 «

Comments: 15% Trade Disc. Pymt. D/P Del. 6 weeks

Date: 9 March 2020

5. COMPLAINTS

If you have to write a letter of reprimand, do it as soon as you discover a mistake, defect, etc. There is no need to begin the letter with an apology (We regret to inform you about...or I am sorry to have to write to you about...). It will only weaken your position. The beginning of the letter can go like this:

We would like to inform you...

I am writing to complain about...

I am writing with reference to Order No.

The style of the complaint letter should be neutral. Avoid harsh language and words (“infuriated,” “enraged”). You can express your dissatisfaction in this way:

> This is the third time this mistake has occurred, and we are far from satisfied with the service you offer.
>
> Unless you fulfill our orders efficiently in the future, we will have to consider other sources of supply.
>
> Please ensure that this sort of problem does not arise again

If you know the reason for the error, politely point it out to the supplier:

> Could you ask your accounts department to check my code carefully in future? My account number is 246-642, and they have been sending me statements coded 642-246.

If you know how to correct the error, let your supplier know:

> The best solution would be for me to return the wrong articles to you, postage and packing forward.

When responding to a complaint, inform the customer that you received the complaint and thank them for the information:

> Thank you for your letter of 6 August informing us that...

> We would like to thank you for informing us of our accounting error in your letter of 7 June.

If the complaint is justified, explain the origin of the error without blaming your employees (since you hired them, you are responsible for their actions):

> The mistake was due to a fault in one of our machines, which has now been corrected
>
> It is unusual for this type of error to arise, but the problem has now been dealt with.

After admitting your responsibility and explaining what happened, now correct the error as soon as possible and let the customer know:

The material you complained about has been withdrawn. Its fault was in the weave of the cloth, and this was due to a programming error in the weaving machines themselves. This has been corrected, and replacement materials are now being sent on to you

If you don't agree with the complaint, be firm but polite. But even if you deny responsibility, try to explain the merits of the problem:

Our factory has now inspected the stereo unit you returned last week, and they informed us that it has been used with the wrong speakers and this had overloaded the circuits. We can repair the machine, but you will have to pay for the repairs as misuse of the unit is not included under our guarantee.

The final part of the letter should say that the error is an unfortunate exception, and apologize for the inconvenience:

In closing we would like to apologize for the inconvenience, and also point out that this type of fault rarely occurs in the Omega 2000.

Finally, may we say that this was an exceptional mistake and is unlikely to occtir again. Please accept our apologies for the inconvenience.

Sample letter of complaint about receipt of damaged goods:

B. Cottwold & Co. Ltd
Nesson House, Newell Street, Birmingham B3 3EL
Telephone: 021 236 6571 Fax: 021 236 8592

Satex S.p.A.
Via di Pietra Papa
00146 Roma ITALY

Your Ref:

Our Ref:

Our order No. 14478

Date: 15 August 2020_

Dear Mr. Causio,

I am writing to you to complain about the shipment of sweaters we received yesterday against the above order. The boxes in which the sweaters were packed were damaged, and looked as if they had been broken open in transit. From you invoice No. 18871 we estimate that thirty garments have been stolen to the value of £150. And because of the rummaging in the boxes, quite a few other garments were crushed or stained and cannot be sold as new articles in our shops.

As the sale was on a c.i.f. basis and the forwarding company your agents, we suggest you contact them with regard to compensation. You will find a list of the damaged and missing articles attached, and the consignment will be put to one side until we receive your instructions.

Yours sincerely,

(signature)

L. Crane,
Chief Buyer

Sample response to a complaint:

Dear Mr. Crane,

Thank you for informing us about the damage to our consignment (Inv. No. 18871). From our previous transactions you will realize that this sort of problem is quite unusual. Nevertheless, we are sorry about the inconvenience it has caused you.

Please would you return the whole consignment to us, postage and package forward, and we will ask the shipping company to come and inspect the damage so that they can arrange compensation. It is unlikely that our insurance company needs to be troubled with this case.

