A. V. Sukhova

ДІЛОВА АНГЛІЙСЬКА МОВА

Навчально-методичний посібник
для студентів спеціальності «Переклад»
і студентів економічних спеціальностей

A. Sukhova

BUSINESS ENGLISH

Book for the students of «Translation and Interpreting» department
and students of economic specialties

Затверджено
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радою НТУ «ХПІ»,

Харків
НТУ «ХПІ»
2016
Посібник охоплює дев’ять розділів, які за змістом відносяться до різного роду ділових та професійних ситуацій і забезпечують засвоєння фонових знань і найбільш уживаної лексики. Подано автентичні матеріали, різнomanітні вправи, тематичні словники у кожному розділі та двомовний абетковий словник наприкінці підручника.

Розраховано на студентів спеціальності «Переклад» і студентів економічних спеціальностей.

Сухова А.В.


ISBN

The book includes nine units that are related to different kinds of business and professional situations and ensure background knowledge and the most used lexical units acquisition. The book presents authentic materials, various exercises, topic vocabulary introduced in each unit and bilingual alphabetical vocabulary at the end of the book.

For the students of «Translation and Interpreting» department and students of economic specialties.

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Вступ

Навчально-методичний посібник «Ділова англійська мова» призначено для студентів спеціальності «Переклад» і студентів економічних спеціальностей.

Метою посібника є допомога студентам у засвоєнні певних фонових знань, ознайомленні зі спеціальною термінологією ділового мовлення, вдосконаленні вмінь і навичок практичного володіння англійською мовою.

Посібник, побудований за тематичним принципом, включає в себе дев’ять розділів: робота, започаткування нового бізнесу, бізнес-план, менеджмент, ділове листування, переговори, презентації, контракти, діловий етикет.

Посібник має чітку структуру: кожний розділ складається зі списку слів, які сприяють засвоєнню основного тексту, та тренувальних і творчих вправ, спрямованих на оволодіння новою лексикою.

У кінці посібник містить англо-український та українсько-англійський словники ділової лексики, яка зустрічається в текстах та завданнях посібника.
The Kind of Job You Want

The first step in a successful search for a job is to decide on the kind of job you want and the kind you are qualified for. This means that first you should answer the questions “What can I do well?” and “What do I really want to do?”

Begin by thinking about the work you can do. Include work you have been trained to do, work you have actually done, and work you enjoy doing. Therefore, you have to answer some questions:

- Do you like to work with your hands?
- Do you like to work outdoors?
Do you like to work with others?

Next, talk to as many people as possible about your job interests and concerns. Talk to your friends, neighbours, and your family or relatives. These contacts may help you to get more information about different jobs; to form a “network” of people interested in helping you; to find people who work (or who know people who work) in the area of your interest; each discussion will give you additional practice in expressing yourself.

Now when you know the kind of job you want, the next question to answer is “Where can I find that job?”.

People use many methods of finding a job. They answer job advertisements (want ads), or apply directly to employers. Of course, some methods are better than others are.

“Want Ads”

“Want ads” are job advertisements you can find in the classified advertising section of newspapers, professional or trade journals. You should read the “want ads” at least for two reasons:
- to learn more general information about jobs available;
- to learn specific information about a particular job that is of interest to you.

The ad may tell you about the education and work experience required for the job, the location of the job, the working hours, and the pay. It also tells you how to apply for that particular job.

Some “want ads” say that certain qualifications are required, while other qualifications are preferred or hoped for. The employer will try to find someone who has all of the required and preferred qualifications. However, no one has all the qualifications that the employer requires and prefers, he may hire someone who has only some of those qualifications. It is usually best to apply only for jobs for which you have at least all the required qualifications. However, this is not always true.

Not all “want ads” are easy to read. The longer a “want ad” is, the more money it costs to print. In order to save money, employers leave unnecessary words out of the advertisement. They also use abbreviations.

There are many good reasons for using the “want ads” in your job search. The following suggestions will help you use “want ads” effectively:
- Remember that “want ads” are only one of the methods you may use. Save time to use other methods.
- Reading all the “want ads” you will learn useful general information.
- Avoid ads that make unrealistic offers.
- Analyse ads that are of interest to you.
- Determine your qualifications for that job.
- Act quickly, effectively and stay cheerful!

Exercises
1. **Answer the following questions:**
   1. What is the first step in a successful search for a job?
   2. What questions do you have to answer in order to decide what kind of work you can do?
   3. Why is it necessary to talk to as many people as possible about your job interests and concerns?
   4. What methods of finding a job are mentioned in the text?
   5. Where can one find job advertisements?
   6. What are two reasons for reading “want ads”?
   7. What information can a job advertisement contain?
   8. What is the difference between required and preferred qualifications?
   9. Why is it sometimes difficult to read “want ads”?
   10. Remember all the suggestions that can help you use “want ads” effectively.

2. **Give explanations to the following words.**
   Qualifications, network, appointment, abbreviation, method, offer.

3. **Use the following words to complete the text.**

<table>
<thead>
<tr>
<th>job requirements</th>
<th>candidate</th>
<th>job advertisement</th>
<th>experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>job vacancy</td>
<td>interview</td>
<td>job title</td>
<td>career prospects</td>
</tr>
<tr>
<td>personal details</td>
<td>covering letter</td>
<td>resume</td>
<td>salary</td>
</tr>
<tr>
<td>short list</td>
<td>appointment</td>
<td>working conditions</td>
<td>qualifications</td>
</tr>
</tbody>
</table>

The company usually advertises the **job vacancy** in a newspaper. The **job advertisement** usually gives the **job title** and describes the **job requirements**. It sometimes gives the **salary** and gives the description of the **working conditions** as well.

The applicant then sends in a **covering letter** and a **resume** or **curriculum vitae**, which gives **personal details** and lists **qualifications** and **experience**. The company then makes a **short list** of the most suitable candidates and invites them for an **interview**. The company then chooses the best **candidate** and makes an **appointment**.

4. **Phrasal verbs.**

| get across | to succeed in communicating an idea or piece of information to someone, or to be communicated successfully |
| get ahead  | to be successful and do better than other people in a job or work |
| get at     | to discover information, especially the truth about a situation |
| get behind | if you get behind with a job, payments, rent etc., you do not do or pay as much of it as you should have by a particular time |
| get into   | to begin to be involved in doing something |
| get out    | if information gets out, a lot of people then know it although it is meant to be secret |
| get over   | to successfully deal with a problem or difficulty |
| get through| to do an amount of work |
Fill in the correct preposition:

1. It is important that we get this message ____ to voters.
2. I was determined to get ____ the truth.
3. You can always catch up later if you get ____.
4. She was starting to get ____ politics.
5. She soon found that it was not easy to get ____ in the movie business.
6. We have to make absolutely certain that none of this gets ____.
7. I do not know how we’re going to get ____ this problem.
8. We have got ____ half the application forms this morning.

5. Read and discuss sample “want ads”. Which of them do you think you should ignore? Why?

A. The KYIV POST is looking for a Marketing Associate

Young and provocative person with social networking basic experience and good command of English.

Requirements:
- marketing background;
- experience in media marketing;
- positive “can do” attitude;
- experienced PC user, advanced user of Windows, good knowledge of Microsoft Office (including Power Point).

Duties and responsibilities:
- promotion of the Kyiv Post on Facebook, Twitter (70 per cent of time);
- marketing activities assistance (30 per cent of time): planning and organising events, special projects preparation, ad campaigns, creating advertisements and announcements in cooperation with designer, website administration, work with charity projects and media partnerships.

We need someone who is: proactive, dutiful, creative, gifted, people-oriented, results-oriented, and stress-resistant.

To apply:
Please send your CVs and cover letters with desirable salary to hr@kyivpost.com; indicate the job title in the message subject.

B. Position Title:
Library Outreach Coordinator

IREX seeks a qualified professional to fill the position of Library Outreach Coordinator for the Bibliomist programme. This position will serve as a liaison with libraries that are a part of the Bibliomist programme or are interested in participating. This position requires a librarianship background and will be located in Kyiv.

Description of Responsibilities:
• coordinate contests to select libraries to participate in the Bibliomist programme;
• serve as the primary Bibliomist liaison with rayon and city library systems participating in the Bibliomist programme;
• assist the Partnerships Coordinator in tracking programme developments on the oblast-level through coordination with the programme’s oblast representatives;
• advise the team on various aspects of the relationship between Bibliomist and libraries and on issue related to library development in Ukraine.

Qualifications:
Candidates must have at least two-year experience working as a librarian in Ukraine, with direct experience providing innovative library services to users and have a strong command of English.

To apply:
Please email your cover letter and resume in English and salary history with the subject line “CDS/LOC/MU” to resumes.gl@irex.ua.

C. Do you want to earn big $$$?
$ 1,000 EVERY WEEK!
For life! Work at home, simple, safe, guaranteed!
Write P.O. Box 1234, Dept. 524,
Palm Lakes, 22334

6. Write your own job advertisement.
Unit 2. Starting a New Business

Active Words and Phrases

according to – відповідно до
affect – впливати
arrange – домовлятися; упорядковувати
assessment – оцінка
career – кар’єра
carry out – виконувати
city council – міська рада
competition – конкуренція
cost – вартість
decline – зменшуватися; іти на спад; відхиляти
diffuse – поширювати
due to – завдяки; внаслідок
efficiency – ефективність
entrepreneur – підприємець
entrepreneurship – підприємництво
face – зіткатися
fail – зазнавати невдачі
financial losses – фінансові збитки
hands-on – практичний
hired manager – найманий менеджер
industries – галузі промисловості
innovation – нововведення; раціоналізація
investment – інвестування; капіталовкладення
large business – великий бізнес
make a decision – приймати рішення
market – ринок
meet an objective – досягати мети
operate – керувати; працювати
output – виробіток (продукції)
own – володіти
profit – прибуток
property – майно
responsible – відповідальний
revenue – прибуток
seek – шукати; домагатися
service – послуга
share – доля; частка
similar – схожий
small business – невеликий бізнес
start a company – заснувати компанію
How to Start and Operate a Business

There are numerous reasons that make people think about owning a business of their own. Personal independence, unlimited profit potential, the opportunity to work at something that they really love and at hours they choose are some of the reasons people have given for trying entrepreneurship. Many business leaders begin their careers as entrepreneurs after four years of undergraduate college training and even additional graduate school training.

Many colleges now offer programmes that teach students how to start and operate a business. Basic information is combined with hands-on experience and the advice of successful business consultants. These programmes help potential entrepreneurs to decide whether their own ideas are good and how to follow through with them. With the high rate of business failure, this approach can prevent personal financial losses.

A common way to learn about a business, and the opportunities for starting one similar to it, is to learn while working for someone else. It provides a source of steady income to people while they are planning to start their own business. About 50 per cent of entrepreneurs start their businesses in industries in which they have some experience.

Evidence shows that people who come from families whose members were in business themselves are more likely to start their own companies. Unfortunately, the record shows that two out of three new businesses fail within their first four years.

Risks and Benefits of Starting a New Business

According to the report “The State of Small Business”, the share of small business output has been declining since the early 1960s. Large companies, in part due to their efficiency, have taken over markets that previously belonged to small businesses. Nevertheless, estimates showed that small businesses, defined by the Internal Revenue Service as businesses having fewer than 500 employees, accounted for 39 per cent of all the goods and services produced in America.

According to the report, small businesses face many other problems. Bad economic times affect small businesses more than they do big businesses. In addition, small business profits tend to fall faster, and small businesses are more likely to fail. According to the President’s report, “The larger the firm is, the better chance it has of surviving”. The report also said, “A firm with 21–50 employees has a 54 per cent chance of surviving four years. A firm of under 20 employees has a 37 per cent chance of surviving four years”.

What are the problems that small businesses face now? The National Federation of Independent Business reported that the four top problems small
businesses facing at the time were taxes, slow sales, the high cost of borrowing money and competition from other businesses. On the bright side, the innovativeness of entrepreneurs in small businesses is likely to enable a small business to react quickly and successfully to changing times. The report points out that 80 per cent of new jobs are provided by businesses with 100 or fewer employees. Small businesses produce twice as many innovations per employee as larger firms. Those innovations are the source of new jobs and new opportunities for entrepreneurs.

Where is entrepreneurship most likely to be welcomed? The answer is in a small business. In fact, the word “entrepreneur” is frequently used to define a small business owner, since the owners of small businesses usually carry out many of the functions of those businesses themselves. In a large business the tasks of organising and operating are done by many hired managers.

Large and small businesses organise in different ways to meet their objectives. Risk is diffused in corporations. Corporate leaders may risk their own jobs when they make major decisions that affect the future of the corporation negatively. However, even if they lose their jobs, they have not lost personal investments. Because of the tremendous resources available to a big business, a major failure in a large corporation is less likely to close that business than a similar disaster in a small business. Nevertheless, risk and size are only a part of the story.

The very nature of the corporate business environment may not be suited to the independent personality and motivation of the typical entrepreneur. Large corporations may want bright and creative entrepreneurial talent to develop new or improved products or services. But large corporations, with their established procedures and layers of management authority, are seen as limiting innovation and the freedom the independent entrepreneur seeks.

**Exercises**

1. **Answer the following questions:**
   1. What is the report “The State of Small Business” about?
   2. What problems do small businesses face?
   3. What information does the President’s report contain?
   4. What is the innovativeness of entrepreneurs in small businesses likely to make?
   5. Where is entrepreneurship most likely to be welcomed?
   6. What does the word “entrepreneur” mean?
   7. Who does the tasks of organizing and operating in a large business?
   8. What kinds of risk do small and large businesses take?
   9. What do independent entrepreneurs seek?
   10. To sum up, make a list of all risks and benefits of starting a new business.

