

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

А.В. Сухова

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
редакційно-видавничою
радою НТУ «ХП»,
протокол № 2 від 24.12.2014 р.

Харків
НТУ «ХП»
2016

УДК 811.111 (075)
ББК 81.2Англ я73
С91

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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, різноманітні вправи, тематичні словники у кожному розділі та двомовний абетковий словник наприкінці підручника.

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

Сухова А.В.

Ділова англійська мова: навчально-методичний посібник для студентів спеціальності «Переклад» і студентів економічних спеціальностей / А.В. Сухова – Харків : НТУ «ХП», 2016. – 76 с.

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.

Bibl. titles : 10

УДК 811.111 (075)
ББК 81.2Англ я73

ISBN

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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.

Unit 1. Employment

Active Words and Phrases

abbreviation – абрєвіатура; скорочєння
additional practice – додаткова практика
applicant – заявник; той, хто подає заяву
apply for a job – звертатися з заявою про прийом на роботу
appointment – призначєння (на посаду)
available – наявний
curriculum vitae (CV) – резюме
determine – визначати; встановлювати
education – освіта
effectively – ефективно
hire – наймати; запрошувати на роботу
interview – співбєсїда
job advertisement (want ad) – оголошенєня про прийом на роботу
job interests and concerns – робота, яка цікавить
job search – пошук роботи
method – метод; спосїб
network – мережа
offer – пропозиція
pay – заробїтна плата
prefer – надавати перевагу
preferred qualifications – бажанї вимоги до квалїфікації
require – вимагати
required qualifications – обов'язковї вимоги до квалїфікації
salary – заробїтна плата
successful – успішний
trade journal – галузєвий журнал
vacancy – вакансія
work experience – досвід роботи
working conditions – умови роботи
working hours – робочий час

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.

job requirements	candidate	job advertisement	experience
job vacancy	interview	job title	career prospects
personal details	covering letter	resume	salary
short list	appointment	working conditions	qualifications

The company usually advertises the j_____ v_____ in a newspaper. The j_____ a_____ usually gives the j_____ t_____ and describes the j_____ r_____. It sometimes gives the s_____ and gives the description of the w_____ c_____ and c_____ p_____ as well.

The applicant then sends in a c_____ l_____ and a r_____ or curriculum vitae, which gives p_____ d_____ and lists q_____ and e_____. The company then makes a s_____ l_____ of the most suitable candidates and invites them for an i_____. The company then chooses the best c_____ and makes an a_____.

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.

A full description of responsibilities and required qualifications can be found at <http://www.bibliomist.org/news/news23.htm>.

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; відхилити
diffuse – поширювати
due to – завдяки; внаслідок
efficiency – ефективність
entrepreneur – підприємець
entrepreneurship – підприємництво
face – зіткнутися
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

steady income – стабільний прибуток

tax – податок

tremendous – величезний

unlimited – необмежений

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, зіткаться 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.

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

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.

problem solving	production	business plan	office
Management	social skills	efficiency	leadership models

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, наймати на роботу людей, які відносяться до меншин,

пропонувати робочі місця безробітній молоді і та ін.; список може бути безкінечним.

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 – сукупний 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 – слабе 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 good ethical values, 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.

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

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.

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

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 – досягати мети
advertising campaign – рекламна кампанія
board – рада; правління
chairman – голова
competitive – конкурентоспроможний
consumer 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

therefore – отже; з цієї причини
trivial – незначний; банальний; звичайний
upgrade – удосконалювати; поліпшувати

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 *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 *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 *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 *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 *personnel manager* calls him. Could he interview someone tomorrow afternoon? And so it goes on.

The manager must constantly *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 *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 *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?
4. Explain what the Product Life Cycle means.
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.

instruction	behaviour	follower
delegate	supervise	leader

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 – порада

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.

letter of application	layout	stationery	concise
Elaborate	revise	intent	rehash

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.

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

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. | 5. Body of the letter. |
| 2. Inside address (receiver's address). | 6. Complimentary close. |
| 3. Attention line. | 7. Signature. |
| 4. Salutation. | |

Opening phrases:

Dear Sir/Madam,	Шановний/-а пан/пані!
Dear Sirs,	Шановне панство!
We have received your letter of ...	Ми отримали Вашого листа від ...
We thank you for your letter of ...	Дякуємо за Ваш лист від ...
We have pleasure to inform you ...	Ми раді повідомити Вас ...
In reply to your letter of ...	У відповідь на Ваш лист від ...
We apologise for the delay in answering your letter ...	Просимо пробачення за затримку з відповіддю на Ваш лист ...