If you want us to send you another shipment as per your order No. 14478, please let us know. We have the garments in stock, and it would be no trouble to send them within the next fortnight.

Yours sincerely,
D. Causio

6. LETTER OF INVITATION

More often than not, business letters of Invitation are sent to invite you to company-related events.

Dear Charles Milton,

I would like to invite you to a seminar that I'm confident will interest you.

The 3D Technologies Seminar held at the Moscow Crocus Congress Centre on June 13 will feature lectures by several key programmers and designers in the field of 3D modeling, with topics including trilinear filtering, anti-aliasing and mipmapping.

I am enclosing 3 tickets for you. I hope that you decide to attend and I am looking forward to seeing you there.

Best regards,

Igor Petrov ,
Managing Director Ltd. The company “Center”
Tel: +7 912 XXXXXXX

7. CONGRATULATION

Gentlemen:

We have learned from the press that you have opened a new branch office in Rochester, NY. We wish you success and good luck. We also want to express the hope that our business relationships will continue to develop in the same pleasant and trusting manner.

Sincerely yours,

Dear Mr. Johnson:

I am delighted to hear of your new appointment to the Board. The years you have worked for the company have been rewarded, and I am sending you my very best wishes for the future.

Yours sincerely.

8. CONDOLENCE

Dear Colleagues;

I was grieved to hear of the death of NN, and wish to express my heartfelt sympathy to you and to the members of your firm. My colleagues join with me in expressing deep regret at his/her passing away.

Dear Sirs,

I have just heard with profound regret of NN’s death after a long illness. As you know, we enjoyed NN’s friendship and hospitality on so many occasions that we feel his passing in a very personal sense and well understand how greatly you will miss him. You have our deepest sympathy.

Yours very truly

9. LETTER OF THANKS FOR HOSPITALITY

Dear Prof. N:

On behalf of myself and my colleagues I would like to extend my thanks to you and your staff for your hospitality during our recent visit to your department. We were greatly impressed by all that we saw and enjoyed our discussions with you during our too brief stay.

It would be a great pleasure to show you our facilities here in Minsk.

Should you or any of your colleagues visit Belarus, we would be delighted to show you our new unit.

Once again, thank you for your gracious hospitality.

Yours sincerely.

Dear Mr. N:

Now that my colleague and 1 have returned to Minsk, we would once again like to thank you for the arrangements which you so kindly made on our behalf in fixing appointments for us.

We hope on our next visit to London to have the pleasure of seeing you once more.

Yours sincerely.

TASKS

1. Write a letter of inquiry from your organization about the possibility of supplying of athletic shoes for boys and girls.
2. Write a response to the request to supply athletic shoes with an affirmation of willingness to help and trying to convince the new client of the prospective relationship with your company.
3. Make an order for a batch of goods with confirmation of payment terms, drawing the supplier's attention to the method of packaging.
4. Write a letter of reclamation about receiving damaged goods.
5. Respond to a business partner with a valid complaint about the late delivery of a shipment of merchandise.

6. Contact the firm supplying the furniture manufacturing equipment, Ask for an opportunity to obtain their products on credit. Convince the supplier of your reliability as a partner.

7. Draw up a letter of inquiry about the possibility and conditions of transportation of cargo by rail.

8. Inform your customer-importer about the shipment being shipped by truck. Your customer-importer to send the shipment by truck, giving details of the packaging, weight, value, and other details accompanying documents.

9. Instruct your bank to make a transfer for the shipment.

10. Write brief letters to your business partners:

- congratulating them on their successful participation in the trade show;
- expressing your condolences on the death of the CEO;
- thanking them for welcoming your employees during their business trip;
- an apology for any delay in product delivery caused by due to force majeure;
- an invitation to participate in your firm's 20th anniversary celebrations of your firm;
- with the recommendation of your colleague to participate in negotiations on topics of interest to both of your firms.

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