

**МОСКОВСКИЙ ГОСУДАРСТВЕННЫЙ
ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ
ГРАЖДАНСКОЙ АВИАЦИИ**

О.М. Абгарова, Е.В. Кузнецова

ДЕЛОВОЙ АНГЛИЙСКИЙ ЯЗЫК

ПОСОБИЕ

по изучению делового английского языка

*для студентов IV курса
направления подготовки 38.03.02
очной формы обучения*

Москва-2016

ФЕДЕРАЛЬНОЕ АГЕНТСТВО ВОЗДУШНОГО ТРАНСПОРТА

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ
БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ
ВЫСШЕГО ОБРАЗОВАНИЯ

**«МОСКОВСКИЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ
УНИВЕРСИТЕТ ГРАЖДАНСКОЙ АВИАЦИИ» (МГТУ ГА)**

Кафедра специальной языковой подготовки

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Unit 1

Read the text: Choosing a career.

Sometimes we say that someone we know is “a square peg in a round hole”. This simply means that the person we are talking about is not suited for the job he is doing. He may be a bookkeeper who really wants to be an actor or a mechanic who likes cooking. Unfortunately, many people in the world are “square pegs”: they are not doing the kind of work they should be doing for one reason or another. As a result they are probably not doing a very good job and certainly they are not happy.

Choosing a career is one of the most important decisions you make in your life. Find the right career and you will be happy and successful. For that reason we should try to find out what we are cut out for. There are individuals, of course, who from their early childhood know what they would like to be. But the majority of us do not get around to making a decision about an occupation or career until somebody or something forces us to face the problem.

Choosing an occupation takes time and there are a lot of things you have to think about as you try to decide what you would like to do. It pays, therefore, to explore your choice of occupation from every angle, collect as much information as you can, actually try different kinds of work before making your mind.

Unfortunately, not everyone takes this trouble. Those who don't, can make costly mistakes. For example, some people simply follow in the footsteps of a parent or a relative. One young man became a doctor because that was his father's profession.

Yet he couldn't stand the sight of blood. Watching an operation made him sick to his stomach. One day he had to amputate a leg, and, after making the first cut, fainted in the operating room. A young woman became an accountant although she hated Maths. Her uncle encouraged her by promising a job in his company. It took her several years and several disasters with the company books, before she realized her mistakes.

Procrastinating, postponing a decision is another error people make. It'll get started tomorrow, or next week, or next year. These people refuse to face the problem, hoping it will go away. But if you don't take the first step now, how can you plan for the future, take the right courses in school, get in the right programs. Procrastinators just drift, missing many opportunities.

It goes without saying that professions available to us are almost infinite. Well then, how do you find a career? Start with yourself. Analyze your problem. Determine what information you have. Then go after information you need. Talk to people of different professions, read special journals and reference books. Find out where your interests lie. Then make sure you know your talents and abilities. Everyone has skills, but yours may be undetected.

Элементы оглавления не найдены. Evaluate yourself. You can do this through aptitude tests and interviews with specialists.

Source: Abbs Brian & Freebairn Ingrid. Blueprint Upper Intermediate. Longman.

Exercise 1. Give the Russian equivalents to the following words and word combinations:

A square peg in a round hole, to be suited for, a bookkeeper, for one reason or another, as a result, to be cut out for, majority of us, to get around to doing something, an occupation, to force somebody, to face the problem, therefore, to explore a choice, from every angle, to collect information, to make one's mind, to make costly mistakes, to follow in the footsteps of a parent, the sight of blood, to make somebody sick to one's stomach, to faint, an accountant, although, to encourage, several disasters, to procrastinate (time), to postpone a decision, an error, to take the first step, to take the course, to miss an opportunity, it goes without saying, infinite, to determine, reference books, undetected skills, aptitude tests.

Exercise 2. Give the English equivalents to the following words and word combinations:

Бухгалтер, следовательно, со всех сторон, вид крови, ошибка, справочники, упустить возможность, человек не на своём месте, тесты на профессиональную пригодность, в результате, род занятий, собирать информацию, заставлять, хотя, тянуть(время), само собой разумеется, найти время, чтобы что-то сделать, подходящий для, падать в обморок, вызывать тошноту, несколько несчастий, сталкиваться с (неприятностями), идти по стопам родителя, откладывать решение, большинство, по одной причине или другой, поощрять, определять, ошибка, которая дорого обошлась, проанализировать выбор.

Exercise 3. Answer the following questions:

- What person can be characterized as "a square peg in a round hole"?
- Why is choosing a career said to be one of the most important life decisions?
- What are the typical mistakes made by people who are to choose their job for life?
- How can you avoid making such mistakes?
- Name three things you must think about if you are to do a job-hunt in the right way?

Exercise 4. Provide the summary of the text.

Exercise 5. Read the statements below and say whether you agree or disagree. Prove your viewpoint.

- Enjoying your work is more important than making a lot of money.
- Working with a lot of people is better than working alone.
- Working from home is better than working at an office.
- Working indoors is better than working outdoors.

Exercise 6. Look at the list of adjectives:

boring, demanding, dull, exciting, fascinating, hard, repetitive, routine, satisfying, stimulating, tiring, tough, uninteresting, unstimulating.

Say which of them can be used if we want to stress that:

The work is interesting and gives you positive feelings -

The work is not interesting -

The work involves doing the same things again and again -

The work is difficult and makes you tired -

Fill in the adjectives from the list:

1. I like working with figures, but my job is much less _____ and _____

_____ than people think. The work involves a lot of human contacts and teamwork, working with other managers. (accountant)

2. You've got to think in a very logical way. The work can be mentally _____, but it is very _____ to write a program that works. (software developer)

3. I love my job. It's very _____ and not at all _____.: no two days are the same. It's good to see the children learn and develop. (teacher)

Creative speaking.**Work duties****Exercise 1. What do you do?**

People may ask you about your job. You can answer in different ways.

- **What do you do?** I'm (+ job)

- I'm a civil engineer.

- I'm an accountant.

- **What's your job?**

- I work for (+ name of the company)

- I work for Union Bank.

- I work for Chrysler.

- **What do you do for a living?**

- I work in (+ place or general area)

- I work in a bank.

- I work in marketing.

Exercise 2. Answer the questions:

1. What do you do? I am a _____
2. What do you do? I work in _____
3. What do you do? I work for _____

NOTE: "work" is usually an uncountable noun, so you can't say "a work". If you want to use the indefinite article, you must say "a job".

Exercise 3. What does that involve?

When people ask you to explain your work/job, they may want to know your main responsibilities or something about your daily routine.

- Main responsibilities:
 - I'm in charge of ...
 - I'm in charge of all the deliveries.
 - I'm in charge of the sales staff.
 - I have to deal with/handle ...
 - I have to deal with complaints.
 - I have to handle lost packages.
 - I run...
 - I run the coffee bar.
 - I run the restaurant at the museum.

NOTE: We often use "responsible for/in charge of" for a part of something (ex. a department, some workers etc.) and we use "run" for control of all something (ex. company, store, etc.)

- Daily duties, routines:
 - I have to go/attend...
 - I have to go to a lot of meetings.
 - I visit/see/meet with...
 - I meet with clients on a regular basis.
 - I advise...
 - I advise suppliers.
 - My job involves...
 - My job involves doing a lot of paperwork.

NOTE: After "involve" use a gerund (verb + ing).

Exercise 4. Give the description of the following professions:

1. Managing Director
2. Human Resources Director
3. Finance Director
4. Chief Accountant
5. Secretary
6. Public Relation Manager
7. Marketing Director
8. Production Manager

Vocabulary and speech exercises:

1. Working hours.

Exercise 1. Read the text below and do the tasks based on it:

For many people in Britain, these are 8.30 – 9.00 a.m. to 5.00 – 5.30 p.m. Consequently people often talk about a nine-to-five job (= regular working hours). Some people have flexi-time (=they can start an hour or so earlier or finish later); and some have to do shiftwork (=working at different times, e. g. days one week and nights the next week). Some people also work over-time (=work extra hours). Some people are paid to do /work over-time, others are not paid.

Some other expressions connected with working hours are:

To work under a flexi-time system, to work in shifts, to be on the day/night shift, to clock in and to clock out, to telework/to telecommute.

Exercise 2. Fill in the gaps with one of the expressions:

1. We all have to _____ and _____ every day. In this company even the managers have to do it, which is unusual!
2. I'm an office worker in an insurance company. It's a _____ with regular _____. The work isn't very interesting but I like to be able to go home at a reasonable time.
3. I'm a commercial artist in an advertising agency. Working from home using a computer and the Internet is becoming more and more popular, and the agency is introducing this: it's called _____ or _____.
4. I work in a car plant. I work _____. I may be _____ one week and _____ the next week. It's difficult changing from one shift to another. When I change shifts, I have problems changing to a new routine for sleeping and eating.
5. I'm in computer programming. There's a system of _____ in my company, which means we can work when we want, within certain limits. It's ideal for me as I have two young children.