2. **Give the English equivalents of the following phrases.**
Завдяки ефективності, товари та послуги, зіткатися з проблемами, шанс продовжити існування, інноваційні ідеї підприємців, виконувати багато функцій, найманий менеджер, приймати важливі рішення, велика корпорація, удосконалена продукція, встановлений порядок дій.

3. Match each word in the left-hand column with its meaning in the right-hand column.

| 1) business  | a) the possibility that something bad, unpleasant, or dangerous may happen |
| 2) report    | b) a big company, or a group of companies acting together as a single organisation |
| 3) motivation | c) an amount of money that you must pay to the government according to your income, property, goods etc. and that is used to pay for public services |
| 4) corporation | d) an organisation such as a company, shop, or factory that produces or sells goods or provides a service |
| 5) revenue   | e) money that a business or organisation receives over a period of time, especially from selling goods or services |
| 6) risk      | f) a written or spoken description of a situation or event, giving people the information they need |
| 7) entrepreneur | g) the quality of doing something well and effectively, without wasting time, money, or energy |
| 8) efficiency | h) the introduction of new ideas or methods |
| 9) tax       | i) the reason why you want to do something |
| 10) share    | j) the part of something that you own or are responsible for |
| 11) innovation | k) someone who starts a new business or arranges business deals in order to make money, often in a way that involves financial risks |

4. Phrasal verbs.

<table>
<thead>
<tr>
<th>phrasal verb</th>
<th>definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>bring back</td>
<td>to start to use something again that was used in the past</td>
</tr>
<tr>
<td>bring down</td>
<td>to reduce something to a lower level</td>
</tr>
<tr>
<td>bring forward</td>
<td>to change an arrangement so that something happens sooner</td>
</tr>
<tr>
<td>bring in</td>
<td>to earn a particular amount or produce a particular amount of profit</td>
</tr>
<tr>
<td>bring out</td>
<td>to produce something that will be sold to the public</td>
</tr>
<tr>
<td>bring through</td>
<td>to help someone to successfully deal with a very difficult event or period of time</td>
</tr>
<tr>
<td>bring together</td>
<td>to arrange for people to meet and do something together</td>
</tr>
<tr>
<td>bring up</td>
<td>to mention a subject or start to talk about it</td>
</tr>
</tbody>
</table>

Fill in the correct preposition:

1. The government hopes these measures will help to bring _____ inflation.
2. We brought ____ researchers from three different universities to work on the project.
3. The city council has declined to bring ____ the old electric trams.
4. The sale of the house only brought ____ about £ 45,000.
5. The meeting has been brought ____ to Thursday.
6. Why did you have to bring ____ the subject of money?
7. He is bringing ____ a new album next month.
8. Both my children have brought me ____ extremely difficult times since my husband died.

5. Use one of the words or word combinations from the box to fill each gap.

<table>
<thead>
<tr>
<th>problem solving</th>
<th>production</th>
<th>business plan</th>
<th>office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>social skills</td>
<td>efficiency</td>
<td>leadership models</td>
</tr>
</tbody>
</table>

1. Business is creation of all these activities: ……………, distribution, and sale.
2. Modern business is done chiefly in ……………, and office work usually means various forms of communication.
3. Few managerial activities have such potential for improving the …………… of an organisation as staff assessment.
4. A …………… is a document used to start a new business or get funding for a business that is changing in some significant way.
5. ……………, by definition, is a function of planning, organising, coordinating, directing and controlling.
6. Managers need …………… to motivate and communicate effectively.
7. One of the most outstanding …………… was developed by Dr. Hersey and Dr. Blanshard at Ohio State University.
8. Many decisions are difficult to make since they involve …………….

6. Translate the following from Ukrainian into English in written form.

Тридцять років тому соціальна відповідальність складалася з трьох аспектів. По-перше, бізнесмени повинні були дотримуватися спільних моральних принципів. По-друге, необхідно було поліпшувати умови роботи для підлеглих. І останнє, соціальна відповідальність включала в себе ідею про те, що підприємці повинні робити вклад у культурну діяльність. Іншими словами, слід було брати активну участь у житті суспільства.

У наш час існує новий підхід до соціальної відповідальності. Багато людей вважають, що комерційна діяльність повинна намагатися задовольнити потреби та інтереси суспільства. Через це громадськість очікує більшого від підприємців. Вони змушені виробляти більш безпечну продукцію, найти на роботу людей, які відносяться до меншин,
Unit 3. Business Plan

Active Words and Phrases

benefit – вигода; перевага
business plan – бізнес-план
capture the imagination – захоплювати уяву
cash flow – рух готівки
compile – збирати
complementary skills – додаткові навички
consistent – послідовний
cumulative earnings – суккупний прибуток
data (singular – datum) – дані
draw a conclusion – робити висновки
economic viability – економічна життєздатність
exploit – використовувати (у своїх інтересах)
feasibility – придатність
huge gap – колосальна розбіжність
kite – паперовий змій
mankind – людство
objective – мета
outline – план; схема
outperform – перевершувати
ownership – право власності
prospects – перспектива
prudent – розсудливий
sample – зразок
savings – заощадження
selling tool – засіб реалізації
solicit – наполегливо просити
stable – стабільний
start-up entrepreneur – підприємець-початківець
unconvincing argument – непереконливий аргумент
undertaking – справа; починання
venture – підприємство; ризиковане починання
weakness – слабке місце
What is a Business Plan?

The primary value of your business plan will be to create a written outline that evaluates all aspects of the economic viability of your business venture including a description and analysis of your business prospects. A business plan is an essential step for any prudent entrepreneur to take, regardless of the size of the business.

First and foremost, it will define and focus your objective using appropriate information and analysis. You can use it as a selling tool in dealing with important relationships including your leaders, investors and banks. You can use the plan to solicit opinions and advice from people, including those in your intended field of business, who will freely give you invaluable advice. Your business plan can uncover omissions and weaknesses in your planning process.

Six Steps to a Great Business Plan

Start-up entrepreneurs often have difficulty writing out business plans. To make it easier, here are six steps that will get you to a worthwhile plan:

1. Write out your basic business concept.
2. Gather all the data you can on the feasibility and the specifics of your business concept.
3. Focus and refine your concept based on the data you have compiled.
4. Outline the specifics of your business. Using a “What, where, why, how” approach might be useful.
5. Put your plan into a compelling form so that it will not only give you insights and focus but, at the same time, will become a valuable tool in dealing with business relationships that will be very important to you.
6. Review the sample plans.

Factors Producing a Successful Business

A sound business concept. The single most common mistake made by entrepreneurs is not picking the right business to begin with. The best way to learn about your prospective business is to work for someone else in that business before beginning your own. There can be a huge gap between your concept of a fine business and reality.

Undertaking of your market. A good way to test your undertaking is to test market, your product or service before you start. Do you think you have a great kite that will capture the imagination of kite fliers throughout the world? Then hand-make some of them and try selling them first.

A healthy, growing and stable industry. Remember that some of the great inventions of all time, like airplanes and cars, did not result in economic benefit for many of those who tried to exploit these great advances. For example, the cumulative earnings of all airlines since Wilber Wright flew that first plane are less than zero. (Airline losses have been greater than their profits.) Success comes to those who find businesses with great economics and not necessarily great inventions or advances to mankind.
Capable management. Look for people who you like and admire, have *complementary skills* and are smarter than you are. Plan to hire people who have the skills that you lack. Define your unique ability and seek out others who turn your *weaknesses* into strengths.

Able financial control. You will learn later the importance of becoming qualified in accounting, computer software and *cash flow* management. Most entrepreneurs do not come from accounting backgrounds and must go back to school to learn these skills. Would you bet your *savings* in a game where you do not know how to keep score? People mistakenly do it in business all the time.

A *consistent* business focus. If you think of specific products or services, you will find that specialists will *outperform* non-specialists. Zero in on something you can do so well that you will not be subject to competing with someone with a lower price.

**Exercises**

1. **Answer the following questions:**
   1. What is the primary value of any business plan?
   2. How can a business plan help start-up entrepreneurs?
   3. Name six steps to a great business plan.
   4. What approach can be helpful in planning business?
   5. Have you ever seen sample plans? Where can they be found?
   6. Make a list of factors producing a successful business. Which of them is, to your mind, the most important factor?
   7. What is the most common mistake made by entrepreneurs?
   8. Does success come to people who find businesses with great economics or great inventions and advances to mankind?
   9. Is it advisable to hire people who are smarter than you are?
   10. Try to give some general advice to all start-up entrepreneurs that you consider to be the most useful one.

2. **Match each word in the left-hand column with its meaning in the right-hand column.**

<table>
<thead>
<tr>
<th>1) funds</th>
<th>2) ownership</th>
<th>3) partner</th>
<th>4) motivation</th>
<th>5) undertaking</th>
<th>6) plan</th>
<th>7) feasibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a) eagerness and willingness to do something without needing to be told or forced to do it</td>
<td>b) a set of actions for achieving something in the future, especially a set of actions that has been considered carefully and in detail</td>
<td>c) the fact of owning something</td>
<td>d) chances of future success</td>
<td>e) the chances that something has of happening or being successful</td>
<td>f) an important job, piece of work, or activity that you are responsible for</td>
</tr>
</tbody>
</table>
8) investor

h) a sudden clear understanding of something or part of something, especially a complicated situation or idea

9) insight

i) someone or something that has not been included, either deliberately or because someone forgot

10) prospects

j) someone who gives money to a company, business, or bank in order to get a profit

11) omission

k) one of the owners of a business

**3. Complete the sentences using the text.**

1. A business plan is an essential step … , regardless of the size of the business.
2. … omissions and weaknesses in your planning process.
3. Start-up entrepreneurs often have difficulty …. 
4. The best way to learn about your prospective business is … .
5. There can be … between your concept of a fine business and reality.
6. For example, … of all airlines since Wilber Wright flew that first plane are less than zero.
7. Plan to hire people who have the skills … .
8. If you think of specific products or services, you will find … .

**4. Phrasal verbs.**

<table>
<thead>
<tr>
<th>Verb</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>write away</td>
<td>to write a letter to a company or organisation asking them to send you goods or information</td>
</tr>
<tr>
<td>write for</td>
<td>to reply to a letter that someone sent you, by writing a letter to them</td>
</tr>
<tr>
<td>write down</td>
<td>to reduce the value of an asset as shown in a company’s accounts</td>
</tr>
<tr>
<td>write in</td>
<td>to write a letter to an organisation to give an opinion, ask for information etc.</td>
</tr>
<tr>
<td>write into</td>
<td>to add or include something in a contract, agreement etc.</td>
</tr>
<tr>
<td>write off</td>
<td>to decide that someone or something is useless, unimportant, or a failure</td>
</tr>
<tr>
<td>write out</td>
<td>to write something on paper, especially in a neat and clear way, including all the necessary details</td>
</tr>
<tr>
<td>write up</td>
<td>to increase the value of an asset, usually land or a building, as shown in a company’s accounts</td>
</tr>
</tbody>
</table>

**Fill in the correct preposition:**

1. The giant hospital chain said it would write ____ about $ 100 million in assets and reserves.
2. I have written ____ their free catalogue.
3. The company can periodically write ____ the value of certain assets if its directors think the assets are worth more than the purchase price.
4. The children were asked to choose their favourite poem and write it ____ in their best handwriting.
5. If you would like a copy of our fact sheet, please write ____, enclosing a stamped addressed envelope.

6. We have written the project ____ as a non-starter.

7. I wrote ____ to them immediately, thanking them for their kind invitation.

8. It was written ____ in his contract that he had to make two records a year.

5. **Make up and write down sentences of your own with the following collocations.**

   - investment bank
   - sense of responsibility
   - data collection and processing
   - to establish contacts
   - to sustain competition
   - equal partners
   - current trend
   - success in business
   - to draw a conclusion
   - to receive money from somebody for something
   - unconvincing argument
   - to take pains to do something
   - to obtain a necessary license
   - to outline a plan
   - advantageous conditions

6. **Translate the following from Ukrainian into English in written form.**

   Бізнес-план – це документ, необхідний для того, щоб розпочати власну справу або отримати кошти для створення нового бізнесу. Цей документ є важливим для бізнес-партнерів, яким потрібно досягти згоди, для урядовців, яким необхідно ухвалити певні аспекти плану, і, звісно, для потенційних інвесторів, таких як банки або приватні особи, які мають вирішити, чи вкладати гроші у справу або в її розширення.

   На сьогоднішній день майже неможливо отримати фінансову підтримку від банку без ретельно підготовленого плану. Зазвичай, він включає в себе опис компанії і визначення перспектив та планів на майбутнє. Без бізнес-плану дуже важко досягти успіху в бізнесі.

7. **Using active vocabulary, write a short summary of the text “Factors Producing a Successful Business” (not more than 150 words).**
Unit 4. Management

Active Words and Phrases

achieve an objective – досягти мети
advertising campaign – рекламна кампанія
board – рада; правління
chairman – голова
competitive – конкурентоспроможний
customer requirements – потреби споживача
costs – витрати
decision-making – прийняття рішення
delegate – делегувати; передавати (повноваження)
develop – розробляти
divert – відволікати
drop – знижуватися; зменшуватися
evaluate – оцінювати
eventually – врешті-решт; згодом
executive – керівник
gain – досягати
implementation – здійснення; реалізація
key concept – основна концепція
lead (to) – призводити (до)
life cycle – життєвий цикл
log – реєструвати; вносити до журналу
long-term strategy – довгострокова стратегія
management – менеджмент; управління; керування
managerial system – адміністративна система
market share – частка ринку
marketing management – управління маркетингом
maturity – завершеність; повна готовність
opportunity – можливість; перспектива
personnel manager – начальник відділу кадрів
profitability – прибутковість
rapidly – швидко
reduce – зменшувати
respond to the demand – задовольняти попит
sales volume – обсяг продажу
select – обирати
shareholder – акціонер
supervisor – наглядач
supplier – постачальник
tackle – енергійно братися (за щось)
tactics – тактика
Management

Management, by definition, is a function of planning, organising, coordinating, directing and controlling. Any managerial system, at any managerial level, is characterised in terms of these general functions.