Closing phrases:

We are looking forward to receiving your answer.	З нетерпінням чекаємо Вашої відповіді.
Your prompt execution of our order would be appreciated.	Будемо Вам вдячні за швидке виконання нашого замовлення.

Unit 6. Negotiations

Active Words and Phrases

agreement – згода; угода
alter – змінювати
angle – точка зору; бік
approach – підходити; починати (переговори)
aspiration – прагнення; велике бажання
bargain – домовлятися; торгуватися
be willing – мати бажання
committed – відданий
concession – поступка
cooperative enterprise – кооперативне підприємство
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 joint 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.

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

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.

put aside	to try to stop thinking about a problem, argument, or disagreement, because you want to achieve something
put back	to put people or things in the place or situation they were in before
put behind	to try to forget about an unpleasant event or experience and think about the future
put forth	to suggest an idea, explanation etc., especially one that other people later consider and discuss
put forward	to suggest formally that you or someone else should be considered for a particular job, membership of an organisation etc.
put off	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
put on	to do something that affects or influences someone or something else
put through	to connect someone to someone else on the telephone

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'ятає 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 practise 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:

- “Veni, Vidi, Vici” (I came, I saw, I conquered) – Julius Caesar.
- “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.

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

	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.

6. Notes on presentation making.

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 (особа, 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
racking – упаковка
pallet – піддон
part and parcel – невід'ємна частина
payment – оплата
port terminal – вантажні склади в портах, які мають сортируючі 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 – укласти 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?

Customer, letter of credit, incoterm, carrier, insurer, indemnity, consignor, force majeure.

3. Give the English equivalents of the following phrases.

Досягати згоди, паритетна комісія, форс-мажорні обставини, нестача 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.

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

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

.....

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 – постава
professional relations – професійні відносини
prosperity – процвітання
rules of behaviour – правила поведінки
set of rules – збір 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.

	Yes	No	It depends
Students use teachers' names in class.			
Colleagues generally use family names at work.			
People prefer to keep their work and private life separate.			
Businesspeople usually exchange business cards at a first meeting.			
It is important to be punctual.			

4. Phrasal verbs.

set about	to start doing or dealing with something, especially something that needs a lot of time and effort
set back	to delay the progress or development of something, or delay someone from finishing something
set down	to state how something should be done in an official document or set of rules
set forth	to explain ideas, facts, or opinions in a clearly organised way in writing or in a speech
set off	to start to go somewhere
set out	to start a journey, especially a long journey
set to	to start doing something eagerly and with determination
set up	to start a company, organization, committee etc.

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

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.

		<p>b) Spanish restaurants stay open all night.</p> <p>c) You can eat very late, because Spaniards often eat after 11 p.m.</p>
8. USA	You are peacefully drinking a can of beer in Central Park. But suddenly you are approached by the police. Why?	<p>a) You are not allowed to drink alcohol in Central Park.</p> <p>b) You should use a glass or a straw.</p> <p>c) It is forbidden to drink alcohol in Central Park unless the bottle or can is covered.</p>
9. Singapore	You suggest a piece of chewing gum to your tour guide, but he looks shocked. Why?	<p>a) Chewing gum is forbidden by law.</p> <p>b) Tour guides are forbidden to accept gifts.</p> <p>c) Chewing gum is given to animals.</p>
10. Japan	Staying in a Japanese hotel, you decide to relax in traditional, shared bath. What mustn't you do in a bath tub?	<p>a) Stay too long.</p> <p>b) Talk to other people there.</p> <p>c) You shouldn't wash yourself there.</p>

Answer Key to the Quiz

1. a	3. a	5. c	7. c	9. a
2. b	4. a	6. c	8. a	10. c

English-Ukrainian Vocabulary

A

abbreviation	абрєвіатура; скорочення
Accept	приймати; погоджуватися
acceptable	прийнятний
accepted	акцептований
according to	відповідно до
achieve an objective	досягати мети
adage	афоризм; прислів'я
additional practice	додаткова практика
advance	просуватися
advertising campaign	рекламна кампанія
advisable	бажаний
affect	впливати
agreement	згода; угода
Alter	змінювати
angle	точка зору; бік
applicant	заявник; той, хто подає заяву
application	заява
apply for a job	звертатися з заявою про прийом на роботу
Appointment	призначення (на посаду)
approach	підходити; починати (переговори)
Arrange	домовлятися; упорядковувати
aspiration	прагнення; велике бажання
Assess	оцінювати
assessment	оцінка
attention grabber	те, що привертає увагу
Available	наявний