2. Pay

Exercise 1. Read what these people say about the way they are paid and do the task based on the information.

A. My name is Luigi and I'm a hotel manager in Venice. I get paid a salary every month. In summer we are very busy, so we work a lot of extra hours, or overtime; the money for this is quite good. Working in a hotel, we also get nice perks, for example free meals!

B. I'm Ivan and I work as a waiter in Prague. I like my job even if I don't earn very much: I get paid wages every week by the restaurant. We get the minimum wage: the lowest amount allowed by law. But we also get tips, money that customers leave for us in addition to the bill. Some tourists are very generous.

C. I'm Catherine and I'm a saleswoman based in Paris. I get a basic salary, plus commission: a percentage on everything I sell. If I sell more than a particular

amount a year, I also get extra money – a bonus, which is nice. There are some good fringe benefits with this job: I get a company car, and they make payments for my pension, money that I'll get regularly after I stop working. All that makes a good benefits package.

Exercise 2. Match the form of revenue (1 – 11) with the right recipient (a-k).

- | | |
|--------------------|-------------------------|
| 1. grant | a. author |
| 2. salary | b. senior manage |
| 3. wage | c. laid -off employee |
| 4. commission | d. government |
| 5. fees | e. blue-collar worker |
| 6. dividend | f. retired employee |
| 7. royalty | g. sales representative |
| 8. stock option | h. student |
| 9. pension | i. consultant |
| 10. tax | j. shareholder |
| 11. redundancy pay | k. white-collar worker |

Unit 2

Read the text:

Text 1. "So, your choice is working for a company..."

START PREPARING NOW

What can you do now to ease the transition from a student to a professional? There are numerous ways to get your foot in the door (that is to establish contacts with potential future employers) before you actually start looking for work. The more employers who know you before you start applying for a job, the greater your chance of being hired. Here are some tips that you can use to prepare yourself in advance.

1. Start files on companies you are interested in, so that you are well-informed about the companies that may eventually be interviewing you.
2. Read professional journals, the business sections of newspapers, and business magazines. This will give you an idea of available jobs and the kind of education and experience they require. It will help you tailor your courses and your experience to make you a competitive candidate.
3. Join clubs on campus that are related to your areas of interest, and invite potential future employers to speak to club members. Take advantage of the opportunity to establish personal contact with the speakers when they come to speak.

4. Connect your school projects with potential employers so that those employers can see you in action. If you do a good job, they will find you are a more interesting candidate than someone they have never seen.

5. Informational interviews can also help you to get a foot in the door. For example, in order to write an article for the college newspaper, you might interview directors of personnel about the present job market: expected trends, what they are looking for in a new graduate, what specialists are in demand, and so on. When you complete your article, send a copy of it with a note of thanks to a person you interviewed.

6. Talk to friends working in your field of interest to find out what is happening in the job market. Let people know in advance that you will be looking for a job in the fall or spring of 20____.

Source: Cotton David, Falvey David, Kent Simon. Market Leader. Pre-Intermediate. Longman.

Exercise 1. Give the Russian equivalents to the following words and word combinations:

To ease a transition, numerous ways, establish contacts, employers, to apply for a job, to hire, some tips, in advance, start files, eventually, to interview, to give an idea, available jobs, to require experience, to tailor a course, a competitive candidate, be related to, to take an advantage of an opportunity, to get a foot in the door, in order to, personnel, expected trends, a graduate, to be in demand, to complete an article, to find out, a job market, to let people know, in the fall .

Exercise 2. Give the English equivalents to the following words and word combinations:

Заранее, для того, чтобы, персонал, рынок труда, выпускник, осенью, проводить собеседование, воспользоваться благоприятной возможностью, в конце концов, многочисленные способы, работодатели, нанять, установить контакты, подавать заявление о приёме на работу, быть связанным с, ненавязчивый совет, нуждаться в опыте, создать файл, вакантные рабочие места, выяснить, иметь спрос.

Exercise 3. Be ready to discuss the following:

1. Job-finding strategies.
2. Technics for getting your foot in the door.

Exercise 4. Examine the following structures:

So that – так чтобы, так что, (для того) чтобы

In order to – для того, чтобы; чтобы

Exercise 5. Read and draw up the similar samples like this:

1. The doctor is examining the patient so that he could find out what's wrong with him.
2. The company made a detailed survey in order not to lose profit.

Writing a CV or resume**CV – British style (curriculum vitae)**

Name	Mark James Wallace
Address	22 Rocks Lane, Bristol BS8 9DF
Telephone	0117945649
Mobile	0779 9238182
Email	mjwallace@vjbworld.co.uk
Nationality	British
Date of birth	11 March 1979
Profile	A highly motivated, well-travelled and creative graduate with practical design experience in a large company
Education	
1996-2001	Cardiff University: BA in Graphic Design
1990-1997	Clifton School, 3 A levels: Art (A); Design and Technology (A); Mathematics (B); 9 GCSEs
Employment	
2001 - present	EMS Corporate Imaging, Design Dept., Riverside House 19 Charles St. Bristol
Skills	Computer literate: familiar with a number of design and DTP packages. Clean driving licence.
Interests	Tennis, photography and travel
References available on request.	

Resume – American style

JENNIFER ROBERTS

1320 Forest Drive
Palo Alto, CA94309

email: jroberts@mailbox.com
telephone: (650) 498-129

Objective	To obtain a position as a German-English translator with a firm in the Bay Area.
Education	Master of Arts in Translation, Stanford University
2000-2002	Stanford University
1994-1998	Bachelor of Arts (cum laude) Major: German, Minor: Russian, Georgetown University
Experience	Freelance technical translator, German-English, mostly for hi-tech industries in California
2002-present	Freelance technical translator, German-English, mostly for hi-tech industries in California
2000-2002	Teaching assistant (German), Stanford University
1998-2000	English teacher, Cambridge Institute, Heidelberg, Germany
Languages	Fluent German, conversational Spanish
Personal	interests include sailing, playing the accordion, cooking
Reference	Dr M Rosen, Chair, Dept of Modern Languages, Stanford University, Palo Alto, CA94305

Text 2.

Job interview

Read the text and say why the narrator thought that Nina wouldn't get the job.

When I first met Nina, I disliked her at once. She was wearing skintight pedal pushers, a flashy, floppy top, and sneakers with no socks-bizarrely inappropriate even at our very informal company. Soon, Nina doggedly pumped me for information about the new department I was running, where she hoped to get a permanent job. Not a chance, I thought. Not if I have anything to say about it.

However, I didn't. Within a few days she was 'trying out' for me. I gave her a moderately difficult, uninteresting and unimportant project that I didn't need for months. It took that long for her successor to untangle the mess she had made out of it. Although I couldn't have predicted exactly what Nina would do, in three minutes flat I had assessed her as someone who couldn't be relied upon to get a job done.

We all make snap judgements about strangers. Within seconds after we meet someone, we take in a host of details and draw rather large conclusions from them. We may decide in an instant whether it is someone's nature to be warm or cold, friendly or hostile, anxious or calm, happy or troubled.

Unconsciously, we often ask and quickly answer certain questions: Will I enjoy talking to him at this party? Will she make an interesting friend? Will she/he make a good boss/sales manager/secretary/spouse/ for me? If we get to know the person better, we may change our minds. But we may not have the chance.

From Nina's inappropriate dress and aggressive behavior toward me, I'd decided she was pushy, insensitive, and had poor judgement. I also had a lot of vague impressions I couldn't explain. It was as if a warning bell went off in my head. Its message: this person was not to be trusted; her behavior would be unpredictable; she was motivated by an idiosyncratic agenda of her own that I would never understand.

I was using a combination of observation, inference and intuition.

Source: Jones Leo. Cambridge Advanced English.

Text 3. Read the text, use the word given in capitals below the text to form a word that fits in the numbered gap. There is an example at the beginning (0).

HOW TO MAKE A GOOD INITIAL IMPRESSION

If you're job-hunting in Britain, it's (0) essential to know the conventions for writing a good Curriculum Vitae (CV). This is usually a sheet of paper on which you list your personal details, (1) _____ and experience. Many employers request a CV rather than issuing a standard (2) _____ form when they are looking to fill (3) _____ posts. The CV can, however, also be useful if you want to write to employers letting them know that you're available should a suitable (4) _____ arise. (5) _____ and simplicity are the key features of a good CV.

Employers may have to look through hundreds of them when they are on a (6) _____ drive, and any that are overlong or have a poor layout are likely to be discarded immediately, (7) _____ of the content. It is (8) _____ to use good-quality, heavy, plain paper and a clear bold typeface in black ink. Information should be presented in the form of concise sentences, possibly arranged into bullet points under (9) _____. Another important consideration is (10) _____, as nobody is likely to be impressed by CVs containing spelling or punctuation errors. So make sure you check it carefully.