Management is revealed in a variety of specific activities. Marketing management refers to a broad concept covering organisation of production and sales of products, which is based on consumer requirements research. All companies must look beyond their present situation and develop a long-term strategy to meet changing conditions in their industry.

Marketing management, therefore, consists of evaluating market opportunities, selecting markets, developing market strategies, planning marketing tactics and controlling marketing results. Strategic planning includes defining the company’s long-term as well as specific objectives, such as sales volume, market share, profitability and innovation, and deciding on financial, material and other resources necessary to achieve those objectives.

In problems of market selecting and product planning one of the key concepts is that of the Product Life Cycle. Those products pass through various stages between life and death (introduction – growth – maturity – decline), that is hard to deny. Equally accepted is understanding that a company should have a mix of products with representation in each of these stages. Companies can make far more effective marketing decisions if they take time to find out where each of their products stands in its life cycle.

However, the concept of the product life cycle seems frequently forgotten in marketing planning, which leads to wrong decision-making. This may well be seen in the following story. A supplier of some light industrial equipment felt that the decline in the sales of his major product was due to the fact that it was not receiving the sales support it deserved. In order to give extra sales support to this problem case a special advertising campaign was run. This required cutting into marketing budgets of several promising products those were still in their “young” growth phase.

In the following extract, members of the Board of a company are discussing the company strategy.

- Since our main objective is to gain market share, I believe we must first of all reduce our prices.
- However, if we reduce prices, we can slowly increase production, which will eventually enable us to cut unit costs.
- That is really a long-term prospect. Unit costs can only come down if we invest in new plant and machinery. I personally think we should go for higher profitability. If we upgrade the product, we can change higher prices and get larger profits. Look, the market is already very competitive. If we increase
prices, whatever the quality, the market will immediately respond and sales will \textit{drop rapidly}. But if we reduce costs in manufacturing, that will put us in a strong position to adapt to the market.

**Effectiveness of a Manager**

In any business, it is important that managers should be effective. They must be able to achieve their objectives, and get the right things done. For most \textit{executives}, being effective is easier said than done. The problem is that there are so many pressures on managers, reducing their efficiency.

For one thing, their work is fragmented. Most days, they are doing a number of tasks, some fairly \textit{trivial}, others highly important. They find that they do not have enough time to devote to the really important jobs. Besides, sometimes they are under such pressure that they forget which jobs are important. The manager also faces another difficulty. Just as he is ready to \textit{tackle} that report, a customer will ring up unexpectedly. No sooner has he hung up than Bill, from Sales, drops by his office for a chat. He works on the report for a few minutes, and then the \textit{personnel manager} calls him. Could he interview someone tomorrow afternoon? And so it goes on.

The manager must constantly \textit{respond to the demands} that others make on his time. Things do not get better as he climbs higher in the organisation. In fact, they get worse. The higher he goes, the more demands will be made upon his time. Because of the nature of the manager’s work, it is not easy for him to be effective. There will always be someone – or something – to \textit{divert} him from what he should really be doing. Effective managers learn how to manage their time. They cut out unproductive activities. They never forget that time cannot be replaced. Before being able to control his time, the manager must find out how he is actually using it. He must know where it goes. The best way to do this is to record how he uses time. The usual method is to \textit{log} the tasks he performs.

**Exercises**

1. **Answer the following questions:**
   1. Provide a definition of the term “management”.
   2. What does marketing management refer to?
   3. What does strategic planning include?
   5. In what way can managers become effective?
   6. Do managers face any difficulties?
   7. Tell how to learn to manage time.
   8. Give an example of wrong decision-making in marketing planning.
   9. Comment on the phrase “being effective is easier said than done”.
   10. Discuss the main problems in management.

2. **Can you define the following terms?**
   Personnel manager, executive, marketing management, shareholder, chairperson, board of directors, supervisor.
3. Use one of the words from the box in an appropriate form to fill each gap.

<table>
<thead>
<tr>
<th>instruction</th>
<th>behaviour</th>
<th>follower</th>
</tr>
</thead>
<tbody>
<tr>
<td>delegate</td>
<td>supervise</td>
<td>leader</td>
</tr>
</tbody>
</table>

There are 4 leadership styles:
- High task, low relationship behavior (The leader provides specific ___ and ___ followers closely, sometimes it is called “telling”).
- High task, high relationship ___ (The leader explains decisions and provides followers with opportunities for clarification – “selling”).
- High relationship, low task behavior (The leader shares ideas with ___ and facilitates decision-making – “participating”).
- Low relationship, high task behavior (The ___ turns over responsibility for decisions and implementation to followers – “____”).

4. Phrasal verbs.

| turn around | to make a business that is having difficulties successful again |
| turn away   | to refuse to let someone enter a place or join an organisation, for example, because it is full |
| turn back   | to return to doing something in the way it was done before |
| turn down   | to refuse an offer or request |
| turn out    | to produce or make something |
| turn over   | if a business turns over a particular amount of money, it makes that amount in a particular period of time |
| turn to     | to start to do or use something new, especially as a way of solving a problem |
| turn up     | to be found, especially in a way that is unexpected |

Fill in the correct preposition:

1. We were turning ___ $ 2000 a week when business was good.
2. The factory turns ___ 300 units a day.
3. New models and new ideas have turned the company ___ and saved the factory from closure.
4. He turned ___ a job at an investment bank.
5. Eventually, my watch turned ___ in a coat pocket.
6. The people are turning ___ to natural resources to survive.
7. Many people here are turning ___ solar power.
8. Thousands of applicants are turned ___ each year.
5. Make up and write down sentences of your own with the following collocations.

managerial system
consumer requirements
to respond to the pressures of the job
to introduce concepts
management audit
sales of products
to achieve objectives
analytical ability
to work as a team
employee-manager relationships

6. Translate the following from Ukrainian into English in written form.

Хто такий менеджер?

Існує ряд термінів, які вживаються для позначення поняття «менеджер», зокрема «директор», «адміністратор», «президент». Термін «менеджер» є більш поширеним у комерційних організаціях, у той час як інші три частіше вживаються в державних та некомерційних організаціях, таких як університети, лікарні та соціальні установи.

Якщо розглядати збірне поняття, то «адміністрація/керівництво» – це ті люди, які відповідають за прийняття та виконання рішень у межах системи. А окремий менеджер є тією особою, яка безпосередньо здійснює контроль над робітниками організації. Загалом робота керівника є нелегкою, адже необхідно виконувати великий обсяг роботи, а часу, зазвичай, недостатньо.

7. Using active vocabulary, write a short summary of the text “Management” (not more than 150 words).
Unit 5. Business Correspondence

Active Words and Phrases

application — заява
assess — оцінювати
blocked style — закритий стиль
body of the letter — основна частина листа
business correspondence — ділове листування
communication style — стиль спілкування
complimentary close — заключна частина листа
concise — стислий
convince — переконувати
cover(-ing) letter — супровідний лист
elaborate — детально розробляти
employee — робітник; службовець
employer — роботодавець; наймач
formal — офіційний
generic — характерний (для певного роду)
inside address — адреса одержувача
insight — уявлення
institution — установа
intent — мета
junk mail — спам
layout — розміщення; планування
letter of application — супровідний лист
margin — поле/берег сторінки
memo (memorandum) — пам’ятна записка
rehash — переказувати
represent — представляти
resume — резюме
revision — перегляд; перевірка
sales manager — менеджер з продажу
sender’s address — адреса відправника
signature — підпис
spark the interest — пробуджувати інтерес
standardised — стандартизований
stationery — канцелярські товари
take legal action — подавати позов до суду
terse — короткий; стислий
tip — наведення
First Impressions

Oftentimes, the first impression an employer has of a prospective employee is in writing, in the form of a cover letter or letter of application and resume. Opinions are formed and conclusions are drawn from the appearance and content of any correspondence you send.

It is important to make the best possible impression so that an interview will follow. When sending a resume, never send it without a cover letter. Usually, when the reader gets your cover letter and resume he/she will immediately flip the cover letter over and glance at the resume first. This is so that a few facts about you are easily obtained (i.e. name, objective, education, extend of experience and skills). If the resume interests the reader, he/she will then flip back to the cover letter and read it in detail. In fact, the letter may get more attention than the resume because, although the resume is about you, it is assumed that you had help putting it together. But the cover letter is generally written by the individual and the reader can assess your writing style, communication style and how well you put your thoughts and ideas together.

The intent of the cover letter is to introduce yourself to the potential employer, highlight the information given on the resume and convince the reader to grant you an interview. However, an employer could receive hundreds of letters and resumes every day. It would be like receiving hundreds of pieces of junk mail. How much of it can you read and which ones do you even care to read? An employer may compare your correspondence with other candidates and determine which appears better. To increase your chances of being selected, your letter must spark the interest of the reader, create a favorable impression and look inviting to read.

Business Correspondence – The Myth

The myth about business correspondence is that it must be formal, standardised and often terse. The writer seems to transform himself/herself from the personal to the institutional. Letters appear to be written from one “institution” to another rather than from person to person. This does nothing more than create ineffective communication. It is important to develop a good writing style that not only reflects good grammar and sentence structure, but also gives the reader some insight into the personality of the writer. It is just as important, however, to be able to express yourself in clear, concise language so the reader knows exactly why you are writing.

Tips to Follow

Please note the following points:

- type all letters on good quality business stationery, preferably matching your resume paper;
- use either blocked style or modified blocked style; do not use a memo format;
• use black ink only;
• limit your letter to one page, usually three or four paragraphs;
• write in your own words, using your own style;
• do not rehash the entire resume; instead, elaborate on specific points of particular interest to the employer; refer the reader to your resume for additional information;
• make it easy to read; use spell check and grammar check;
• make the format and layout attractive; center the letter on the page; allow ample margins; make it appealing to look at and inviting to the reader;
• watch your sentence structure; read the letter several times to be sure you are saying what you want to say;
• do not send photocopies or generic letters; you can create a model letter which can be used many times with slight revisions;
• do not e-mail or fax any business correspondence (resumes, applications, letters, etc.) unless you are specifically asked to do so; even then, follow it up with a hard copy in the mail;
• be sure to sign the letter before you mail it;
• buy large envelopes (9x12) instead of matching business envelopes; that way you can mail your resume and cover letter without having to fold or crease them in any way; be sure to add the extra postage for a large envelope;
• remember that your letters represent you and may leave a lasting impression on the reader; it is very important to develop good letter writing skills.

**Exercises**

1. **Answer the following questions:**
   1. How does an employer get the first impression of a prospective employee?
   2. Why are the appearance and content of any business correspondence so important?
   3. What information should a resume include?
   4. What can help the reader to assess the sender’s writing and communication style?
   5. What is the aim of any covering letter?
   6. What should candidates do in order to be selected by employers?
   7. What is the myth about business correspondence?
   8. What size should any covering letter be?
   9. Should a resume and a covering letter be similar?
   10. What way of sending business correspondence is preferable? (letter, fax, e-mail)
2. Match each word or collocation in the left-hand column with its meaning in the right-hand column.

| 1) employer | a) a formal meeting at which someone is asked questions in order to find out whether they are suitable for a job, course of study etc. |
| 2) employee | b) an ability to do something well, especially because you have learned and practised it |
| 3) interview | c) a short written account of your education and your previous jobs that you send to an employer when you are looking for a new job |
| 4) covering letter | d) a person, company, or organisation that employs people |
| 5) experience | e) someone who is paid to work for someone else |
| 6) skill | f) knowledge or skill that you gain from doing a job or activity, or the process of doing this |
| 7) resume | g) someone who is being considered for a job or is competing in an election |
| 8) candidate | h) a formal, usually written, request for something such as a job, place at university, or permission to do something |
| 9) correspondence | i) a letter that you send with documents or a package that gives information about its contents |
| 10) blocked style | j) the letters that someone sends or receives, especially official or business ones |
| 11) application | k) style of writing, e.g. an address, in which each line starts directly below the one above |

3. Use one of the words or word combinations from the box in an appropriate form to fill each gap.

<table>
<thead>
<tr>
<th>letter of application</th>
<th>layout</th>
<th>stationery</th>
<th>concise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elaborate</td>
<td>revise</td>
<td>intent</td>
<td>rehash</td>
</tr>
</tbody>
</table>

1. Send your CV and ............. to the address below.
2. He simply ............. the same story.
3. There is so much ............. in this shop. You can buy everything you need for school.
4. We use the same technique in the ............. of this business letter.
5. He is charged with possession of a gun with ............. to commit a robbery.
6. Please ............. on this question, we need to know more.
7. We have ............. our estimates of population growth.
8. Your summary should be as clear and ............. as possible.
### 4. Phrasal verbs.