B

bank balance	залишок рахунку в банку
bare	оголений
bargain	домовлятися; торгуватися
be a success	мати успіх
be aware	знати; усвідомлювати
be willing	мати бажання
benefit	вигода; перевага
bill of exchange	вексель; тратта
bill of lading	коносамент; накладна
blocked style	закритий стиль

board	рада; правління
body of the letter	основна частина листа
bow	кланятися
bulk cargo	насипний або наливний вантаж
bullet points	найважливіші пункти; ключові моменти
business correspondence	ділове листування
business plan	бізнес-план

С

capture the imagination	захоплювати увагу
Career	кар'єра
carrier	перевізник
carry out	виконувати
cash flow	рух готівки
chairman	голова
cheque	чек
chopsticks	палички для 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
complementary skills	додаткові навички
complimentary close	заклучна 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

D

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 (особа, на яку виставлена тратта)
drop	знижуватися; зменшуватися
due to	завдяки; внаслідок

E

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
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Fail	зазнавати невдачі
feasibility	придатність
feedback	зворотна реакція
financial losses	фінансові збитки
firm prices	тверді ціни
fixed prices	фіксовані ціни
formal	офіційний
fulfilment	виконання; здійснення

G

gain	досягати
generic	характерний (для певного роду)
global village	світ як спільнота, в якій відстані значно скоротилися за рахунок використання електронних засобів комунікації
goods	товари
graph	графік; діаграма
greet	вітатися

H

hands-on	практичний
helping	порція
hire	наймати; запрошувати на роботу
hired manager	найманий менеджер
hostility	ворожість
huge gap	колосальна розбіжність

I

icebreaker	прийом зняття напруги
impact	вплив
implementation	здійснення; реалізація
improve	поліпшувати
improvement	удосконалення; поліпшення
in exchange	в обмін
in public	публічно
indemnity	відшкодування (збитків)
industries	галузі промисловості
innovation	нововведення; раціоналізація
inside address	адреса одержувача
insight	уявлення
Institution	установа
insurance policy	страховий поліс
integrity	недоторканність
intelligence	розум; розумові здібності
intent	мета

interview	співбесіда
introduction	вступ
investment	інвестування; капіталовкладення
invoice	рахунок-фактура
issue	питання; проблема

J

job advertisement	оголошення про прийом на роботу
job interests and concerns	робота, яка цікавить
job search	пошук роботи
junk mail	спам

K

key	головний
key concept	основна концепція
kite	паперовий змій

L

large business	великий бізнес
lasting	тривалий
layout	розміщення; планування
lead (to)	призводити (до)
letter of application	супровідний лист
letter of credit	акредитив
life cycle	життєвий цикл
log	реєструвати; вносити до журналу
long-term strategy	довгострокова стратегія

M

maintain	підтримувати
make a decision	приймати рішення
make a fool of oneself	ставити себе в дурне становище
make qualifications	робити застереження
make sure	упевнюватися
management	менеджмент; управління; керування
manager	керівник; директор; менеджер
managerial system	адміністративна система
mankind	людство
margin	поле/берег сторінки
market	ринок
market share	частка ринку
marketing management	управління маркетингом
marking	маркування
maturity	завершеність; повна готовність; строк боргового зобов'язання

meet an objective	досягати мети
memo (memorandum)	пам'ятна записка
merchandise	товари
method	метод; спосіб
mode of transport	вид транспорту
mosque	мечеть
multimodal	мультимодальний

N

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

O

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

P

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 сортируючі пристрої
posture	постава
prefer	надавати перевагу
preferred qualifications	бажані вимоги до кваліфікації
priority	пріоритет
professional relations	професійні відносини
profit	прибуток

profitability
property
prospects
prosperity
prudent
purchase

прибутковість
майно
перспектива
процвітання
розсудливий
купівля

R

rapidly
reach a deadlock
receipt
reduce
refuse
regulation
rehash
rehearse
represent
require
required qualifications
research centre
respond to the demand
responsible
resume
retention
reveal
revenue
revision
risks of loss or damage
roughly
rules of behavior

швидко
заходити в глухий кут
отримання; розписка в отриманні
зменшувати
відмовляти (-ся)
директива; правило; розпорядження
переказувати
репетирувати; повторювати
представляти
вимагати
обов'язкові вимоги до кваліфікації
дослідницький центр
задовольняти попит
відповідальний
резюме
запам'ятовування
показувати; відкривати
прибуток
перегляд; перевірка
ризик втрати або пошкодження товару
приблизно
правила поведінки

S

salary
sales manager
sales volume
sample
savings
secure
seek
select
selling tool
sender's address
service
set of rules