1. QUALIFY

2. APPLY

3. SPECIFY

4. VACANT

5. CLEAR

6. RECRUIT

7. RESPECT

8. ADVISE

9. HEAD

10. ACCURATE

- **Make a note of the advice given in the text about CVs. If you were a boss, which piece of advice would you think is the most important? Why? What does it tell you about the applicant?**

Text 4. 1. Read the first part of the article and then decide which of the points (1-10) are DOs and which are DON'Ts.

2. Read the next part of the article and decide which of the points are (11-20) DOs or DON'Ts.

How to create a good impression at your first interview.

With unemployment so high, and often scores of applicants chasing every job, you have to count yourself lucky to be called for an interview. If it's your first, you're bound to be nervous. (In fact, if you're not nervous, maybe your attitude is wrong!) But don't let the jitters side-track you from the main issue - which is getting this job. The only way you can do that is by creating a good impression on the person who is interviewing you.

1. Find out as much as you can about the job beforehand. Ask the job centre or employment agency for as much information as possible.
2. Walk into the interview chewing gum, sucking on a sweet or smoking.
3. Jot down your qualifications and experience and think about how they relate to the job. Why should the employer employ you and not somebody else?
4. Choose your interview clothing with care; no one is going to employ you if you look as though you've wandered out of a disco. Whether you like or not, appearance counts.
5. Make sure you know where the interview office is and how to get there.
6. Be on time, or better, a few minutes early.
7. Bring with you school certificates, samples of your work or letters of recommendation from your teachers or anyone else you might have worked part-time for.
8. Bring a pen, you will probably be asked to fill in an application form. Answer all the questions and write neatly. The interviewer will be looking at the application during the interview; he or she must be able to read it.
9. Have a light meal to eat; and go to the toilet. If you don't, you may well be thinking about your insides during the interview.
10. Have a drink beforehand to give your courage.

Text 5. THE INTERVIEW.

The interview is designed to find out more about you and to see if you are suitable for the job. The interviewer will do this by asking you questions. The way you answer will show what kind of person you are and if your education, skills and experience match what they are looking for.

1. Forget to shake hands with the interviewer.
2. Make a real effort to answer every question the interviewer asks. Be clear and concise. Never answer "Yes" or "No" or shrug.
3. Smoke or sit down until you are invited to.
4. Give the interviewer a hard time by giggling, yawning, rambling on unnecessarily or appearing cocky or argumentative.
5. Admit it if you do not know something about the more technical aspects of the job. Stress that you are willing to learn.
6. Show some enthusiasm when the job is explained to you. Concentrate on what the interviewer is saying, and if he or she asks if you have any questions, have at least one ready to show that you're interested and have done your homework.
7. Stress poor aspects of yourself, like your problem of getting up in the morning. Always show your best side: especially your keenness to work and your sense of responsibility.
8. Sell yourself. This doesn't mean exaggerating (you'll just get caught out) or making your experience or interests seem unimportant (if you sell yourself short, no one will employ you).
9. Ask questions at the close of the interview. For instance, about the pay, hours, holidays, or if there is a training programme.
10. After the interview, think about how you presented yourself: could you have done better? If so, and if you do not get the job, you can be better prepared when you are next called for an interview. Good luck!

Source: Leo Jones. *New Progress to First Certificate*. Cambridge University press.

Exercise 1. Highlight these words and phrases in the first paragraph of the article. Then work out their meaning from their context - don't use a dictionary.

1. scores of
 - a) a few
 - b) a large number of
 - c) hardly any
2. chasing
 - a) escaping from
 - b) running after
 - c) applying for
3. count yourself
 - a) congratulate yourself for being
 - b) feel proud that you are
 - c) consider yourself to be
4. the jitters
 - a) over-confidence
 - b) nervousness
 - c) lack of experience
5. side-track

- a) distract b) emphasise c) interest
6. issue
- a) argument b) purpose c) difficulty

Exercise 2. Highlight these words and phrases among the DOs and DON'Ts. Then work out their meanings from their context without using a dictionary.

1. giggling (in point 14)
 - a) arguing b) coughing c) laughing in a silly way
2. rambling on (14)
 - a) talking for too long b) going for a walk c) hesitating
3. cocky (14)
 - a) nervous b) proud c) over-confident
4. done your home work (16)
 - a) practised being interviewed b) worked hard at school
 - c) found out as much information as possible about the company
5. get caught out (18)
 - a) be found to be lying b) be in danger c) be wasting your time
6. sell yourself short
 - a) are too nervous b) are too modest c) don't talk enough

Exercise 3. Discuss these questions:

1. What kind of people are the intended readers of the article?
2. Which do you think are the three most important points?
3. Can you add one more DO and one more DON'T to this list.

Render the following text:

Ключевой сотрудник – определение.

Key words:

1. эффективная работа - an efficient job
2. управлять - to manage
3. утверждение - a statement
4. трактовка - an interpretation
5. положиться на кого-либо - rely on smb, count on smb
6. весомый вклад - a major contribution
7. зарабатывать - to earn money
8. кредо - credo
9. штат компании - a company's staff, personnel
10. определить - to identify, spot
11. подчинённые - subordinates
12. коллектив - a team

13. сплетничать - to gossip
14. выполнить распоряжение - to carry out an order
15. выполнить просьбу - to meet a request
16. независимо от - regardless of
17. конкуренты - competitors
18. извлечь пользу - to benefit
19. наставник - a trainer
20. выполнять обязанности - to execute duties

Ключевой сотрудник - это работник, от результатов труда которого зависит эффективная работа любой компании. Конечно, это не 100% зависимость, как от руководителя, но, как правило, ключевой сотрудник без проблем может представлять собой целый отдел. Принято считать, что ключевые сотрудники - это топ-менеджеры, начальники отделов и все, кто управляет.

Частично, это верное утверждение. Но, ради справедливости трактовки надо заметить - ключевой сотрудник, это тот, который всё делает отлично.

Ключевой сотрудник - это тот, на которого можно положиться, в котором можно быть уверенным, как в самом себе.

Ключевой сотрудник - это тот, кому принадлежит самый весомый вклад в любой проект.

Ключевой сотрудник - это тот, который зарабатывает для компании больше всего денег.

Ключевой сотрудник - это тот, который наработал связи как в клиентской среде, так и в государственных структурах.

Именно поэтому ключевыми сотрудниками можно назвать не только тех, кто хорошо руководит, но и тех, кто талантливо работает. К этому числу принадлежат специалисты с редкими знаниями, навыками, опытом, умением - то, чему сложно обучить нового работника в кратчайшие сроки.

Несмотря на кредо всех начальников, что незаменимых нет, на самом деле, они существуют. Просто для замены одного ключевого сотрудника понадобится как минимум трое обычных работников.

Как распознать ключевого сотрудника?

Если штат компании небольшой, то вычислить самого полезного в коллективе работника не составляет никаких проблем. Но что делать, если количество подчиненных измеряется несколькими сотнями людей,

которых руководитель лично не знает? Сделав некоторые наблюдения, можно без проблем найти этого самого “ключевого” члена коллектива, замена которого обойдётся компании дороже всего.

Ключевой сотрудник - это:

1. Работник, который хорошо ориентируется в обстановке дел компании и всегда в курсе всех дел.
2. Тот человек в коллективе, которого больше всего обсуждают, о нём говорят и даже сплетничают. В общем, у каждого сотрудника в отношении него есть определённая эмоция, безразличия нет.
3. Тот сотрудник, с которым чаще всего советуются, к мнению которого прислушиваются не только коллеги, но и вышестоящее руководство.
4. Тот подчинённый, который не боится высказать своё мнение, несогласие, критику или недовольство.
5. Тот член коллектива, с которым остальным сотрудникам работать комфортнее всего. Эта благосклонность, выражается в согласии помочь, выполнить распоряжение или просьбу ключевого работника быстрее всего и прочие человеческие проявления доброжелательности.
6. Тот специалист, который по праву считается лидером, независимо от занимаемой должности.

Почему так важно распознать ключевого сотрудника?

Для того, чтобы перенять у такого специалиста полезные знания. Как было сказано выше, ключевые сотрудники- это те, которые обладают востребованными и ценными навыками.

Наивно думать, что такой специалист будет работать в компании до пенсии. У ценных работников на рынке труда всегда выбор больше, и его не преминут переманить конкуренты.

Поэтому, пока ценный и полезный сотрудник работает в вашей компании, старайтесь извлечь из его пребывания максимум пользы:

- Сделайте его наставником новичков.
- Постарайтесь без давления сделать так, чтобы его знания и методы работы были задокументированы.
- Учитесь у него сами. Если ключевой сотрудник покинет компанию когда-либо, а это обязательно случится, возможно, именно руководителю придётся некоторое время выполнять его обязанности или помогать подчинённым, пока не найдётся достойная замена.

Source: [www.e - executive.ru](http://www.e-executive.ru)

Do you agree with the article message? Give your reasons.