<table>
<thead>
<tr>
<th>phrasal verb</th>
<th>meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>take after</td>
<td>to look or behave like an older relative</td>
</tr>
<tr>
<td>take against</td>
<td>to begin to dislike someone or something, especially without a good reason</td>
</tr>
<tr>
<td>take back</td>
<td>to take something you have bought to a shop because it is not suitable</td>
</tr>
<tr>
<td>take down</td>
<td>to write down information</td>
</tr>
<tr>
<td>take off</td>
<td>to remove a piece of clothing</td>
</tr>
<tr>
<td>take out</td>
<td>to take someone as your guest to a restaurant, cinema, club etc.</td>
</tr>
<tr>
<td>take over</td>
<td>to take control of something</td>
</tr>
<tr>
<td>take to</td>
<td>to start to like someone or something</td>
</tr>
</tbody>
</table>

### Fill in the correct preposition:

1. Voters took ____ the relationship between the government and the unions in the 1970s.
2. His only reason for investing in the company was to take it ____.
3. We are taking my folks ____ for a meal next week.
4. Charles was an odd character whom Kelly had never really taken ____.
5. Can I just take some details ____?
6. Jennie really takes ____ her mother.
7. He sat on the bed to take his boots ____.
8. If the shirt does not fit, take it ____.

### 5. Notes on letter writing.

Structure of the letter:

1. Sender’s address/date.
2. Inside address (receiver’s address).
3. Attention line.
4. Salutation.
5. Body of the letter.
6. Complimentary close.
7. Signature.

#### Opening phrases:

<table>
<thead>
<tr>
<th>English</th>
<th>Ukrainian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dear Sir/Madam,</td>
<td>Шановний/-а пан/пани!</td>
</tr>
<tr>
<td>Dear Sirs,</td>
<td>Шановне панство!</td>
</tr>
<tr>
<td>We have received your letter of …</td>
<td>Ми отримали Вашого листа від …</td>
</tr>
<tr>
<td>We thank you for your letter of …</td>
<td>Дякуємо за Ваш лист від …</td>
</tr>
<tr>
<td>We have pleasure to inform you …</td>
<td>Ми раді повідомити Вас …</td>
</tr>
<tr>
<td>In reply to your letter of …</td>
<td>У відповідь на Ваш лист від …</td>
</tr>
<tr>
<td>We apologise for the delay in answering your letter …</td>
<td>Просимо пробачення за затримку з відповіддю на Ваш лист …</td>
</tr>
</tbody>
</table>

#### Closing phrases:

<table>
<thead>
<tr>
<th>English</th>
<th>Ukrainian</th>
</tr>
</thead>
<tbody>
<tr>
<td>We are looking forward to receiving your answer.</td>
<td>З нетерпінням чекаємо Вашої відповіді.</td>
</tr>
<tr>
<td>Your prompt execution of our order would be appreciated.</td>
<td>Будемо Вам вдячні за швидке виконання нашого замовлення.</td>
</tr>
</tbody>
</table>
We are looking forward to hearing from you.

Сподіваємося найближчим часом отримати від Вас відповідь.

We wish to maintain cooperation with you.

Сподіваємося підтримувати співпрацю.

If we can be of any assistance, please do not hesitate to contact us.

Просимо звертатися до нас, якщо Ви потребуватимете допомоги.

Yours faithfully/sincerely …

З повагою …

**Example of an official letter:**

| Compuvision Ltd | Warwick House  
| Warwick Street  
| Forest Hill  
| London  
| SE 23 1JF  
| 21 September 2014 |

Ms B. Kaasen  
Bredgade  51  
DK 1260  
Copenhagen K  
DENMARK

Private and confidential

Dear Ms Kaasen  
Non-payment of invoice 322/17  
It appears from our records that, despite several reminders, the above invoice remains unpaid. Unless the account is cleared within 14 days from the date of this letter, we shall take legal action.

Yours sincerely  
Donald Sampson  
Donald Sampson  
Sales Manager

Questions:
1. Where is the sender’s address placed?
2. Where is the inside address placed?
3. What is the subject title of the letter?
4. Where is the letterhead “Compuvision Ltd” situated?
5. What position does the sender hold within the company?
Unit 6. Negotiations

Active Words and Phrases

agreement – згода; угода
alter – змінювати
angle – точка зору; бік
approach – підходити; починати (переговори)
aspiration – прання; велике бажання
bargain – домовлятися; торгуватися
be willing – мати бажання
committed – відданий
concession – поступка
cooperative enterprise – кооперативне підприємництво
credibility – надійність; довіра
deal – угода
demand – вимога; попит
determined – рішучий
hostility – ворожість
in exchange – в обмін
integrity – недоторканність
manager – керівник; директор; менеджер
negotiating table – стіл переговорів
negotiations – переговори; обговорення
party – сторона; учасник
reach a deadlock – заходити в глухий кут
regulation – директива; правило; розпорядження
reveal – показувати; відкривати
secure – здобувати; домагатися
skilled – кваліфікований
submit – подавати на розгляд
take into account – брати до уваги
terms – умови
underlying needs – основні потреби
well-disposed – доброзичливий

Negotiating

Most managers are involved in negotiating. If you are a skilled manager, you are probably a skilled negotiator. Successful negotiating is where you get what you want. A better deal is always possible for both parties if both approach the negotiations as a cooperative enterprise. There are a number of factors that affect the negotiating process. Your attitude is one. The higher your aspirations are, the better your results are. The more committed and determined you are, the better you will perform. The attitude of the other party is important too. It is up to you to alter his expectations, to encourage him to be satisfied with less than
he originally hoped for. *Take into account* the personal needs of the other party – not just what he wants to gain in the issues you are negotiating about, but his *underlying needs*. Most people want to have a good image of them; they want to be liked; they want to impress their boss. Give attention to such needs and you will find people *are* more *willing* to go along with you.

At the centre of all negotiating is the question of power – and it comes from a variety of sources. It comes from knowledge – the more you know about the other party, the more power you will have. It comes from time – the more time you have to negotiate, the more power you have. But most of all power is in the mind. You need to know that you have it, and you need to know what it is based on. All of these factors – attitudes, personal needs, and sources of power – should be considered before you sit down at the *negotiating table*. When the negotiations actually begin, it is often a good tactics to start with a firm *demand*.

Do not *bargain* unless you have to. This approach needs to be taken carefully though. Present it in a way that does not rouse *hostility*. There is a variety of ways of doing this. You can refer to the policy of your company. Your company has always done things this way. You can refer to *regulations* to your published price lists. Moreover, allow him to save face, give him time to express his views. Negotiation, however, usually involves making *concessions*. Nevertheless, before you start making concessions, find out what the other party wants. Do not let him know what you will be satisfied with, until you’ve found out what he’ll be satisfied with.

Encourage him to represent all his demands first, and try not to *reveal* yours. Then try to *secure* his *agreement* to each of your demands, starting with the most important. Do not give concessions easily. The longer you hold out, the more likely you are to get something *in exchange*. Do not be afraid of *reaching a deadlock*.

Be prepared to stop the negotiations and to start again. A deadlock can be a useful tactics but if you decide, it is up to you to get the negotiations going again, do it in a way that does not reduce your *credibility*. Say that you want to consult your boss, then come back and say that your boss has suggested a different approach.

Or suggest that you both approach the problem from a different *angle*, and get his agreement that you both do this, so that he sees this as a point effort to get things moving, rather than a concession on your part. Throughout the negotiations, try to keep the relationship friendly. It is easier to get the agreement you want when the other party is *well-disposed* towards you. Negotiation is about rational choices and logical decisions, but it helps if he likes you. Maintain your *integrity*. You may often hide things from the other party, and you may allow him to form wrong impressions, but it is essential that trust is maintained.
Exercises

1. Answer the following questions:
   1. Explain the general principles of the negotiations.
   2. What factors affect the negotiating process?
   3. Why is the question of power at the centre of all negotiating?
   4. Is it necessary to take into account the personal needs of the other party?
   5. How can you keep the relationship friendly throughout the negotiations?
   6. What ways of avoiding hostility do you know?
   7. Why is it sometimes useful to stop the negotiations and to start again?
   8. How can you strengthen your position and weaken the other party’s one?
   9. How do you understand the successful negotiations?
  10. What is the best result you could hope for in the talks?

2. Match each word in the left-hand column with its meaning in the right-hand column.

<table>
<thead>
<tr>
<th>1) negotiator</th>
<th>a) the head of a department in a company</th>
</tr>
</thead>
<tbody>
<tr>
<td>2) manager</td>
<td>b) a spoken or written contract between people or groups which explains how they will act</td>
</tr>
<tr>
<td>3) deal</td>
<td>c) a person who discusses a problem with the aim of achieving agreement between different people or groups of people</td>
</tr>
<tr>
<td>4) deadlock</td>
<td>d) a person or organisation involved in a legal dispute or legal agreement</td>
</tr>
<tr>
<td>5) party</td>
<td>e) a course of action or set of principles determining the general way of doing something</td>
</tr>
<tr>
<td>6) trust</td>
<td>f) a business agreement, affair or contract</td>
</tr>
<tr>
<td>7) policy</td>
<td>g) an agreement on the price of something</td>
</tr>
<tr>
<td>8) enterprise</td>
<td>h) a law or rule</td>
</tr>
<tr>
<td>9) regulation</td>
<td>i) the fact of being confident that something is correct or will work</td>
</tr>
<tr>
<td>10) agreement</td>
<td>j) a system of carrying a business</td>
</tr>
<tr>
<td>11) bargain</td>
<td>k) a point where two sides in a dispute cannot agree</td>
</tr>
</tbody>
</table>
3. Complete the sentences using the text.

1. If you are a skilled manager, you are probably ...
2. It is easier to get the agreement you want when ... towards you.
3. It is up to you ..., to encourage him to be satisfied with less than he originally hoped for.
4. It comes from knowledge – the more you know about the other party, ...
5. All of these factors – ... – should be considered before you sit down at the negotiating table.
6. Nevertheless, before ..., find out what the other party wants.
7. A better deal is always possible for both parties if both approach the negotiations ... .
8. At the centre of all negotiating is ... – and it comes from a variety of sources.

4. Phrasal verbs.

<table>
<thead>
<tr>
<th>Phrasal verb</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>put aside</td>
<td>to try to stop thinking about a problem, argument, or disagreement, because you want to achieve something</td>
</tr>
<tr>
<td>put back</td>
<td>to put people or things in the place or situation they were in before</td>
</tr>
<tr>
<td>put behind</td>
<td>to try to forget about an unpleasant event or experience and think about the future</td>
</tr>
<tr>
<td>put forth</td>
<td>to suggest an idea, explanation etc., especially one that other people later consider and discuss</td>
</tr>
<tr>
<td>put forward</td>
<td>to suggest formally that you or someone else should be considered for a particular job, membership of an organisation etc.</td>
</tr>
<tr>
<td>put off</td>
<td>to delay doing something or to arrange to do something at a later time or date, especially because there is a problem or you do not want to do it now</td>
</tr>
<tr>
<td>put on</td>
<td>to do something that affects or influences someone or something else</td>
</tr>
<tr>
<td>put through</td>
<td>to connect someone to someone else on the telephone</td>
</tr>
</tbody>
</table>

Fill in the correct preposition:

1. Could you put me ____ to Eddie?
2. Her name was put ____ for the lead role in the play.
3. Arguments were put ____ for changing some of the rules of the game.
4. You must put ____ your pride and apologise to him.
5. The government put a limit ____ imports of textiles.
6. She had dealt with the guilt years ago and put it ____ her.
7. The match has been put ____ until tomorrow because of bad weather.
8. Our win today put us ____ into third place in the league.

5. Translate the following from Ukrainian into English in written form.
На жаль, небагато людей, які ведуть переговори, знають, як бути гарними слухачами. За статистикою звичайний непідготований слухач розуміє та запам’ятовує приблизно тільки п’ятдесят відсотків розмови. Цей відносно низький відсоток навіть добігає цифри двадцять п’ять через сорок вісім годин. Це означає, що більшість інформації, яку пам’ятаете слухач, є неточною та неповною.

Для того щоб стати гарним слухачем, треба спробувати бути об’єктивним. Необхідно намагатися зрозуміти наміри вашого співрозмовника, і не тільки ті, які ви хочете зрозуміти. Поставте собі такі запитання: «Чому він розповів мені це? На яку реакцію він розраховує? Чи був він чесним?» та ін. Звертайте увагу на те, якими словами та структурами речень користується інша сторона. Також дуже важливими є ритм, інтонація та жести.

6. **Useful phrases and sentences.**
- to agree with somebody / somebody’s opinion
- to agree to a plan / an offer / a suggestion
- to disagree / to agree about something
- to come to terms / to an agreement
- unless otherwise agreed (on)
- a suggestion of a plan / change
- by means of negotiations
- a negotiable document
- to negotiate with somebody for something
- to negotiate a contract / a sale / a cheque
- Any information you are interested in will be submitted to you without delay.
- We have conflicting views of how our position on the issue should be developed in future.
- The discussion between us failed to resolve the differences.
- We will warn you beforehand, as the terms of the agreement require.
- We ought to meet and discuss the terms of cancelling our agreement.
- I agree with what you say.
- All the points have been agreed on by the end of the talks.

7. **Role-play negotiations on the relevant business problems.**
Unit 7. Presentations

Active Words and Phrases

accept – приймати; погоджуватися
achieve an objective – досягати мети
adage – афоризм; прислів’я
attention grabber – те, що привертає увагу
bank balance – залишок рахунку в банку
bullet points – найважливіші пункти; ключові моменти
communication medium – засіб комунікації
conclusion – висновок
emphasis – акцент
enable – надавати можливість
essential – істотний; важливий
feedback – зворотна реакція
graph – графік; діаграма
icebreaker – метод зняття напруги
impact – вплив
improve – поліпшувати
introduction – вступ
issue – питання; проблема
key – головний
make sure – упевнюватися
oppose – заперечувати
persuade – переконувати
priority – пріоритет
refuse – відмовляти(-ся)
rehearse – репетирувати; повторювати
research centre – дослідницький центр
retention – запам’ятовування
roughly – приблизно
solution – вирішення
study – дослідження
summarise – підбивати підсумки
supply – запас; постачання
table – таблиця
tend – мати тенденцію
timing – розрахунок часу
visual aids – наочні засоби
Giving Effective Presentations

There are three essential pieces of information that can make your presentation fly: use visual aids where you can; rehearse, rehearse, rehearse; the audience will only remember three messages.