заробітна плата
менеджер з продажу
обсяг продажу
зразок
заощадження
здобувати; домагатися
шукати; домагатися
обирати
засіб реалізації
адреса відправника
послуга
звід правил

share	доля; частка
shared culture	спільна культура
Shareholder	акціонер
ship's rail	реслінг судна
shipment	навантаження (товару); перевезення (товару); партія товару
shipping documents	товаророзпорядчі документи
sight draft	тратта на пред'явника (термінова)
Signature	підпис
Similar	схожий
skilled	кваліфікований
sliding prices	змінні ціни
small business	невеликий бізнес
solicit	наполегливо просити
solution	вирішення
spark the interest	пробуджувати інтерес
stable	стабільний
standardized	стандартизований
start a company	заснувати компанію
start-up entrepreneur	підприємець-початківець
statement	твердження
stationery	канцелярські товари
steady income	стабільний прибуток
stipulation	умова
strike a deal	укладати угоду
study	дослідження
submit	подавати на розгляд
successful	успішний
summarize	підбивати підсумки
supervisor	наглядач
supplement	додавати; доповнювати
supplier	постачальник
Supply	запас; постачання

Т

table	таблиця
tackle	енергійно братися (за щось)
tactics	тактика
take into account	брати до уваги
take legal action	подавати позов до суду
tax	податок
technical specifications	технічні умови; інструкція
temple	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 сортируючі пристрої	port terminal
вартість	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	conclusion
витрати	costs
відвантаження	shipment
відволікати	divert
відданий	committed
відкривати	reveal
відмовляти (-ся)	refuse
відповідальний	responsible
відповідно до	according to
відхиляти	decline
відшкодування (збитків)	indemnity
вітатися	greet
внаслідок	due to
вносити до журналу	log
володіти	own
ворожість	hostility
вплив	impact
впливати	affect
врешті-решт	eventually
встановлювати	determine
вступ	introduction

Г

галузевий журнал	trade journal
галузі промисловості	industries
голова	chairman
головний	key
графік	graph

Д

дані	data (singular – datum)
делегувати	delegate
детально розробляти	elaborate
директива	regulation
директор	manager
діаграма	graph
ділове листування	business correspondence
доброзичливий	well-disposed
довгострокова стратегія	long-term strategy
довіра	credibility
додавати	supplement
додаткова практика	additional practice
додаткові навички	complementary skills
Доля	share

домагатися	secure; seek
Домовлятися	bargain
Доповнювати	supplement
досвід роботи	work experience
дослідження	study
дослідницький центр	research centre
Досягати	gain
досягати мети	achieve an objective; meet an objective
душевний спокій	peace of mind

Е

економічна життєздатність	economic viability
енергійно братися (за щось)	tackle
еталон нового напрямку	trend setter
Етикет	etiquette
Ефективність	efficiency
Ефективно	effectively

Ж

життєвий цикл	life cycle
---------------	------------

З

з цієї причини	therefore
Завдяки	due to
Завершеність	maturity
задовольняти попит	respond to the demand
зазнавати невдачі	fail
заключна частина листа	complimentary close
законодавець моди	trend setter
заощадження	savings
запам'ятовування	retention
Запас	supply
заперечувати	oppose
запрошувати на роботу	hire
заробітна плата	pay; salary
Заручитися	secure
засіб комунікації	communication medium
засіб реалізації	selling tool
заснувати компанію	start a company
Затримка	delay
заходити в глухий кут	reach a deadlock
захоплювати уяву	capture the imagination
заява	application
заявник	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

I

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

K

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

L

Людство	mankind
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М

Майно	property
Маркування	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
Мультимодальний	multimodal

Н

навантаження (товару)	shipment
Наглядач	supervisor
надавати можливість	enable
надавати 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

О

обговорення	negotiations
-------------	--------------

обирати	select
обов'язкові вимоги до кваліфікації	required qualifications
обсяг продажу	sales volume
оголений	bare
оголошення про прийом на роботу	job advertisement; want ad (advertisement)
оплата	payment
освіта	education
основна концепція	key concept
основні потреби	underlying needs
отже	therefore
отримання	receipt
офіційний	formal
оцінювати	evaluate

П

палички для їжі	chopsticks
пам'ятна записка	memo (memorandum)
паперовий змій	kite
партія товару	consignment; shipment
перевезення (товару)	shipment
перевершувати	outperform
перевізник	carrier
перевірка	revision
перегляд	revision
переговори	negotiations
передавати (повноваження)	delegate
переказувати	rehash
переконувати	convince; persuade
перспектива	opportunity; prospects
питання	issue
підбивати підсумки	summarize
піддон	pallet
підпис	signature
підприємець	entrepreneur
підприємець-початківець	start-up entrepreneur
підприємництво	entrepreneurship
підприємство	venture
підтримувати	maintain
підходити	approach
План	outline
Планування	layout
повна готовність	maturity
Повторювати	rehearse