LETTER WRITING
Applying for a job

22 Rocks Lane
 Bristol BS8 9DF

20 April 2010

Ms Patricia Wright
 Personnel Department
 Multimedia Design
 4 Albion Road
 London SE1 8DD

Dear Ms Wright

I am writing to apply for the post of assistant designer advertised in the Evening Post of 18 May. Please find enclosed a copy of my CV.

Since graduating from Cardiff University I have been working for EMS Corporate Imaging on a contract basis. I have become particularly interested in interactive and multimedia work and now wish to develop my career in that direction.

I would welcome the chance to work as part of a small dynamic team where I could make a significant contribution while developing my skills yet further. I would be happy to show you a portfolio of my work.

I am available for interview next week and look forward to hearing from you.

Yours sincerely

Mark Wallace

Mark Wallace
 Enc.CV

Notes:

1. Write your own address in the top right-hand corner.
2. The date can go on either the left or the right.
3. In your application use the word **post, position or vacancy**, not 'job'.
4. Use **Sir** or **Madam** if you do not know the name of the person you are writing to, and use the person's title (Mr, Ms, etc.) and their surname if you do.
5. Avoid contractions: (I am rather than I'm).
6. Sign your name and print it in full afterwards.
7. In British English end your letter **Yours sincerely** if you have begun it with a person's title and family name. If you have begun **Dear Sir or Madam**, then end your letter **Yours faithfully**.

Paragraph 1

Explain which job you are applying for and how/where you heard about it.

Paragraph 2

Briefly describe your most relevant qualifications and/or experience.

Paragraph 3

Explain why you want the job and why you think you would be good at it.

Paragraph 4

Say how you can be contacted and/or when you are available for interview.

Other useful phrases for a job application:**Paragraph 1**

- I noted with interest your advertisement for a ...in today's edition of...
- I am writing in response to your advertisement in...for the position of ...
- I would like to apply for the vacancy advertised in...
- With reference to your advertisement in
- I am interested in applying for the post of ...
- As you will see from my CV...
- I have enclosed a copy of my CV, from which you will see ...
- Please find enclosed a copy of my CV.

Paragraph 2

- I am currently studying ...at...
- After graduating from ..., I...
- Since leaving university, I have...
- On leaving school, I...
- Having gained a degree, I...
- While I was working at...
- During my employment at...
- I am currently employed as...

Paragraph 3

- This post interests me because...
- I would welcome the chance to gain more experience of...
- I would be grateful for the opportunity to improve my skills.
- I have extensive experience of...

Paragraph 4

- If you consider that my experience and qualifications are suitable...
- I am available for interview any afternoon and would be pleased to discuss the post in person.
- I will be available for interview from ...to...
- I can arrange to attend an interview whenever convenient for you.

*** Write down your own examples using the following phrases.**

Render the following text:**Корни PR. История зарождения.**

Key words:

1. обращение к Конгрессу - the appeal to the Congress
2. зарождение - origin
3. деятельность - an activity
4. основать учреждение - to establish
5. учебный план - a curriculum
6. предприниматель - an entrepreneur
7. взаимодействие - cooperation
8. применить практику- to apply practice
9. опубликовать серию статей - to publish article series
10. подвергать уничтожающей критике – to make a slashing criticism of smb, smth
11. конкурентная борьба - competitive
12. магнат - a magnate
13. вызвать общественный резонанс - to draw a wide response
14. нечистоплотный методы конкурентной борьбы - sharp practices of competitive struggle
15. подмоченная репутация - a tarnished reputation
16. подвергаться наказанию – to incur a punishment a
17. теневой бизнес - shadow business
18. отличительный особенности- distinctive peculiarities
19. в частности - in particular

Впервые выражение «**Public relations**» употребил в 1807 году президент США Томас Джефферсон в своём «Седьмом обращении к Конгрессу». Зарождение самостоятельного вида деятельности и науки PR относится к началу XX столетия. Ещё в 1900 году Гарвардский университет использовал бюро публицити, а в университете штата Пенсильвания в 1904 году был создан собственный офис публицити .

В 1918 году курс PR был включён в учебный план Университета штата Иллинойс, а в 1922 году – в Нью-Йоркском университете. Первая книга о PR увидела свет в 1923 году. Её автор – Эдвард Бернауз-племянник Зигмунда Фрейда. Книга называлась «Crystallizing Public Opinion». А к началу 1930-х годов в Соединённых Штатах PR сложились как функция менеджмента. С этого времени PR стали превращаться в самостоятельную сферу бизнеса, обслуживающую растущую потребность предпринимателей во взаимодействии и (или) влиянии на общественное (мнение или предпочтения потребителя).

Историю науки под названием «Public Relations» принято отсчитывать с 1902 года, когда впервые была применена практика классических PR. Американская журналистка Ида Тарбелл опубликовала серию статей под общим названием «История «Стандарт-Ойл Компани». А владельцем этой фирмы был сам Джон Д. Рокфеллер – всемирно известная американская легенда. Тарбелл подвергла уничтожающей критике нечистоплотные методы конкурентной борьбы, применяемые руководством компании, а заодно и личные качества самого нефтяного магната. Вызванный статьями общественный резонанс был столь значителен, что репутация «живой легенды» оказалась серьёзно подмоченной. Это не смогло не сказаться на успешном ведении дел. Начались неприятности с компаньонами, резко ухудшились отношения внутри фирмы. Семейная жизнь Рокфеллера дала трещину. Вокруг этих публикаций разразился настоящий скандал. На фоне серьёзного общественного возмущения Конгресс США принял знаменитое антитрестовское законодательство.

После чего – подверглись наказанию ряд компаний, замеченных в «теневом» бизнесе. Рокфеллер, будучи умным человеком и опытным бизнесменом, принял следующее решение. Он нанял журналиста – хорошо известного в деловых кругах США Айви Ли. Ли стал автором ряда статей, посвящённых не предпринимателю магнату Рокфеллера, а Рокфеллеру – отцу семейства, примерному мужу и любящему папочке. Материалы были размещены в самых известных газетах того времени. Сентиментальные американцы увидели в «старине Джо» то, что хотели видеть – пример добропорядочного гражданина, энергичного делового человека – пример для подражания. Айвин Ли с честью выполнил поставленную перед ним задачу, тем самым «джин PR был выпущен из бутылки».

В 1948 году в США создается Общество PR, а в 1955 году в Лондоне – Международная ассоциация PR (International Public Relations – IPRA), которая ныне объединяет специалистов из 65 стран. В 1970-х годах PR получает распространение во всём мире.

Стремительно развивается эта сфера и в России, а также в странах Восточной Европы и СНГ.

Отечественный опыт PR имеет свои отличительные особенности. В частности, приходится лишь удивляться темпам качественного роста этой отрасли за последние 3 – 5 лет. В настоящее время десятки высших учебных заведений России ведут подготовку специалистов. Вот уже несколько лет действует Российская Ассоциация по Связям с Общественностью (РАСО). Гильдия работников пресс-служб и служб «Паблик рилейшинз» России.

В 1999 году создана Ассоциация компаний – консультантов по связям с общественностью (АКООС), которая была принята в ИСО – Международный комитет ассоциаций компаний – консультантов в

сфере PR на Первом всемирном форуме этой организации, прошедшем в Швейцарии в сентябре 1999 года. В этом же году в Российской Ассоциации Маркетинга (РАМ) образован Департамент PR – технологий.

Source: автор статьи – Жанна Русецкая, профессиональный имидж – аналитик, психолог.

Unit 3

CAREER LADDER

Read the text and answer the questions.

Job Hopping – Advantages and Disadvantages of Switching Jobs Frequently.

- Job hopping - changing from one job to another within a period of months - is becoming more and more popular.

One of the main reasons for this is that the structure of work is changing. Employers are looking for workers who can get a job done. After such a task orkers move on to another job. Part-time and flexible work leads to people having more than one job.

In addition, rising unemployment and salary freezes have forced people to move to other jobs. In other cases, many career workers are in search of a new challenge somewhere else.

Many employers, however, often see job hoppers as a disadvantage to their firm. They think that a person cannot hold on to a job for a longer period of time will not do a firm any good. A person who changes jobs every few years or even months is not respected by a company that values loyalty. On the other side, employers like to hire people, who have had several jobs, as they are able to adapt quickly to new working environments.

Research shows that people who stay with a company for a longer time actually have better chances climbing the career ladder. The same research also shows that moving around more quickly can actually increase an employee's salary. Long-time workers often accept low salary increases just because they don't want to change to another company.

Young people, especially, change jobs more often because they have become used to it. Older workers who have stayed with a company for a few decades have no experience in changing jobs and do not know what awaits them.

Top earners in entertainment, politics or the economy can move around freely without having to be afraid of money losses. They can get just about any job they want and more pay.

Many workers ask themselves when the right time arrives to switch jobs. This depends on several factors, including what economic sector you are in. In the world of high - tech, jobs change quickly. People come and go, often

staying only for a few months. In contrast, the workers in the farming business are valued for their loyalty and therefore stay longer.