Professor Albert Mehrabian did a lot of research into how we take in information during a presentation. He conducted that 55 per cent of the information we take in is visual and only 7 per cent is text. There are some important conclusions that we can take in from this information:

- Use visuals (pictures, graphs, tables) whenever you can.
- In a speech, you are only using 38 per cent of the communication medium.
- Ditch the bullet points.

In a Study at the Wharton Research Centre it was shown that using visual slides had a dramatic effect on message retention. The old adage that “a picture is worth a thousand words” is as true today as it has always been. By using visuals in your presentation, you can expect roughly to double the chance of achieving your objectives. Moreover, if you are trying to make a sales presentation or a job interview presentation, this piece of advice can have a major impact on your bank balance.

There is no end of people who spend hours pouring over their bullet points but fail to rehearse properly for the presentation. The old proverb says: “If you fail to prepare, you are prepared to fail.” Rehearse your presentation and it will get better. You should rehearse at least four times, and if you can get word perfect so much the better. Make sure that one of your rehearsals is in front of a really scary audience – family, friends, partners, colleagues, or children. They will tell you quite plainly, where you are going wrong – as well as providing you with support that you need. If you have to give a presentation in a short period of time, then try to practice your presentation against the clock. This is particularly true with something like the five-minute job presentation. You can add in parts from the script or take them out to fit the time. Allow extra time in your presentation for questions and watch out for nerves – this could mean that you talk faster on the day. In the actual presentation, you could take in a clock or take off your wristwatch and put it on the podium. This way you can see how the timing can develop. A very simple trick that can help you with your performance is to video or record yourself. This will give you some immediate feedback and will enable you to fine-tune your performance.

The audience are likely to remember only three things from your presentation. The rule of three is one of the oldest in the book – Aristotle wrote about it in his book Rhetoric. Put simply it is that people tend to remember three things easily. Therefore, before you start writing your presentation, plan what your three key messages will be. Once you have these messages, structure the main part of your speech around these three main themes and look at how they could be better illustrated. There are three parts of your presentation: the
beginning, the middle and the end. Start to plan what you will do in these parts. The beginning is ideal for an attention grabber or for an icebreaker. The end is great to wrap things up or to end with a grand finale. Lists of three have been used from early times up to the present day. They are particularly used by politicians and advertisers who know the value of using this rule to sell their ideas. There are many examples:

- “Friends, Romans, Countrymen lend me your ears” – William Shakespeare.
- “Our priorities are Education, Education, Education” – Tony Blair.

If you have four points to get across – cut one out. The audience will not remember it anyway. In presentations, less really is more. No one ever complained of a presentation being too short.

**Exercises**

1. **Answer the following question:**
   1. What essential information that can make a presentation fly was stated in the text?
   2. What researcher was mentioned in the text?
   3. What results does the study at the Wharton Research Centre have?
   4. What proverbs can you find in the text?
   5. How many times is it necessary to rehearse a presentation?
   6. Why is it so important to rehearse in front of a really scary audience?
   7. What pieces of advice concerning timing do you remember?
   8. Who was the first to write about the rule of three?
   9. What parts should a presentation consist of?
   10. Give examples of using the rule of three.

2. Match each word or collocation in the left-hand column with its meaning in the right-hand column.

<table>
<thead>
<tr>
<th>1) presentation</th>
<th>a) a group of people who come to watch and listen to someone speaking or performing in public</th>
</tr>
</thead>
<tbody>
<tr>
<td>2) summary</td>
<td>b) an event at which you describe or explain a new product or idea</td>
</tr>
<tr>
<td>3) visual aid</td>
<td>c) changes in your body position and movements that show what you are feeling or thinking</td>
</tr>
<tr>
<td>4) audience</td>
<td>d) a way of solving a problem or dealing with a difficult situation</td>
</tr>
<tr>
<td>5) body language</td>
<td>e) the end or final part of something</td>
</tr>
<tr>
<td>6) solution</td>
<td>f) the thing that you think is most important and that needs attention before anything else</td>
</tr>
<tr>
<td>7) script</td>
<td>g) the written form of a speech, play, film etc.</td>
</tr>
<tr>
<td>8) conclusion</td>
<td>h) special importance that is given to a word or phrase by saying it louder or higher, or by printing it in a special</td>
</tr>
</tbody>
</table>
way

9) emphasis
i) something that you say or do to make people less nervous when they first meet

10) icebreaker
j) something such as a map, picture or the part of a film that helps people understand, learn, or remember information

11) priority
k) a short statement that gives the main information about something, without giving all the details

3. Complete the sentences using the text.
1. There are three essential pieces of information that can make your presentation fly … .
2. Professor Albert Mehrabian did a lot of research into … .
3. If you fail to prepare … .
4. A very simple trick that can help you with your performance … .
5. If you have four points to get across … .
6. There are three parts of your presentation … .
7. By using visuals in you presentation you can … .
8. Make sure that one of your rehearsals is … .

4. Phrasal verbs.
give away to give something to someone because you do not want or need it for yourself
give back to give something to the person it belongs to or the person who gave it to you
give in to finally agree to do or accept something that you had at first opposed, especially because someone has forced or persuaded you to
give off to produce a smell, light, heat, sound etc.
give out if a supply of something gives out, there is none left
give over to stop doing or saying something that is annoying other people
give up to stop doing something, especially something that you do regularly
give up on to stop hoping that someone or something will change or improve

Fill in the correct preposition:
1. This is not your money and you must give it ____.
2. Oh, give ____ complaining, we are nearly there.
3. The wood gave ____ a sweet, perfumed smell as it burnt.
4. He had been in a coma for six months, and doctors had almost given ____ him.
5. I gave most of my books ____ when I left college.
6. Money was beginning to give ____ and there were no jobs to be found.
7. She gave ____ her job and started writing poetry.
8. The government refused to give ____ to their demands.

5. Translate the following from Ukrainian into English in written form.

1. Презентація – це заздалегідь підготовлений виступ, який може проходити за офіційних або неофіційних умов перед маленькою або великою групою людей. Її метою може бути інформування, переконання та пояснення.

2. Весь процес презентації можна поділити на чотири основні частини: підготовка, вступ, основна частина та висновки. У вступі слід зазначити ті пункти, про які піде мова у презентації. В основній частині надати основну інформацію презентації. А підбиваючи підсумки, ще раз стисло згадати всі ті питання, які вже було розглянуто.

3. Під час проведення презентації дуже важливо зацікавити аудиторію та підтримувати її увагу протягом всього виступу. Необхідно використовувати наочні засоби для більш легкого сприймання та розуміння інформації слухачами. Доведено, що досягти більшого впливу на людей можна за допомогою правильного розташування акцентів у промові.

The structure of a presentation:
1. Preparation.
2. Introduction.
3. Development (Core).
4. Conclusion (Consolidation).

Introduction. Useful expressions:
- In my presentation, I will be proposing…
- The subject / topic of this presentation is …
- In my presentation today I am going to explain …
- I will be developing three main points. First, I will give you … Second … Lastly …
  - My presentation will be in two main parts. In the first part I will … and then I will …
  - Firstly I would like to … Secondly, we can … I will finish with …

Conclusion. Useful expressions:
- That brings me to the end of my presentation.
- That completes my presentation.
- Before I stop / finish, let me just say …
- That covers all I wanted to say today.
- Let me just run over the key points again.
- I will briefly summarise the main issues.
- Briefly …
- As you can see, there are some very good reasons …
• In conclusion …
• I would like to leave you with the following thought / idea.

7. **Prepare a short talk or presentation on a topic of your own choice.**
   *For example:*
   • your company;
   • a project you have been involved in recently;
   • new developments in any field.
Unit 8. Contracts

Active Words and Phrases

accepted – акцептований
bill of exchange – вексель; тратта
bill of lading – коносамент; накладна
bulk cargo – насипний або наливний вантаж
carrier – перевізник
cheque – чек
clauses of contract – умови контракту
commodity – товар
consignment – партія товару
customer – клієнт; покупець
delivery terms – умови доставки
discharge – розвантаження
drawee – трасат (осoba, на яку виставлена тратта)
firm prices – тверді ціни
fixed prices – фіксовані ціни
fulfilment – виконання; здійснення
goods – товари
indemnity – відшкодування (збитків)
insurance policy – страховий поліс
invoice – рахунок-фактура
letter of credit – акредитив
make qualifications – робити застереження
marking – маркування
maturity – строк боргового зобов’язання
merchandise – товари
mode of transport – вид транспорту
multimodal – мультимодальний
packing – упаковка
pallet – піддон
part and parcel – невід’ємна частина
payment – оплата
port terminal – вантажні склади в портах, які мають сортувальні пристрої
purchase – купівля
receipt – отримання; розписка в отриманні
risks of loss or damage – ризик втрати або пошкодження товару
ship’s rail – реслінг судна
shipment – навантаження (товару); перевезення (товару); партія товару
shipping documents – товаророзпорядчі документи
sight draft – тратта на пред’явника (термінова)
sliding prices – змінні ціни
stipulation – умова
strike a deal – укладати угоду
supplement – додавати; доповнювати
technical specifications – технічні умови; інструкція з використання
term draft – тратта з оплатою в кінці обумовленого строку

**Essential Clauses of Contract**

By law contracts are made in writing. When *striking a deal* standard contracts are widely used. Standard contracts are not a must. Some articles may be *altered* and *supplemented*. Here are some of the items that are *part and parcel* of any contract: legal title of the contracting parties, subject of the contract, quality, price, delivery and payment terms.

**Subject**

This section names the product for sale or *purchase*. It also indicates the unit of measure generally employed in foreign trade for specific *commodities*. Contracts for *bulk cargo* contain a *stipulation* ‘about’ or ‘plus or minus … per cent’, denoting the permitted quantity tolerance.

**Quality**

The quality of machines and equipment is to be in conformity with the *technical specifications* of the contract. The quality of raw materials and foodstuff is determined, as a rule, by standards, by sample and by description.

**Price**

The price stated in a contract may be firm, fixed or sliding. *Firm prices* are not subject to change in the course of the *fulfilment* of the contract. *Fixed prices* are the prices governing in the market on the day of delivery or for a given period. *Sliding prices* are quoted for machinery and equipment that require a long period of delivery.

**Payment**

A *cheque* is a written order to a Bank given and signed by someone who has money deposited there to pay a certain amount mentioned in the cheque to a person named on it. Like a cheque, a draft is an order to pay. It is also called a *bill of exchange*. A *sight draft* is a bill which is paid immediately on presentation. A bill to be paid at a later date is called a *term draft*. A very useful method is to attach the *shipping documents* (the *bill of lading*, the *insurance policy* and the *invoice*) to the draft and hand them to the bank for collection. The documents can be handed over to the buyer either against payment or against acceptance of the draft. A *sight draft* does not require acceptance. A *term draft*
must be necessarily accepted. The drawee writes “Accepted” across it and signs his name. The draft is then returned to the seller, who can hold it until maturity.

**Transport and Delivery Terms**

*Multimodal* transport is widespread in shipping now. It involves a transfer of the goods from one *mode of transport* to another. Traditionally, the *ship’s rail* was considered the critical point of responsibility that is when all *risks of loss or damage* are transferred from one party to the other. Now it is no longer the ship’s rail but the *port terminal* which may be such a point. In sea port areas the goods are put into containers, on *pallets* or aboard the ship. The main *carrier* often prefers to assume through responsibility for the cargo he carries. In a through movement of the goods, a combined transport document is issued instead of a traditional bill of lading. Like a traditional bill of lading, it is a *receipt* for the *consignment*. But instead of ports of *shipment* and *discharge* it shows the place of delivery and receipt.

**Packing and Marking**

Packing goods for export is a highly specialised job. If the goods are improperly packed and marked, the carrier will refuse to accept them, or *make qualifications* about the unsatisfactory condition of packing in the bill of lading. Packing can be external (crate, bag) and internal (box, packet), in which the goods are sold. *Marking* should be in indelible paint with recognised kind of marks.

**Exercises**

1. **Answer the following questions:**
   1. What are the essential items of a contract?
   2. How is quality determined in a contract?
   3. What sort of price may be indicated in a contract?
   4. What is a cheque?
   5. Name two types of drafts.
   6. What does the term “multimodal transport” mean?
   7. What is regarded as the critical point now?
   8. What document is issued in a through movement of the goods?
   9. What kinds of packing do you know?
  10. What are the requirements for marking the goods?

2. **Can you define the following terms?**

3. **Give the English equivalents of the following phrases.**
   Досягати згоди, паритетна комісія, форс-маєр, недостача або пошкодження товарів, затримка поставки, згідно з дійсним контрактом, відповідно до стандартів, сертифікат якості виробника, умови
доставки та оплати, підлягати змінам, потребувати підтвердження, перевозити товари.