Погоджуватися	accept
подавати на розгляд	submit
подавати позов до суду	take legal action
Податок	tax
Показувати	reveal
Покупець	customer
поле/берег сторінки	margin
Поліпшення	improvement
Поліпшувати	improve; upgrade
Попит	demand
Порада	tip
Порція	helping
Послідовний	consistent
Послуга	service
Постава	posture
Постачальник	supplier
постачання	supply
поступка	concession
потреби споживача	consumer requirements
починання	undertaking
починати (переговори)	approach
Поширювати	diffuse
пошук роботи	job search
правила поведінки	rules of behavior
Правило	regulation
Правління	board
право власності	ownership
Прагнення	aspiration
Практичний	hands-on
Працювати	operate
представляти	represent
Приблизно	roughly
Прибутковість	profitability
Прибуток	profit; revenue
Привабливий	engaging
Придатність	feasibility
призводити (до)	lead (to)
призначення (на посаду)	appointment
Приймати	accept
приймати рішення	make a decision
прийнятний	acceptable
прийняття рішення	decision-making
прийом зняття напруги	icebreaker
прислів'я	adage

пріоритет	priority
проблема	issue
пробуджувати інтерес	spark the interest
пропозиція	offer
просуватися	advance
професійні відносини	professional relations
процвітання	prosperity
публічно	in public

P

рада	board
рахунок-фактура	invoice
раціоналізація	innovation
реалізація	implementation
реєструвати	log
резюме	curriculum vitae (CV); resume
рекламна кампанія	advertising campaign
репетирувати	rehearse
реслінг судна	ship's rail
ризик втрати або пошкодження товару	risks of loss or damage
ризиковане починання	venture
ринок	market
рішучий	determined
робити висновки	draw a conclusion
робити застереження	make qualifications
робітник	employee
робота, яка цікавить	job interests and concerns
роботодавець	employer
робочий час	working hours
розвантаження	discharge
розміщення	layout
розписка в отриманні	receipt
розпорядження	regulation
розрахунок часу	timing
розробляти	develop
розсудливий	prudent
розум	intelligence
розумові здібності	intelligence
рух готівки	cash flow

C

світ як спільнота, в якій відстані значно скоротилися за рахунок використання	global village
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електронних засобів комунікації	
Скорочення	abbreviation
слабке місце	weakness
Службовець	employee
Спам	junk mail
Співбесіда	interview
Співробітник	colleague
Спілкування	communication
спільна культура	shared culture
Спосіб	method
Справа	undertaking
Стабільний	stable
стабільний прибуток	steady income
ставити себе в дурне становище	make a fool of oneself
Стандартизований	standardized
стиль спілкування	communication style
Стислий	concise; terse
стіл переговорів	negotiating table
Сторона	party
страховий поліс	insurance policy
строк боргового зобов'язання	maturity
сукупний прибуток	cumulative earnings
супровідний лист	cover(-ing) letter; letter of application
суттєві умові контракту	essential clauses of contract
Схема	outline
схожий	similar

Т

Таблиця	table
Тактика	tactics
твердження	statement
тверді ціни	firm prices
те, що привертає увагу	attention grabber
технічні умови	technical specifications
Товар	commodity
Товари	goods; merchandise
товаророзпорядчі документи	shipping documents
той, хто подає заяву	applicant
торгуватися	bargain
точка зору	angle
трасат (особа, на яку виставлена тратта)	drawee
тратта	bill of exchange
тратта з оплатою в кінці обумовленого	term draft

строку		
тратта 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

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Навчальне видання

СУХОВА Анна Вікторівна

Ділова англійська мова

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

Англійською та українською мовами

Роботу до видання рекомендувала проф. С.Т. Снегурова

Редактор Н.В. Верстюк

План 2015, поз. 5

Підп. до друку . Формат 60x84 1/16. Папір офсетний
Друк – ризографія. Гарнітура Times New Roman. Ум. друк. арк.
Наклад 100 прим. Зам. № Ціна договірна.

Видавничий центр НТУ «ХП».
Свідоцтво про державну реєстрацію ДК №3657 від 24.12.2009 р.
61002, Харків, вул. Фрунзе, 21

Друкарня НТУ «ХП».
61002, Харків, вул. Фрунзе, 21