Length of employment at the same firm differs from country to country. While an average worker in America changes jobs every 5 years, their British counterparts switch every 9 years. Italian workers stay with the same company for an average of 13 years.

Labor laws play an important part in hiring and firing workers. In Europe it is much more difficult to get rid of unwanted workers than in the USA. Cultural views, as in Japan, often play an important role. Japanese workers are loyal to their companies and often stay for many decades, or even their whole life.

Yet, there are several advantages in job - hopping. You get a wide range of experience in different fields, and experience of different working environments. In some cases, a person gets a fulfilling job after they have tried out several others.

On the other side, job hoppers often don't show motivation at work. They are never satisfied with what they get. Switching jobs can be stressful and contribute to bad moods.

Source: English on line.

Words:

Challenge - something difficult that you want to do

Counterpart - someone who has the same job somewhere else

Hire = employ

In addition = also

In contrast = on the other side

Length- how long something is

Salary freezes - when you do not automatically get more money every few years

Switch = change

Unemployment - situation in which you are out of work

Yet = but

Exercise 1. Answer the following questions:

1. What does job hopping mean?
2. What is one of the major causes of switching a job?
3. What causes people to move to other jobs?
4. What are the pros and cons of people who tend to switch jobs frequently?
5. What are the factors making people change their jobs?
6. How does length of employment vary from country to country?
7. In what country are the most loyal employees to companies they work for?

Exercise 2. Give definitions to the following words and word combinations.

a. a part time job

b. unemployment

c. salary freezes

- d. challenge
- e. loyalty to a company
- f. career ladder
- g. experience
- h. labor

Exercise 3. Give the English equivalents for the following phrases.

Частая смена места работы, работодатели, переходить на другую работу, частично занятый рабочий день, работа с гибким графиком, в добавление, растущая безработица, замораживание заработной платы, серьёзное испытание, однако, преимущества - недостатки, преданность, нанимать - увольнять, новая рабочая обстановка, исследование, карьерная лестница, повышение заработной платы, соглашаться, особенно, опыт, работники с высокой зарплатой, переходить с работы на работу, продолжительность трудовой деятельности, среднестатистический служащий, коллега, законы, регулирующие трудовую деятельность, избавиться от нежелательных работников.

Exercise 4. Provide the text summary.

Render the following text in English:

Как быстро найти работу?

Key words:

1. сталкиваться с проблемами – to come across problems
2. знать из личного опыта – to know from experience
3. «за и против» - the pros and cons
4. уволить – to dismiss
5. зарегистрироваться в службе занятости – to register in the Employment Agency
6. предлагать вакансии – to offer vacancies
7. пособие по безработице – unemployment benefit
8. заходить на сайты - to visit a website
9. обновлять список предложений – to renew a list of offers

С этой проблемой сталкивается большинство людей, оказавшихся по тем или иным причинам без постоянного и стабильного заработка. Однозначного решения данного вопроса не существует, поскольку каждый выход из этой ситуации ищет по-своему. Я расскажу вам, исходя из личного опыта, как можно быстро найти работу.

Каждый, кто не имеет работу – мечтает её найти. Практически каждый, кто её имеет – мечтает её поменять. Поэтому вот мой совет. Прежде чем менять работу в надежде найти новую, хорошо подумайте, взвесьте всё «за» и «против». Поскольку по статистике сайта Head Hunter каждый второй тоскует по прошлой работе и сотрудникам. Если вы всё-таки решились на этот, прямо скажем, отчаянный шаг или

оказались уволенными или сокращёнными – следуйте моим нехитрым советам, и вы быстро найдёте работу!

Как же всё-таки быстро найти работу?

1. Не бросайтесь сразу на поиски новой работы, по себе знаю – ни к чему хорошему это не приведёт!

2. Если позволяет время и финансовое положение, отдохните парутройку недель. Успокойте нервы. Постарайтесь найти в сложившейся ситуации положительные моменты: например, что с этого часа начинается новый виток вашей более интересной и насыщенной жизни. Другими словами: «Всё, что не делается – к лучшему!» Идеальный вариант в этом случае, конечно, куда-нибудь съездить в отпуск, но это уже индивидуально.

3. Расскажите о случившемся всем своим родственникам, друзьям и знакомым, попросите помощи в трудоустройстве. Не исключено, конечно, что в этом случае сработает поговорка: «Ничто так не радует, как горе ближнего», но вам то точно нечего терять! Уверен, что большинство с пониманием отнесутся к вашей просьбе и окажут содействие. Кстати, если предложений не поступит, через пару недель напомните о себе ещё раз, потом ещё раз. Делу это не помешает, а заодно проверите, как друзья познаются в беде...

4. Станьте на учёт в местную службу занятости. Там два раза в месяц вам будут предлагать актуальные вакансии, в зависимости от ваших пожеланий по должности и месту нахождения работы. Вакансий на самом деле не так уж и много, да и зарплаты зачастую такие мизерные, что начинаешь задумываться о целесообразности этого мероприятия. Но минимальное пособие по безработице – это всё-таки деньги, это поддержит вас материально. Кроме того, будет возможность получить бесплатно новую профессию, если, конечно, изъявите желание.

5. Ведите активно и поиск работы сами. Зарегистрируйтесь и напишите своё резюме на самых крупных сайтах по поиску работы – Head Hunter и Super. Job. Это позволит вам заявить о себе как специалисте на всю страну и быть в курсе актуальных вакансий по вашей специальности. Кроме того, на этих сайтах есть масса(правда платных)сервисов по продвижению резюме и прямой связи с работодателями. Да, кстати, не забывайте регулярно заходить на эти сайты и обновлять список предложений по вашим запросам.

6. Разошлите свои резюме по компаниям, в которых вы хотели бы работать. Как правило, на сайте любой организации есть раздел «вакансии», где вывешен список специальностей, в которых компания нуждается. Даже если интересующие специальности вы не нашли, всё равно отсылайте резюме, которое попадёт в «банк вакансий» и будет у работодателя всегда под рукой.

7. Вспомните про своё хобби. Возможно, занятие, которому вы посвящали всё своё свободное время, может стать основным способом заработка. И тогда вы сможете посвящать своему хобби весь рабочий день. По-моему, великолепно!

Ну и, пожалуй, последнее. Всерьёз задумайтесь над тем, чем вы занимались до последнего времени. Может быть, пришла пора поменять свои жизненные приоритеты и взглянуть на мир по-новому?

Source: автор статьи - Владимир Заруйкин, историк.

Exercise 4. Read the text: “Paul’s career“ and do the following exercises.

*** Getting a job**

When Paul left school, he applied for a job in the accounting department of a local engineering company. They gave him a job as a trainee. He didn't earn very much but they gave him a lot of training and sent him on training courses.

*** Moving up**

Paul worked hard at the company and his prospects looked good. After his first year, he got a pay raise and two years later, he got a promotion and was promoted. After six years, he was in charge of the accounting department with ten employees under his supervision.

***Leaving the company**

By the time Paul was 30, he decided that he wanted a fresh challenge. He was really interested in working abroad so he resigned from the company. He didn't want to quit but he wanted something new. He started looking for a new job with a bigger company. After a couple of weeks, he managed to find a job with an international company which involved a lot of foreign travel. He was very excited about the new job and at first, he really enjoyed the travelling but...

*** Hard time**

After about six months, Paul started to dislike the constant moving around and after a year, he hated it. He hated living in hotels and he never really made any friends in the new company. Unfortunately, his work was not satisfactory either and he was dismissed. After he was fired, Paul found things much more difficult. He was unemployed for over a year. He had to sell his car and move out of his new house. Things were looking bad and in the end, Paul had to accept a part-time job at a fruit and vegetable stall in a market.

• Happier times

To his surprise, Paul loved the market. He made lots of friends and enjoyed working out in the open air. After two years, he took over the stall. Two years later, he opened a second stall and after ten years, he had fifteen stalls. Last year, Paul retired at the age of 65.

Source: Paul R.Timm, Brigham Young University.

Exercise 5. Write a single word synonym for each of these words or phrases:

1. Given the sack _____
2. Out of work _____
3. Left the company _____
4. Given a better position _____
5. Stopped working forever _____
6. Future possibilities _____
7. Workers in a company _____
8. Working only some days/hours _____

Exercise 6. Find the logical answer on the right:

1. Why did they fire him?
2. Why did they promote you?
3. Why did he apply for the job?
4. Why did he resign?
5. Why did he go on the course?

Exercise 8. Answer these questions:

1. Have you ever quit a job?
2. Have you had much training from your company?
3. Has the company sent you on any training courses?
4. Have you gone abroad to work?
5. Have you been promoted since you started in the company?

Unit 4.

Exercise 1. Read the text and share your ideas about physical attractiveness and careers. Do they depend on each other or not?