4. Phrasal verbs.

<table>
<thead>
<tr>
<th>look after</th>
<th>to take care of someone by helping them, giving them what they need, or keeping them safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>look around/round</td>
<td>to look at what is in a place such as a building, shop, town etc., especially when you are walking</td>
</tr>
<tr>
<td>look at</td>
<td>to turn your eyes towards something, so that you can see it</td>
</tr>
<tr>
<td>look back</td>
<td>to think about something that happened in the past</td>
</tr>
<tr>
<td>look for</td>
<td>to try to find something that you have lost, or someone who is not where they should be</td>
</tr>
<tr>
<td>look forward to</td>
<td>to be excited and pleased about something that is going to happen</td>
</tr>
<tr>
<td>look through</td>
<td>to look for something among a pile of papers, in a drawer, in someone’s pockets etc.</td>
</tr>
<tr>
<td>look up to</td>
<td>to admire or respect someone</td>
</tr>
</tbody>
</table>

Fill in the correct preposition:

1. Do not worry, I will look ____ the kids tomorrow.
2. My mother says she is looking ____ meeting you.
3. Do we have to pay to look ____ the castle?
4. I have always looked ____ Bill for his courage and determination.
5. The twins looked ____ each other and smiled.
6. When I look ____ on those days I realise I was desperately unhappy.
7. Detectives are still looking ____ the escaped prisoner.
8. I have looked ____ all my papers but I still cannot find the contract.

5. Read and discuss the contract.

Contract 0/1

Odessa December 11, 2014

Firm ………………………., hereinafter referred to as the “Seller” on the one part, and …………………………, hereinafter referred to as the “Buyer” on the other part have concluded the present Contract to the effect that:

1. Subject of the Contract

The Seller shall sell, and the Buyer shall buy the merchandise (FOB Odessa) ………………………, which quantity, assortment, and quality are indicated in Specification, Appendix to the present Contract, forming its integral part.
2. Price and Total Cost of Contract

The price for the merchandise supplied in accordance with the present Contract amounts to ………………………. (FOB Odessa). The total cost of the Contract shall amount to …………………………

3. Quality of the Merchandise

Quality of the merchandise to be delivered under the present Contract shall be in full conformity with the standards in force in Ukraine or with norms of the plants, manufacturing the merchandise and shall be confirmed by manufacturer’s certificate of quality.

4. Guarantees

The Seller shall guarantee the quality of the delivered merchandise for …… months from the date of the beginning of its operation, but for not more than …… months under favourable conditions of its operation.

5. Dates and Terms of Delivery

The Seller shall deliver the merchandise to the Buyer in dates, indicated in Appendix №…… to the present Contract. Delivery of the merchandise under the present Contract shall be effected under the shipping documents, indicated in Appendix №…… to the present Contract. The Seller shall notify by cable the Buyer not later than ……. days after the ……………………… (vessel’s) departure from the Seller’s port about the shipment of merchandise with indication of ………………………. (date of waybill or Bill of Lading etc.).

6. Packing and Marking

The merchandise shall be shipped in export packing suitable for the nature of the goods under supply. The packing shall protect the goods against any damage and corrosion during their inland and sea transportation. The packing shall be fit for transshipping by means of cranes and manually. Marking shall be inscribed on three sides of the case (on two opposite sides and on the top of the case).

7. Terms of Payment

Payment under the present Contract shall be effected by the Buyer by means ………………………... against presentation by the Seller the following documents to the Bank ……………………………

8. Sanctions and Claims

8.1. Claims for shortage or damage of merchandise during transportation are to be made by the Buyer against the Carrier or the Insurer.
8.2. The Seller shall be liable to the payment of Liquidated Damages, for default of the several responsibilities under the Contract, as follows:
For the delay in the delivery of the merchandise the agreed Liquidated damages shall be as follows: for each week of delay in the submission of a required document an amount of ………………………… subject to an overall maximum liability of …………………………… under this Article.

For delay in supply of 95 per cent of the merchandise beyond the period of ……. months after Effective Date of the Contract for each week of delay an amount of …………………………… of the Contract Price.

9. Force majeure

Should any force-majeure circumstances arise which hinder the fulfilment by any of the parties of their respective obligations under the Contract, neither party is responsible for the non-fulfilment of its liabilities to the extent owing to such circumstances. Natural disasters, war and military operations of any sort, blockades, embargo, prohibition of exports and imports, epidemics and other circumstances beyond the control of the parties are considered as force majeure. …………………………… has the right to extend the time stipulated for the fulfilment of the Contract by a period equal to that during which force-majeure circumstances last.

10. Settlement of Disputes and Arbitration

Should any differences or disputes connected with the present Contract arise between the Seller and the Buyer, the parties will strive to reach friendly settlement of them. Should such friendly settlement appear impossible and the parties fail to reach an agreement within 15 days in the manner of arrangement, the disputes will be submitted for the consideration of parity commission composed of 4 persons, 2 persons from each party. This parity commission will be set up within 10 days from the date of a written request from one of the parties hereto. Should the parity commission fail to settle the dispute within 15 days from the date of its establishment, or one party failed to appoint its representatives to the parity commission within 10 days mentioned above, the dispute will be at the written request of one of the parties submitted for the consideration of the Arbitration Court of the ……………………. Trade Chamber, ……………………………, the decisions of which will be final, liable to no protest, appeal and irrevocability and will be obligatory for both parties.

Legal Addresses of the Parties

Seller
……………………………………………………………………………………………………...

Buyer
………………………………………………………………………………………………………

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6. **Choose the correct item consulting additional sources of information.**

1. A contract defines … of the parties involved.
   a) rights    b) obligations    c) rights and obligations
2. In case of … of the Contract the sufferer makes a claim on the party that fails to meet the contract obligations.
   a) breach    b) fulfilment    c) cancellation
3. The duration of a force majeure is, as a rule, …
   a) several days    b) 1 or 2 years    c) 4 or 6 months
4. In the insurance business, the word “average” means …
   a) contingency    b) loss    c) risk
5. The cases in which the equipment is packed are to be marked on …
   a) one side    b) two sides    c) three sides
6. In case of consumer goods, packing serves …
   a) to protect and advertise a product    b) to protect    c) to attract a producer
Unit 9. Business Etiquette

Active Words and Phrases

acceptable – прийнятний
advance – просуватися
advisable – бажаний
bare – оголений
be a success – мати успіх
be aware (of) – знати; усвідомлювати
bow – кланятися
chopsticks – палички для їжі
colleague – колега; співробітник
communication – спілкування
deal (with) – мати справу (з)
delay – затримка
embarrassing – ніяковий
engaging – привабливий
etiquette – етикет
global village – світ як спільнота, в якій відстані значно скоротилися за рахунок використання електронних засобів комунікації
greet – вітатися
helping – порція
improvement – удосконалення; поліпшення
in public – публічно
intelligence – розум; розумові здібності
lasting – тривалий
maintain – підтримувати
make a fool of oneself – ставити себе в дурне становище
mosque – мечеть
noble – шляхетний
occasion – випадок
peace of mind – душевний спокій
posture – поставка
professional relations – професійні відносини
prosperity – процвітання
rules of behaviour – правила поведінки
set of rules – звід правил
shared culture – спільна культура
statement – твердження
temple – храм
trend setter – еталон нового напрямку; законодавець моди
unintentionally – ненавмисно
Opening Remarks

There is no need to say that there are great differences in people behaviour and communication in different countries. As each of them has its own traditions, customs, and culture of behavior this can make a serious barrier for business and professional relations. It is highly advisable for a businessman to be informed exactly about the rules of behaviour in this certain country, in the country they deal with in order to establish their relations in a proper way.

Knowing the rules of etiquette may keep you from making a fool of yourself in many occasions. It also will save you a lot of trouble and not a few embarrassing moments. Since we are dealing with the English language, we are going to speak on the rules, which are common in the English speaking countries, basically in the USA as they are the main trend setter in the economic and business life of the world.

Americans say that if you really want to be a success as a businessman, promise yourself:

- to be so strong that nothing can disturb your peace of mind;
- to talk health, happiness and prosperity to every person you meet;
- to make all your colleagues feel that there is something in them;
- to look at the sunny side of everything and make your optimism come true;
- to think only of the best, to work only for the best and expect only the best;
- to forget the mistakes of the past and press on the greater achievements of the future;
- to give so much time to improvement of yourself that you have no time to criticise others;
- to be too large for worry, too noble for anger, too strong for fear and too happy to permit the presence of trouble.

And now some famous statements about work:

- Nothing is better than that a man should rejoice in his works. (The Bible)
- No matter how much work a man can do, no matter how engaging his personality may be, he will not advance far in business if he cannot work through others.
- Wealth is not only what you have but it is also what you are.
- Human intelligence is millions of years old, but it does not seem to act its age.

International Etiquette

Travelling to all corners of the world is getting easier and easier. We live in a global village, but how well do we know and understand each other? Knowledge of international etiquette means being aware of the appropriate way to behave socially, in public. I am sure a lot of you already know about visiting churches, mosques, and other religious buildings. It is important to wear
appropriate clothes and cover up bare skin. Men should always wear shirts. Shorts are not a good idea for women – women should in general avoid showing bare shoulders, arms, or legs, and in mosques and temples you will need to cover your head too.

In fact, when we are in Egypt, the Middle East, and Asia you will also need to take off your shoes before you enter any religious building – outdoor shoes are seen as carrying all the impurities of the world. I wonder if any of you know about some other customs. For example, when we get to the Far East, from Singapore onwards, you should be particularly careful about your posture.

The soles of your feet, for example, are considered to be the dirtiest part of your body, and you should never point your foot at someone – so crossing your legs in public is not a good idea when we are in Singapore and Thailand. Also, avoid pointing, certainly at people, but also at objects. In Japan and other Far Eastern countries, blowing your nose in public is also not really acceptable.

When it comes to greeting people in different countries there are a lot of differences. You will find Egyptian and Middle Eastern men kissing each other. The Spanish and many southern Europeans also kiss each other on the cheeks – though not normally the men. In Japan they will bow – and the extent of the bow depends on the respect due to that person. Asia is just with a firm handshake. Although you must make sure it is your right hand: in a lot of countries, particularly African and Middle Eastern countries, the left hand is regarded as unclean, so you should not give things to people, pass food, and so on, with your left hand.

Food and eating habits is probably the most interesting area of international etiquette, but you will be eating in international restaurants most of the time – although I hope you can all handle chopsticks! You probably will not be invited to anyone’s home on this trip but if you ever do, make sure you check out the way to behave first. There is lots of potential for unintentionally cuisine offence. For example, in Singapore you should always say no to a second helping of food (you will probably get some anyway!), and it is polite to leave some food on your plate at the end. Whereas in somewhere like Russia that would probably offend your host.

Etiquette helps maintain good relations with people. When dealing with people from a shared culture, everyone knows the rules and there is not much to think about. Those that lack etiquette are branded as uncouth and rude. However, this is not the same when working on the international stage. Someone may very well come across as being rude through a lack of etiquette but this may be because in their culture that behaviour is normal. As a result international business etiquette is a key skill for those wanting to be successful when working abroad. Through a great appreciation and understanding of others’ cultures, you build stronger and longer lasting business relationships.

Exercises

1. Answer the following questions:
1. Explain the difference between general and business etiquettes.
2. Give some examples of bad manners in different countries.
3. Is it important for a businessman to know the rules of etiquette in different countries?
4. Which country is the main trend setter in the economic and business life of the world?
5. Which advice is it necessary to follow in order to be a success as a businessman?
6. What does knowledge of international etiquette mean?
7. Name different types of greeting people.
8. What habits are useful to remember?
9. Where is it customary to shake hands?
10. What can make business relationships stronger and longer lasting?

2. Give the English equivalents of the following phrases.
Дуже бажано, правила поведінки, належним чином, ставити себе в дурне становище, мати успіх, критикувати інших, публічно виступати, покривати голову, особливо обережний, схрещувати ноги, цілувати один одного в щоки, міжнародний етикет, працювати за кордоном, довготривалі відносини.

3. Discuss if these statements are true about customs in your country.

<table>
<thead>
<tr>
<th>statement</th>
<th>Yes</th>
<th>No</th>
<th>It depends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students use teachers’ names in class.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colleagues generally use family names at work.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People prefer to keep their work and private life separate.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Businesspeople usually exchange business cards at a first meeting.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is important to be punctual.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Phrasal verbs.

<table>
<thead>
<tr>
<th>phrasal verb</th>
<th>definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>set about</td>
<td>to start doing or dealing with something, especially something that needs a lot of time and effort</td>
</tr>
<tr>
<td>set back</td>
<td>to delay the progress or development of something, or delay someone from finishing something</td>
</tr>
<tr>
<td>set down</td>
<td>to state how something should be done in an official document or set of rules</td>
</tr>
<tr>
<td>set forth</td>
<td>to explain ideas, facts, or opinions in a clearly organised way in writing or in a speech</td>
</tr>
<tr>
<td>set off</td>
<td>to start to go somewhere</td>
</tr>
<tr>
<td>set out</td>
<td>to start a journey, especially a long journey</td>
</tr>
<tr>
<td>set to</td>
<td>to start doing something eagerly and with determination</td>
</tr>
<tr>
<td>set up</td>
<td>to start a company, organization, committee etc.</td>
</tr>
</tbody>
</table>
Fill in the correct preposition:

1. They want to set ____ their own import-export business.
2. Clear guidelines have been set ____ for teachers.
3. How do senior managers set ____ making these decisions?
4. He set ____ an idealistic view of society.
5. I will set ____ early to avoid the traffic.
6. Environmental experts said the move would set ____ further research.
7. If we all set ____ , we will finish the job in half an hour.
8. The band are setting ____ on a European tour in March.