Don't hate me because I'm beautiful



AT WORK, as in life, attractive women get a lot of the breaks. Studies have shown that they are more likely to be promoted than their plain-Jane colleagues. Because people tend to project positive traits onto them, such as sensitivity and poise, they may also be at an advantage in job interviews. The only downside to hotness is having to fend off ghastly male colleagues; or so many people think. But research by two Israelis suggests otherwise.

Bradley Ruffle at Ben-Gurion University and Ze'ev Shtudiner at Ariel University Centre looked at what happens when job hunters include photos with their

curricula vitae, as is the norm in much of Europe and Asia. The pair sent fictional applications to over 2,500 real-life vacancies. For each job, they sent two very similar résumés, one with a photo, one without. Subjects had previously been graded for their attractiveness.

For men, the results were as expected. Hunks were more likely to be called for an interview if they included a photo. Ugly men were better off not including one. However, for women this was reversed. Attractive females were less likely to be offered an interview if they included a mug-shot. When applying directly to a company (rather than through an agency) an attractive woman would need to send out 11 CVs on average before getting an interview; an equally qualified plain one just seven.

At first, Mr. Ruffle considered what he calls the “dumb-blonde hypothesis”—that people assume beautiful women to be stupid. However, the photos had also been rated on how intelligent people thought each subject looked; there was no correlation between perceived intellect and pulchritude.

So the cause of the discrimination must lie elsewhere. Human resources departments tend to be staffed mostly by women. Indeed, in the Israeli study, 93% of those tasked with selecting whom to invite for an interview were female. The researchers' unavoidable—and unpalatable—conclusion is that old-fashioned jealousy led the women to discriminate against pretty candidates.

So should attractive women simply attach photos that make them look dowdy? No. Better, says Mr. Ruffle, to discourage the practice of including a photo altogether. Companies might even consider the anonymous model used in the Belgian public sector, where CVs do not even include the candidate's name.

Taken from “The Economist”. March 2012.

Exercise 1.1. Give the Russian equivalents to the English ones: to get a lot of breaks, plain-Jane, sensitivity, poise, hotness, a mug-shot, to grade, dumb-blond, pulchritude, to fend off, unpalatable.

Exercise 1.2. Give the English equivalent to the Russian ones: уравновешенность, неприятный, глупая блондинка, дурнушка Джейн, фотография, красота, чувствительность, использовать много благоприятных шансов, распределять, отгонять, привлекательность.

Exercise 1.3. Put all types of questions to the text (not less than 10).

Exercise 2. Work in pairs and do the test. Ask and answer the questions, and keep a note of your partner's answers. If you haven't got a job yet, imagine how you would react. Give reasons for your answer to each question.

1. Do you find it easy to concentrate on one subject?
 - a. Not at all, I like to think about a variety of things.
 - b. I try hard but sometimes it's difficult.
 - c. Yes, I have no problem doing this.

2. Do your leisure interests ever distract you from your work?
 - a. No, never.
 - b. Sometimes.
 - c. Yes, often.

3. You are planning a weekend with your family and friends. On Friday afternoon something urgent comes up. What is your reaction?
 - a. You try to find someone else to do it for you.
 - b. You forget your weekend and get on with what you have to do.
 - c. You decide it will have to wait as you already have plans for the weekend.

4. You get a new job and discover that the local college is running a training course that will be very useful in your work. How do you react?
 - a. You're not very interested in doing it.
 - b. You decide to do the course even if you have to pay for it yourself.
 - c. You will go, but only if your new company pays for it.

5. Where do you see yourself in five years' time?
 - a. You'll probably be in the same position as now.
 - b. You hope you'll be in a better position.
You intend to advance your career considerably in the next five years.

6. Do you talk about your job/studies outside work/college?
 - a. Sometimes.
 - b. Very frequently.
 - c. No, I 'switch off' from work as soon as I can at the end of the day.

7. Do you think intelligence leads to success?
- Intelligence alone does not lead to success.
 - Yes, you have to be intelligent to be successful in life.
 - It's a big part of success.
8. One of your colleagues gets promoted. How do you feel?
- You're a bit jealous.
 - You're pleased for your colleague.
 - You're upset. You want to find out why it wasn't you and what went wrong.
9. Do you believe in the saying 'practice makes perfect'?
- No, nobody's perfect.
 - Yes, the harder you work at things, the better you become.
 - People don't have enough time to practice things these days.
10. Is it useful to look back at the past?
- No, you can't change what has happened.
 - Yes, it's very important to look back and analyse our mistakes so that we don't repeat them.
 - Maybe sometimes, but everyone can be wise about the past.
11. What do you think about hard work?
- It's the way to get what you want.
 - It's okay if you are paid well for it.
 - It's very tiring.
12. Where does your motivation come from?
- From your family.
 - From your boss.
 - From inside yourself.

Scores

1	a 0	b 1	c 2
2	a 2	b 1	c 0
3	a 1	b 2	c 0
4	a 0	b 2	c 1

5	a 0	b 1	c 2
6	a 1	b 2	c 0
7	a 2	b 0	c 2
8	a 1	b 0	c 2
9	a 0	b 2	c 1
10	a 0	b 2	c 1
11	a 2	b 1	c 0
12	a 1	b 0	c 2

Assessment

20-24 if you are not already a success, there is no doubt that you will be one day. You have got all the qualities necessary for success, including ambition, determination and imagination. Take care not to become a workaholic - if you do, it will affect your family, yourself and, in the end, your happiness.

8-19 You want to be successful and have got many of the necessary qualities. But perhaps you need a little more self-confidence to believe that you can and will succeed. Perhaps you dream about success, but do not really believe it will happen. Making those dreams come true is not easy, but it is certainly possible.

0-8 You need a lot of hard work to make a success of your chosen career, but is this really what you want in life? Perhaps you believe that happiness is more important than success. Maybe you prefer a happy family life, a steady job and a regular salary. Remember everyone is different and happiness does not come from trying to become something that you do really want to be.

Taken from “Cutting Edge” Intermediate.

Exercise 3. Read and title the text.

Our society is made up of all kinds of organizations, such as companies, government department, unions, hospitals, schools, libraries and the like. They are essential to our existence, helping to create our standard of living and our quality of life. In all these organizations there are people carrying out the manager although they do not have that title. The vice-chancellors of a university, the president of a student’s union or a chief librarian are all managers. They have a responsibility to use the resources of their organization effectively and economically to achieve its objectives.

Managers are to forecast, plan, organize, coordinate, control and motivate other workers. In most companies the activities of managers depend on the level at which he/she is working. Top managers, such as the chairmen and directors, will be more involved in long range planning, policy making and the relations of the company, the sort of product lines it should develop, the way in should face up to the competition, the means of diversifying etc.

On the other hand, middle management and supervisors are generally making the day-to-day decisions, which help an organization to run efficiently and smoothly. They must respond to the pressure of the pressure of the job, which

may mean dealing with unhappy customers, chasing up supplies, meeting, an urgent order or sorting out technical problems. Managers at this level spend a great deal of time communicating, coordinating and making decisions affecting the daily operation of their organization.

In carrying out management functions, such as planning, organizing, motivating and controlling, a manager will be continually making decisions. Decision-making is a key management responsibility. Some decisions are often the routine kind. They are decisions, which are made fairly quickly and are based on judgment. Other decisions are often intuitive ones. Before making a decision, the manager will carefully assess the options, considering the advantages and disadvantages of each one. Thus any manager is to be a bit challenging person.

Taken from “New English File”. Intermediate.

Exercise 3.1. Put all types of questions to the text (not less than 10).

Notes

Essential – необходимый

Forecast – прогнозировать

Diversify – вкладывать в различные предприятия

Efficiently and smoothly – эффективно и гладко

Pressure of the job – затруднительные обстоятельства на работе

Existence - существование

Motivate - направлять

Long range planning – долгосрочное планирование

Chasing up supplies – поиски поставок

Assess the options – оценивать варианты

Exercise 4. Complete the text using the words:

**appointed
in charge**

**reports
reviewed**

**combined
supervised**

**defined
supported**

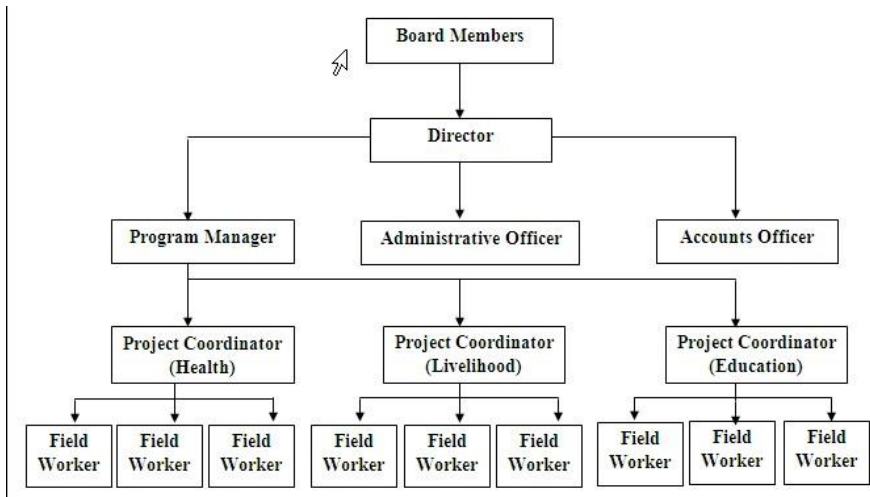
Large British companies generally have a Chairman of the Board of Directors who oversees operations and is the head of the company, and the Managing Director (MD) who is responsible for day-to-day running of the company. In smaller companies the roles of Chairman and Managing Director are _____. Americans tend to use the term President rather than Chairman, and Chief Executive Officer (CEO) instead of Managing Director.

The CEO or MD are _____ by various executive directors or vice-presidents, each with clearly _____ authority and responsibility

(production, marketing, finance, personnel, and so on). Directors are responsible for strategic planning and for making decisions.

Top managers are _____ (and sometimes dismissed) by a company's Board of Directors. They are _____ and advised and have their decisions and performance _____ by the Board. Managers are _____ of day-to-day running of the department and report to the Directors.

Various personnel in each department report to the Manager. For example, a Sales representative _____ to the Sales Manager.



Exercise 5. Match each word on the left with the correct explanation on the right.

Accounts Dept.	person managing the affairs of a corporation
vice- president^{US}	department responsible for administering a company's financial affairs
A.G.M.^{UK}	a member of the board of directors
board of directors	department that puts goods on market, inc. packaging, advertising etc
chairman^{UK}	senior director after the chairman responsible for day-to-day direction
director	department responsible for physical

	creation of product
executive officer ^{US}	department responsible for recruitment and welfare of staff or employees
headquarters	department responsible for finding and buying everything for a company
manager	the highest executive officer of a company; head of a company
managing director ^{UK}	department responsible for Research and Development of (new) products
Marketing Dept.	a table or plan showing a company's structure graphically
organisation chart	a company's principal or main office or centre of control
Personnel Dept.	the place where visitors and clients report on arrival at a company
president ^{US}	Annual General Meeting of a company's shareholders
Production Dept.	person who heads a Board of Directors; head of a company; chairperson
Purchasing Dept.	department responsible for finding customers and making sales
R & D Department	group of people chosen to establish policy for and control a company
reception	any of several executive officers, each responsible for a separate division
Sales Department	person who holds or owns shares in or a part of a company or corporation
shareholder	person responsible for day-to-day running of a dept.; executive officer ^{US}

Taken from “English for secretaries”. College under the Ministry Foreign Affairs of Russian Federation.

Unit 5

Exercise 1. The business structure you choose will have legal and tax implications. Learn about the different types of business structures and find the one best suited for your business. Explain your choice.

Types of business structures:

Sole Proprietorship

A Sole Proprietorship is one individual or married couple in business alone. Sole proprietorships are the most common form of business structure. This type of business is simple to form and operate, and may enjoy greater flexibility of management, fewer legal controls, and fewer taxes. However, the business owner is personally liable for all debts incurred by the business.

General Partnership

A General Partnership is composed of 2 or more persons (usually not a married couple) who agree to contribute money, labor, or skill to a business. Each partner shares the profits, losses, and management of the business, and each partner is personally and equally liable for debts of the partnership. Formal terms of the partnership are usually contained in a written partnership agreement.

Limited Partnership

A Limited Partnership is composed of one or more general partners and one or more limited partners. The general partners manage the business and share fully in its profits and losses. Limited partners share in the profits of the business, but their losses are limited to the extent of their investment. Limited partners are usually not involved in the day-to-day operations of the business.

Limited Liability Partnership (LLP)

A Limited Liability Partnership (LLP) is similar to a General Partnership except that normally a partner doesn't have personal liability for the negligence of another partner. This business structure is used most by professionals, such as accountants and lawyers.

Limited Liability Limited Partnership (LLLP)

A Limited Liability Limited Partnership is a Limited Partnership that chooses to become an LLLP by including a statement to that effect in its certificate of limited partnership. This type of business structure may shield general partners from liability for obligations of the LLLP.

Corporation

A Corporation is a more complex business structure. A corporation has certain rights, privileges, and liabilities beyond those of an individual. Doing business as a corporation may yield tax or financial benefits, but these can be offset by other considerations, such as increased licensing fees or decreased personal control. Corporations may be formed for profit or nonprofit purposes.

Nonprofit Corporation

A Nonprofit Corporation is a legal entity and is typically run to further an ideal or goal rather than in the interests of profit. Many nonprofits serve the public interest, but some engage in private sector activities.

Limited Liability Company (LLC)

A Limited Liability Company (LLC) is formed by 1 or more individuals or entities through a special written agreement. The agreement details the organization of the LLC, including provisions for management, assignability of interests, and distribution of profits and losses. LLCs are permitted to engage in any lawful, for-profit business or activity other than banking or insurance.

Massachusetts Trust

A Massachusetts Trust is an incorporated business with the property being held and managed by the trustees for the shareholders. The trustees are considered employees since they work for the trust.

Trust

A Trust is a legal relationship in which one person, called the trustee, holds property (the trust estate or trust property) for the benefit of another person, called the beneficiary.

Joint Venture

A Joint Venture is formed for a limited length of time to carry out a business transaction or operation.

Tenants in Common

A Tenants in Common allows 2 or more people to occupy the same business while retaining separate identities in regard to assets or liabilities resulting from business activities.

Municipality

A Municipality is a public corporation established as a subdivision of a state for local governmental purposes.

Association

An Association is an organized group of people who share in a common interest, activity, or purpose.

Exercise 2. Read and translate the text orally. Translate the first paragraph in writing.

Retaining Good Staff

An organization's capacity to identify, attract and retain high-quality, high performing people who can develop winning strategies has become decisive in competitive advantage. High performers are easier to define than to find. They are people with limitless energy and enthusiasm. They are full of ideas and get things done quickly and effectively. They inspire others through the force of their example. Such people can push their organizations to great heights. However high performers generally leave because organizations do not know how to keep them.

Money remains an important motivator but organizations should not imagine that it is the only one that matters. In practice, high performers take for granted that they will get a good financial package. They seek motivation from other sources.

High performers are very keen to develop their skills and their curriculum vitae. Offering time for regeneration is another crucial way for organizations to retain high performers. Work needs to be varied and time should be available for creative thinking and mastering new skills. They do not want to feel that success they are winning for the organization is lost because of the inefficiency of others or by weaknesses in support areas. Above all, high performers – especially if they are young – want to feel that the organization they work for regards them as special. If they find that it is not interested in them as people but only as high performing commodities, their loyalty is minimal. On the other hand, if an organization does invest in its people, it is much more likely to win loyalty from them and create a community of talent and high performance that will worry competitors.

Taken from “Inside out”. Upper – Intermediate.

Exercise 2.1. Put all types of questions to the text (not less than 10).

True, false, not stated.

- 1) Work doesn't need to be varied.
- 2) High performers are very keen to develop their skills.
- 3) High performers are very ambitious people.

Exercise 3. Match each word on the left with the correct explanation on the right.

1. to be keen on smth	a) a strong feeling of interest and enjoyment about something and eagerness to be involved in it
2. enthusiasm	b) creative people
3. high performers	c) the quality of remaining faithful to principles, country etc.
4. loyalty	d) to like smth
5. organization	

6. motivation	e) eagerness and willingness to do something without needing to be told or forced to do it
7. to take for granted	
8. regeneration	f) an ability to do something well, especially because you have learned and practised it
9. skill	
10. competitor	g) a group such as a business that has been formed for a particular purpose
	h) a person, team, company etc. that is competing with another
	i) making something develop and grow strong
	j) to value someone or something too lightly

Exercise 4. Render the text.

В любом бизнесе очень важно, чтобы работа менеджеров была результативной. Руководители должны быть способны достигать своих целей и принимать верные решения. Большинство руководителей деловиты только на словах, но не на деле. Проблема состоит в том, что на менеджеров оказывается давление, снижающее эффективность их работы. С одной стороны, их работа раздроблена. В большинстве случаев им приходится выполнять одновременно несколько заданий, одни из которых – обычная текучка, в то время как другие – особой важности. Здесь и обнаруживается, что для решения действительно важных проблем не хватает времени. Кроме того, груз забот часто настолько непосилен, что руководители забывают о том, какие дела по-настоящему важны.