5. Do the quiz. Then you may check your answers with the “Answer Key”.

**Around the World Trip**

<table>
<thead>
<tr>
<th>Country</th>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
</table>
| 1. China      | You are invited to a person’s house. Which of the following may cause offence? | a) Blowing your nose in public.  
b) Refusing an offer of food.  
c) Not taking your shoes off before entering the house. |
| 2. Saudi Arabia | You want to hire a car to tour the country. Is this allowed? | a) Yes, but you must take a test first.  
b) Yes, but only if you are not a woman.  
c) No, tourists have to travel by camel. |
| 3. Finland    | You are planning to relax in a Finnish sauna. What should you wear? | a) Nothing.  
b) A toweling robe.  
c) A bath hat. |
| 4. Cyprus     | On a village tour, a local resident offers you a glycol. What should you do with it? | a) Eat it: it is a dessert.  
b) Ride it: it is a bicycle.  
c) Wear it: it is a national dress. |
| 5. Morocco    | You would like to visit a mosque (a national Muslim church). Will you be allowed to go inside? | a) Yes, but you are to remove your shoes.  
b) Yes.  
c) You may enter only if you are a Muslim. |
| 6. Sweden     | You go out for meal. How many glasses of wine can you drink before driving back home? | a) Any amount: there are no drink-driving laws.  
b) Two.  
c) None. |
| 7. Spain      | You want to taste the local cuisine. How late can you eat out? | a) Restaurants close at 9 p.m., so you have to finish your meal by this time. |
| 8. USA | You are peacefully drinking a can of beer in Central Park. But suddenly you are approached by the police. Why? | a) You are not allowed to drink alcohol in Central Park.  
b) You should use a glass or a straw.  
c) It is forbidden to drink alcohol in Central Park unless the bottle or can is covered. |
|---|---|---|
| 9. Singapore | You suggest a piece of chewing gum to your tour guide, but he looks shocked. Why? | a) Chewing gum is forbidden by law.  
b) Tour guides are forbidden to accept gifts.  
c) Chewing gum is given to animals. |
b) Talk to other people there.  
c) You shouldn’t wash yourself there. |

**Answer Key to the Quiz**

<p>| 1. a | 3. a | 5. c | 7. c | 9. a |
| 2. b | 4. a | 6. c | 8. a | 10. c |</p>
<table>
<thead>
<tr>
<th>English</th>
<th>Ukrainian</th>
</tr>
</thead>
<tbody>
<tr>
<td>abbreviation</td>
<td>абревіатура; скорочення</td>
</tr>
<tr>
<td>Accept</td>
<td>приймати; погоджуватися</td>
</tr>
<tr>
<td>acceptable</td>
<td>прийнятний</td>
</tr>
<tr>
<td>accepted</td>
<td>акцептований</td>
</tr>
<tr>
<td>according to</td>
<td>відповідно до</td>
</tr>
<tr>
<td>achieve an objective</td>
<td>досягати мети</td>
</tr>
<tr>
<td>adage</td>
<td>афоризм; прислів’я</td>
</tr>
<tr>
<td>additional practice</td>
<td>додаткова практика</td>
</tr>
<tr>
<td>advance</td>
<td>просуватися</td>
</tr>
<tr>
<td>advertising campaign</td>
<td>рекламна кампанія</td>
</tr>
<tr>
<td>advisable</td>
<td>бажаний</td>
</tr>
<tr>
<td>affect</td>
<td>впливати</td>
</tr>
<tr>
<td>agreement</td>
<td>згода; угона</td>
</tr>
<tr>
<td>Alter</td>
<td>змінювати</td>
</tr>
<tr>
<td>angle</td>
<td>точка зору; бік</td>
</tr>
<tr>
<td>applicant</td>
<td>заявник; той, хто подає заяву</td>
</tr>
<tr>
<td>application</td>
<td>заява</td>
</tr>
<tr>
<td>apply for a job</td>
<td>звертатися з заявою про прийом на роботу</td>
</tr>
<tr>
<td>Appointment</td>
<td>призначення (на посаду)</td>
</tr>
<tr>
<td>approach</td>
<td>підходити; починати (переговори)</td>
</tr>
<tr>
<td>Arrange</td>
<td>домовлятися; упорядковувати</td>
</tr>
<tr>
<td>aspiration</td>
<td>прагнення; велике бажання</td>
</tr>
<tr>
<td>Assess</td>
<td>оцінювати</td>
</tr>
<tr>
<td>assessment</td>
<td>оцінка</td>
</tr>
<tr>
<td>attention grabber</td>
<td>те, що привертає увагу</td>
</tr>
<tr>
<td>Available</td>
<td>наявний</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>English</th>
<th>Ukrainian</th>
</tr>
</thead>
<tbody>
<tr>
<td>bank balance</td>
<td>залишок рахунку в банку</td>
</tr>
<tr>
<td>bare</td>
<td>оголений</td>
</tr>
<tr>
<td>bargain</td>
<td>домовлятися; торгуватися</td>
</tr>
<tr>
<td>be a success</td>
<td>мати успіх</td>
</tr>
<tr>
<td>be aware</td>
<td>знати; усвідомлювати</td>
</tr>
<tr>
<td>be willing</td>
<td>мати бажання</td>
</tr>
<tr>
<td>benefit</td>
<td>вигода; перевага</td>
</tr>
<tr>
<td>bill of exchange</td>
<td>вексель; тратта</td>
</tr>
<tr>
<td>bill of lading</td>
<td>коносамент; накладна</td>
</tr>
<tr>
<td>blocked style</td>
<td>закритий стиль</td>
</tr>
</tbody>
</table>
board  рada; правління
body of the letter  основна частина листа
bow  кланятися
bulk cargo  насипний або наливний вантаж
bullet points  найважливіші пункти; ключові моменти
diary  ділове листування
business correspondence  бізнес-листування
business plan  бізнес-план

capture the imagination  захоплювати уяву
Career  кар’єра
carrier  перевізник
carry out  виконувати
cash flow  рух готівки
goal  голова
cheque  чек
chopsticks  палички дл я їжі
city council  міська рада
colleague  колега; співробітник
committed  відданий
commodity  товар
communication  спілкування
communication medium  засіб комунікації
communication style  стиль спілкування
competition  конкуренція
competitive  конкурентоспроможний
compile  збирати
dread  жахливо
complementary skills  додаткові навички
complimentary close  заключна частина листа
concession  поступка
concise  стислий
conclusion  висновок
consignment  партія товару
consistent  послідовний
consumer requirements  потреби споживача
Convince  переконувати
cooperative enterprise  кооперативне підприємництво
cost  вартість
Costs  витрати
cover(-ing) letter  супровідний лист
credibility  надійність; довіра
cumulative earnings  сукупний прибуток
curriculum vitae (CV)  резюме
customer  клієнт; покупець
data (singular – datum)  дані
deal (with)  мати справу (з); угода
decision-making  прийняття рішення
decline  зменшуватися; іти на спад; відхиляти
delay  затримка
delegate  делегувати; передавати (повноваження)
delivery terms  умови доставки
demand  вимога; попит
determine  визначати; встановлювати
determined  рішучий
develop  розробляти
diffuse  поширювати
discharge  розвантаження
divert  відволікати
draw a conclusion  робити висновки
drawee  трасат (осoba, на яку виставлена тратта)
drop  знижуватися; зменшуватися
due to  завдяки; внаслідок

economic viability  економічна життєздатність
education  освіта
effectively  ефективно
efficiency  ефективність
elaborate  детально розробляти
embarrassing  ніяковий
emphasis  акцент
employee  робітник; службовець
employer  роботодавець; наймач
enable  надавати можливість
engaging  привабливий
entrepreneur  підприємець
entrepreneurship  підприємництво
essential  істотний; важливий
clauses of contract  умови контракту
etiquette  етикет
evaluate  оцінювати
eventually  врешті-решт; згодом
executive  керівник
exploit  використовувати (у своїх інтересах)

F

face  зіткатися
<table>
<thead>
<tr>
<th>English Word</th>
<th>Ukrainian Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fail</td>
<td>зазнавати невдачі</td>
</tr>
<tr>
<td>feasibility</td>
<td>придатність</td>
</tr>
<tr>
<td>feedback</td>
<td>зворотна реакція</td>
</tr>
<tr>
<td>financial losses</td>
<td>фінансові збитки</td>
</tr>
<tr>
<td>firm prices</td>
<td>тверді ціни</td>
</tr>
<tr>
<td>fixed prices</td>
<td>фіксовані ціни</td>
</tr>
<tr>
<td>formal</td>
<td>офіційний</td>
</tr>
<tr>
<td>fulfilment</td>
<td>виконання; здійснення</td>
</tr>
<tr>
<td>Gain</td>
<td>досягати</td>
</tr>
<tr>
<td>generic</td>
<td>характерний (для певного роду)</td>
</tr>
<tr>
<td>global village</td>
<td>світ як спільнота, в якій відстані значно скоротилися за рахунок використання електронних засобів комунікації</td>
</tr>
<tr>
<td>Goods</td>
<td>товари</td>
</tr>
<tr>
<td>Graph</td>
<td>графік; діаграма</td>
</tr>
<tr>
<td>Greet</td>
<td>вітатися</td>
</tr>
<tr>
<td>Hands-on</td>
<td>практичний</td>
</tr>
<tr>
<td>Helping</td>
<td>порція</td>
</tr>
<tr>
<td>Hire</td>
<td>наймати; запрошувати на роботу</td>
</tr>
<tr>
<td>Hired manager</td>
<td>найманий менеджер</td>
</tr>
<tr>
<td>Hostility</td>
<td>ворожість</td>
</tr>
<tr>
<td>Huge gap</td>
<td>колосальна розбіжність</td>
</tr>
<tr>
<td>Icebreaker</td>
<td>прийом зняття напруги</td>
</tr>
<tr>
<td>Impact</td>
<td>вплив</td>
</tr>
<tr>
<td>Implementation</td>
<td>здійснення; реалізація</td>
</tr>
<tr>
<td>Improve</td>
<td>поліпшувати</td>
</tr>
<tr>
<td>Improvement</td>
<td>удосконалення; поліпшення</td>
</tr>
<tr>
<td>In exchange</td>
<td>в обмін</td>
</tr>
<tr>
<td>In public</td>
<td>публічно</td>
</tr>
<tr>
<td>Indemnity</td>
<td>відшкодування (збитків)</td>
</tr>
<tr>
<td>Industries</td>
<td>галузі промисловості</td>
</tr>
<tr>
<td>Innovation</td>
<td>нововведення; раціоналізація</td>
</tr>
<tr>
<td>Inside address</td>
<td>адреса одержувача</td>
</tr>
<tr>
<td>Insight</td>
<td>уявлення</td>
</tr>
<tr>
<td>Institution</td>
<td>установа</td>
</tr>
<tr>
<td>Insurance policy</td>
<td>страховий поліс</td>
</tr>
<tr>
<td>Integrity</td>
<td>недоторканність</td>
</tr>
<tr>
<td>Intelligence</td>
<td>розум; розумові здібності</td>
</tr>
<tr>
<td>Intent</td>
<td>мета</td>
</tr>
</tbody>
</table>
interview
introduction
investment
invoice
issue

job advertisement
job interests and concerns
job search
junk mail

key
key concept
kite

large business
lasting
layout
lead (to)
letter of application
letter of credit
life cycle
log
long-term strategy

maintain
make a decision
make a fool of oneself
make qualifications
make sure
management
manager
managerial system
mankind
margin
market
market share
marketing management
marking
maturity

співбесіда
вступ
інвестування; капіталовкладення
рахунок-фактура
питання; проблема

оголошення про прийом на роботу
робота, яка цікавить
пошук роботи
спам

головний
основна концепція
паперовий змій

великий бізнес
тривалий
розміщення; планування
призводити (до)
супровідний лист
акредитив
життєвий цикл
реєструвати; вносити до журналу
dовгострокова стратегія

підтримувати
приймати рішення
ставити себе в дурне становище
робити застереження
упевнюватися
менеджмент; управління; керування
керівник; директор; менеджер
адміністративна система
людство
поле/берег сторінки
ринок
частка ринку
управління маркетингом
маркування
завершеність; повна готовність; строк боргового зобов’язання
meet an objective  
doсягати мети
memo (memorandum)  
pам’ятна записка
merchandise  
 товари
method  
 метод; спосіб
mode of transport  
 вид транспорту
mosque  
 мечеть
multimodal  
 мультимодальний

negotiating table  
 стіл переговорів
negotiations  
 переговори; обговорення
network  
 мережа
noble  
 шляхетний

Objective  
 мета
occasion  
 випадок
offer  
 пропозиція
operate  
 керувати; працювати
opportunity  
 можливість; перспектива
Oppose  
 заперечувати
outline  
 план; схема
outperform  
 перевершувати
output  
 виробіток (продукції)
Own  
 володіти
Ownership  
 право власності

packing  
 упаковка
pallet  
 піддон
part and parcel  
 невід’ємна частина
party  
 сторона; учасник
pay  
 заробітна плата
payment  
 оплата
peace of mind  
 душевний спокій
personnel manager  
 начальник відділу кадрів
persuade  
 переконувати
port terminal  
 вантажні склади в портах, які мають сортуючи пристрої
posture  
 постава
prefer  
 надавати перевагу
preferred qualifications  
 бажані вимоги до кваліфікації
priority  
 пріоритет
professional relations  
 професійні відносини
profit  
 прибуток
<table>
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<th>English</th>
<th>Ukrainian</th>
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<td>profitability</td>
<td>прибутковість</td>
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<td>майно</td>
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<td>prospects</td>
<td>перспектива</td>
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<td>prosperity</td>
<td>процвітання</td>
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<td>розсудливий</td>
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<tr>
<td>purchase</td>
<td>купівля</td>
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<td>rapidly</td>
<td>швидко</td>
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<td>reach a deadlock</td>
<td>заходити в глухий кут</td>
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<td>receipt</td>
<td>отримання; розписка в отриманні</td>
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<tr>
<td>reduce</td>
<td>зменшувати</td>
</tr>
<tr>
<td>refuse</td>
<td>відмовляти (-ся)</td>
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<tr>
<td>regulation</td>
<td>директива; правило; розпорядження</td>
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<td>rehash</td>
<td>переказувати</td>
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<tr>
<td>rehearse</td>
<td>репетирувати; повторювати</td>
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<td>represent</td>
<td>представляти</td>
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<tr>
<td>require</td>
<td>вимагати</td>
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<tr>
<td>required qualifications</td>
<td>обов’язкові вимоги до кваліфікації</td>
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<tr>
<td>research centre</td>
<td>дослідницький центр</td>
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<td>respond to the demand</td>
<td>задовольняти попит</td>
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<td>responsible</td>
<td>відповідальний</td>
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<td>resume</td>
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<td>запам’ятовування</td>
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<td>reveal</td>
<td>показувати; відкривати</td>
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<tr>
<td>revenue</td>
<td>прибуток</td>
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<tr>
<td>revision</td>
<td>перегляд; перевірка</td>
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<tr>
<td>risks of loss or damage</td>
<td>ризик втрати або пошкодження товару</td>
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<tr>
<td>roughly</td>
<td>приблизно</td>
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<td>rules of behavior</td>
<td>правила поведінки</td>
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<td>salary</td>
<td>заробітна плата</td>
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<td>sales manager</td>
<td>менеджер з продажу</td>
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<td>sales volume</td>
<td>обсяг продажу</td>
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<td>sample</td>
<td>зразок</td>
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<td>savings</td>
<td>заощадження</td>
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<td>secure</td>
<td>здобувати; домагатися</td>
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<tr>
<td>seek</td>
<td>шукати; домагатися</td>
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<tr>
<td>select</td>
<td>обирати</td>
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<tr>
<td>selling tool</td>
<td>засіб реалізації</td>
</tr>
<tr>
<td>sender’s address</td>
<td>адреса відправника</td>
</tr>
<tr>
<td>service</td>
<td>послуга</td>
</tr>
<tr>
<td>set of rules</td>
<td>звід правил</td>
</tr>
</tbody>
</table>
share
shared culture
Shareholder
ship’s rail
shipment
shipping documents
sight draft
Signature
Similar
skilled
sliding prices
small business
solicit
solution
spark the interest
stable
standardized
start a company
start-up entrepreneur
statement
stationery
steady income
stipulation
strike a deal
study
submit
successful
summarize
supervisor
supplement
supplier
Supply
table
tackle
tactics
take into account
take legal action
tax
technical specifications
temple
dоля; частка
спільна cultura
акціонер
релсінг судна
навантаження (товару); перевезення (товару); партія товару
товаророзпорядчі документи
тратта на пред’явника (термінова)
pідпис
схожий
кваліфікований
змінні ціни
невеликий бізнес
наполегливо просити
вирішення
пробуджувати інтерес
стабільний
стандартизований
заснувати компанію
підприємець-початківець
твердження
канцелярські товари
стабільний прибуток
умова
укладати угоду
дослідження
подавати на розгляд
успішний
підбивати підсумки
наглядач
додавати; доповнювати
постачальник
запас; постачання
таблиця
енергійно братися (за щось)
tактика
брати до уваги
подавати позов до суду
податок
технічні умови; інструкція з використання
храм
tend мати тенденцію
term draft тратта з оплатою в кінці обумовленого строку
terms умови
terse короткий; стислий
therefore отже; з цієї причини
timing розрахунок часу
tip порада
trade journal галузевий журнал
tremendous величезний
trend setter еталон нового напрямку; законодавець моди
trivial незначний; банальний; звичайний

U
unconvincing argument непереконливий аргумент
underlying needs основні потреби
undertaking справа; починання
unintentionally ненавмисно
unlimited необмежений
upgrade удосконалювати; поліпшувати

V
vacancy вакансія
venture підприємство; ризиковане починання
visual aids наочні засоби

W
want ad (advertisement) оголошення про прийом на роботу
weakness слабке місце
well-disposed Доброзичливий
work experience досвід роботи
working conditions умови роботи
working hours робочий час
Ukrainian-English Vocabulary

A

Абревіатура  abbreviation
адміністративна система  managerial system
адреса відправника  sender’s address
адреса одержувача  inside address
Акредитив  letter of credit
Акцент  Emphasis
Акцептований  accepted
Акціонер  shareholder
Афоризм  adage

Б

Бажаний  advisable
бажані вимоги до кваліфікації preferred qualifications
Банальний  Trivial
бізнес-план  business plan
Бік  Angle
брати до уваги  take into account

В

в обмін  in exchange
Важливий  essential
вакансія  Vacancy
вантажні склади в портах, які мають port terminal
排序 пристрої vart'istь
ватні склади в портах, що мають cost
Вексель  bill of exchange
велике бажання  Aspiration
великий бізнес  large business
Величезний  tremendous
вид транспорту  mode of transport
Визначати  determine
Виконання  fulfilment
Виконувати  carry out
використовувати (у своїх інтересах) exploit
Вимагати  require
вимога  Demand
Випадок  occasion
Вирішення  solution
виробіток (продукції)  output
вироблення  output
висновок
витрати
відvantаження
відволікати
відданий
відкривати
відмовляти (-ся)
відповідальний
відповідно до
відхиляти
відшкодування (збитків)
vітатися
внаслідок
вносити до журналу
володіти
ворожість
вплив
впливати
врешті-решт
встановлювати
вступ

Г
галузевий журнал
gалузі промисловості
gолова
gоловний
графік

Д
dані
dелегувати
dетально розробляти
dиректива
dиректор
diagrama
dілове листування
dоброзичливий
dовгострокова стратегія
dовіра
dодавати
dодаткова практика
dодаткові навички
Доля

conclusion
costs
shipment
divert
committed
reveal
refuse
responsible
according to
decline
indemnity
greet
due to
log
own
hostility
impact
affect
eventually
determine
introduction
trade journal
industries
chairman
key
graph
data (singular – datum)
delegate
elaborate
regulation
manager
graph
business correspondence
well-disposed
long-term strategy
credibility
supplement
additional practice
complementary skills
share
domagатися
Дохід
Дохід
досвід роботи
dослідження
dослідницький центр
Досягати
dосягати мети

dушевий спокій

економічна життєздатність
енергійно братися (за щось)
etalон нового напрямку
Етикет
Ефективність
Ефективно

життєвий цикл

з цієї причини
Завдяки
Завершеність
задовольняти попит
зазнавати невдачі
заключна частина листа
законодавець моди
заощадження
запам’ятовування
Запас
заперечувати
запрошувати на роботу
заробітна плата
Заручитися
засіб комунікації
засіб реалізації
заснувати компанію
Затримка
заходити в глухий кут
захоплювати уяву
заява
заявник

secure; seek
bargain
supplement
work experience
study
research centre
gain
achieve an objective; meet an objective
peace of mind

economic viability
tackle
trend setter
etiquette
efficiency
effectively

life cycle

therefore
due to
maturity
respond to the demand
fail
complimentary close
trend setter
savings
retention
supply
oppose
hire
pay; salary
secure
communication medium
selling tool
start a company
delay
reach a deadlock
capture the imagination
application
applicant
| збирати | compile |
| звертатися з заявою про прийом на роботу | apply for a job |
| звичайний | trivial |
| звід правил | set of rules |
| зворотна реакція | feedback |
| згода | agreement |
| згодом | eventually |
| здійснення | fulfilment; implementation |
| здобувати | secure |
| зіткатися | face |
| зменшувати (-ся) | reduce; drop; decline |
| змінні ціни | sliding prices |
| змінювати | alter |
| знижуватися | drop |
| зразок | sample |

І

інвестування | investment |
інструкція з використання | technical specifications |
істотний | essential |
іти на спад | decline |

К

канцелярські товари | stationery |
капіталовкладення | investment |
кар’єра | career |
кваліфікований | skilled |
керівник | executive; manager |
керування | management |
керувати | operate |
кланятися | bow |
клієнт | customer |
ключові моменти | bullet points |
колега | colleague |
колосальна розбіжність | huge gap |
конкурентоспроможний | competitive |
конкуренція | competition |
коносамент | bill of lading |
кооперативне підприємництво | cooperative enterprise |
короткий | terse |
купівля | purchase |

Л

Людство | mankind |
Майно  property
Markування  marking
мати справу (з)  deal (with)
мати тенденцію  tend
мати успіх  be a success
Менеджер  manager
менеджер з продажу  sales manager
Менеджмент  management
Мережа  network
Мета  intent; objective
Метод  method
Мечеть  mosque
міська рада  city council
Можливість  opportunity
Мульти модальний  multimodal

Навантаження (товару)  shipment
Наглядач  supervisor
nadавати можливість  enable
nadавати перевагу  prefer
Надійність  credibility
найважливіші пункти  bullet points
найманий менеджер  hired manager
Наймати  hire
Наймач  employer
Накладна  bill of lading
наочні засоби  visual aids
наполегливо просити  solicit
насипний або наливний вантаж  bulk cargo
начальник відділу кадрів  personnel manager
невеликий бізнес  small business
невід’ємна частина  part and parcel
Недоторканність  integrity
Незначний  trivial
Ненавмисно  unintentionally
необмежений  unlimited
непереконливий аргумент  unconvincing argument
Ніяковий  embarrassing
нововведення  innovation

обговорення  negotiations
обирати
обов'язкові вимоги до кваліфікації
обсяг продажу
оголений
оголошення про прийом на роботу
оплата
освіта
основна концепція
основні потреби
отже
отримання
офіційний
оцінювати

П
палички для їжі
пам'ятна записка
паперовий змій
партія товару
перевезення (товару)
перевершувати
перевізник
перевірка
перегляд
переговори
передавати (повноваження)
переказувати
переконувати
перспектива
питання
підбивати підсумки
піддон
підпис
підприємець
підприємець-початківець
підприємництво
підприємство
підтримувати
підходити
План
Планування
повна готовність
Повторювати

select
required qualifications
sales volume
bare
job advertisement; want ad
advertisement
payment
education
key concept
underlying needs
therefore
receipt
formal
evaluate

II
chopsticks
memo (memorandum)
kite
consignment; shipment
shipment
outperform
carrier
revision
revision
negotiations
delegate
rehash
convince; persuade
opportunity; prospects
issue
summarize
pallet
signature
entrepreneur
start-up entrepreneur
entrepreneurship
venture
maintain
approach
outline
layout
maturity
rehearse
Погоджуватися
подавати на розгляд
подавати позов до суду
Податок
Показувати
Покупець
поле/берег сторінки
Поліпшення
Поліпшувати
Попит
Порада
Порція
Послідовний
Послуга
Постава
Постачальник
постачання
поступка
потреби споживача
починання
починати (переговори)
Поширювати
пошук роботи
правила поведінки
Правило
Правління
право власності
Прагнення
Практичний
Працювати
представляти
Приблизно
Прибутковість
Прибуток
Привабливий
Придатність
призводити (до)
призначення (на посаду)
Приймати
приймати рішення
прийнятий
прийняття рішення
прийом зняття напруги
прислів’я

accept
submit
take legal action
tax
reveal
customer
margin
improvement
improve; upgrade
demand
tip
helping
consistent
service
posture
supplier
supply
concession
consumer requirements
undertaking
approach
diffuse
job search
rules of behavior
regulation
board
ownership
aspiration
hands-on
operate
represent
roughly
profitability
profit; revenue
engaging
feasibility
lead (to)
appointment
accept
make a decision
acceptable
decision-making
icebreaker
adage
priority
issue
spark the interest
offer
advance
professional relations
prosperity
in public

board
invoice
innovation
implementation
log
curriculum vitae (CV); resume
advertising campaign
rehearse
ship’s rail
risks of loss or damage
venture
market
determined
draw a conclusion
make qualifications
employee
job interests and concerns
employer
working hours
discharge
layout
receipt
regulation
timing
develop
prudent
intelligence
intelligence
cash flow

global village
електронних засобів комунікації
Скорочення
слабке місце
Службовець
Спам
Співбесіда
Співробітник
Спілкування
спільна кULTURA
Спосіб
Справа
Стабільний
стабільний прибуток
ставити себе в дурне становище
Стандартизований
стиль спілкування
Стиль
стіл переговорів
Строка
страховий поліс
строк боргового зобов’язання
сукупний прибуток
супровідний лист
суттєві умові контракту
Схема
схожий

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<th>Тактика</th>
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<th>тверді ціни</th>
<th>те, що привертає увагу</th>
<th>технічні умови</th>
<th>Товар</th>
<th>Товари</th>
<th>товаророзпорядчі документи</th>
<th>той, хто подає заяву</th>
<th>торгуватися</th>
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строку
трагтта на пред’явника (термінова) sight draft
тривалий lasting

У
угода agreement
удосконалення improvement
удосконалювати upgrade
укладати угоду strike a deal
умова stipulation
умови terms
умови доставки delivery terms
умови контракту clauses of contract
умови роботи working conditions
упаковка packing
упевнюватися make sure
Управління management
управління маркетингом marketing management
Успішний successful
установа Institution
Учасник Party
Уявлення insight

Ф
фіксовані ціни fixed prices
фінансові збитки financial losses

Х
характерний (для певного роду) Generic
Храм temple

Ч
частка Share
частка ринку market share
Чек cheque

Ш
Швидко rapidly
Шляхетний noble
Шукати seek
Список літератури


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Навчальне видання

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