Руководитель сталкивается и с другой проблемой. Деловое общение с людьми отнимает львиную долю рабочего времени, для собственных нужд времени остается совсем мало. Как только руководитель соберется взяться за отчет, неожиданно позвонит клиент. Едва он повесит трубку, как в офис позвонит поболтать Билл из отдела продаж. Руководитель успеет посвятить отчету несколько минут, затем ему позвонит менеджер по кадрам, чтобы узнать, не сможет ли он завтра днем побеседовать с тем-то. И так далее. Руководитель постоянно должен отвечать на чьи-то вопросы, а время уходит. Ничто не меняется к лучшему по мере его продвижения вверх по служебной лестнице. Становится даже хуже. Чем более значительную должность он занимает, тем большее количество людей к нему обращается, посягая на его

рабочее время. Из-за особенностей работы, руководителю нелегко продуктивно трудиться. Очень трудно отличить важные дела от менее важных. Руководитель постоянно ощущает, что у него отнимают слишком много времени, но часто людям очень трудно отказать. Всегда найдется что-то или кто-то, кто оторвет его отдела.

Хорошие руководители учатся организовывать свое время. Они не занимаются неважными делами. Они никогда не забывают, что потери времени невосполнимы.

Taken from “How to Manage, Editor Ray Wild” William Heinemann. London.

Notes:

Get the right things done – принимать верные решения

Reducing their efficiency – снижать их эффективность

To tackle that report – взяться за отчет

No sooner has he hung – едва ли он повесит трубку

Respond to the demands – отвечать на вопросы

To turn people away – отказать людям

To divert him from business – оторвать его от дела

To be fragmented - быть раздробленным

Easier said than done – на словах, но не на деле

Trivials – текучка

To be under pressure – испытывать груз забот

To take up a lot of time - отнимать львиную долю времени

To climb higher in the organization – продвигаться вверх по служебной лестнице

More demands will be made upon his time – больше людей будут посягать на его рабочее время

Nature of the manager’s work – особенность работы менеджера

To be effective – работать продуктивно

To distinguish between important and less important – отличать важное от менее важного

To manage time – организовывать время

Exercise 5. Read business letter and insert missing phrases.

Communications

Assistant

lack of

Public relations

firm

to leave for

on time

check local traffic

to apologize for

look forward to

professionalism**meetings****reports**

Dear Mr. Thomas,

I would like _____ missing my interview on Wednesday, June 10 at 8:00 AM. A freeway accident stopped traffic completely for thirty minutes _____o the office, but that is no excuse. I should have left my home even earlier to ensure I would arrive _____.

As a _____ I understand that Extreme Public Relations Company values professionalism, which includes timeliness. Whether in a staff meeting or a client consultation, I understand that you would expect your employees _____.

I am currently taking steps to ensure that I am not late for a meeting again. I plan _____ even earlier than I already do to ensure I am on time regardless of delays. I will also always _____ before planning my driving route.

I demonstrated a _____ on Wednesday. However, I would like to request another opportunity to interview with you for the position of _____ at Extreme Public Relations Company. I know that, despite my embarrassing error on Wednesday, I am an ideal candidate for the position, due to my extensive experience and my ability to achieve quantitative results for my clients.

I will call you later this week to see if we can schedule a time to meet again. Again, I am very sorry for my actions. I _____ meeting you and demonstrating to you why I am a strong candidate for the position.

Best,

Danial Craft
555-555-5555

Unit 6.

Exercise 1. Choose the best variant for each sentence.

- The design stage typically lasts _____ two months.
for
NO PREPOSITION
A or B
- We'll let you know about our decision _____ tomorrow.

until
by
A or B

3. I like working _____ Bill. He's really laid-back.

on
with
along

4. The design process _____ this product is fairly complicated.

for
in
along

5. Please inform me _____ your decision.

in
A or C
of

6. This is an issue that came up _____ the early stages of the project.

during
along
with

7. The demand for our product has risen by 50% _____ the last two years.

over
among
with

8. John will be in charge _____ all the technical aspects.

to
for
of

9. Are you working _____ the project that I assigned you to?

with
on
in

10. I work _____ downtown Chicago/ I work _____ the center of the city.

in
on
at

Exercise 2. Read and translate the text.

The Oscars

“BIRDMAN” flew away with the Oscars this year. Alejandro González Iñárritu’s hallucinatory backstage farce won the Academy Awards for Best Film, Director (pictured), Screenplay and Cinematography. If it weren’t for Eddie Redmayne’s uncanny transformation into Stephen Hawking in “The Theory Of Everything”, it is likely that Iñárritu’s leading man, Michael Keaton, would have won in the Actor category, too. In the circumstances, it’s easy to feel a pang of disappointment for Richard Linklater, the writer-director of “Boyhood”. His beautiful, surprisingly feminist chronicle was neck-and-neck with “Birdman” in the awards ceremonies that preceded the Oscars, but ultimately “Boyhood” had to make do with Patricia Arquette’s Best Supporting Actress trophy. In the voters’ minds, perhaps, the struggles of an ordinary Texan family were less compelling than the headaches of being a fading Hollywood movie star.

In general, the Oscars fell the way they were expected to—as they usually do these days, now that there are countless websites and algorithms devoted to their prediction. Wes Anderson’s dessert-trolley-for-the-eyes, “The Grand Budapest Hotel”, was the evening’s other big winner, for Score, Production Design, Costume and Make-up. Julianne Moore (“Still Alice”) and JK Simmons (“Whiplash”) thoroughly deserved their Best Actress and Best Supporting Actor victories, even if Ms. Moore was really being honored for her work in numerous earlier, better films than “Still Alice”. Hers was a classic “Right Actor, Wrong Role” Oscar, to rank alongside Al Pacino for “Scent Of A Woman” and Paul Newman for “The Color Of Money”.

There were only two salient injustices—and again, they weren’t unexpected. “The Imitation Game” won for Best Adapted Screenplay, despite its failure to convey what the Bletchley Park code-breakers actually did, and its inclusion of risibly fake clashes between the boffins and the brass (“We need six more months!” “You’ve got one month!”). Meanwhile, the decision to give the Best Animated Feature award to Disney’s cynical, forgettable attempt to launch a superhero cartoon franchise, “Big Hero 6”, only emphasized how absurd it was that the far superior “Lego Movie” wasn’t even nominated.

If the ceremony raised any broader question, it is whether we have finally seen the demise of the Hollywood Oscar-bait movie. For decades, the Best Picture category was dominated by high-sheen, middle-brow, supposedly uplifting, politically liberal epics, from “Gandhi” to “Dances With Wolves” to “The English Patient”. They were usually based on novels or true stories, they tended to be on the dull side, and, in the 1990s, they were often driven to award-nabbing glory by the campaigning of Miramax’s head honcho at the time, Harvey Weinstein. If you were the kind of person who only went to the cinema once a year, you could see such a film and come away with the comforting assurance that Hollywood (and its

British counterpart) was still making well-crafted, largely humourless entertainment. But times have changed: in recent years, the Best Picture line-up has skewed ever more low-budget, quirky and unpredictable. Anybody who plumped for “Birdman” as their annual cinema outing would have stumbled out of the cinema wondering what on earth they had just seen.

Ironically, Hollywood is now reliant on indie movies and foreign imports when it wants to congratulate itself: of this year’s eight Best Picture finalists, “American Sniper” was the only film to come from a major studio, and Sunday’s prize-winners were virtually indistinguishable from those at the Independent Spirit Awards on Saturday (although “Boyhood” did better at the Independent Spirits).

One reason for the sea change is that in 2009 the Oscars expanded the Best Picture shortlist from five titles to a potential ten, making room for some riskier contenders. Another factor is that cutting-edge cable television dramas have whetted audience appetites for more daring fare. Less romantically, however, the key factor is that Hollywood’s studios are now shovelling their money into superhero franchises, having given up on any project that won’t sell a zillion dollars of plastic figurines to a global audience. A stodgy three-hour biopic directed by Ron Howard just doesn’t represent the same international investment as an “Iron Man” sequel.

Many a hand-wringing article has been written, bemoaning the demise of the mature, mid-level Hollywood movie. But when you look at the runners and riders at this year’s Academy Awards, you have to ask whether the studios’ cowardice is actually a positive thing. Whether you prefer Mr. Iñárritu’s formal fireworks, Mr. Linklater’s low-key humanism, or Mr. Anderson’s neurotically precise whimsy, it’s clear that that the glut of superhero blockbusters hasn’t stopped innovative, experimental, personal films being made—and those films are now getting the sort of mainstream media coverage that they wouldn’t have done back when stuffily prestigious Oscar bait was hogging the Best Picture shortlists. The Academy’s new indie-friendly attitude may have resulted in “Birdman” being this year’s main winner, but cinema-goers can count themselves lucky, too.

Taken from “Time”. 2015.

Exercise 2.1. Answer the following questions:

1. Have you ever seen an Oscar awarding ceremony?
2. If you have, do you think it’s a great show?
3. When and where does it take place?
4. Are you a cinema fan?
5. Do you prefer watching films at home or at the cinema?

6. What are your favourite movies? Why?
7. What movie (actor or actress) in your opinion deserve an Oscar prize, but did not get it?
8. What films mentioned in the text have you seen? Why?
9. Which one did you enjoy most?
10. What other prestigious awarding ceremonies in the sphere of cinema do you know?
11. Are you aware of the Russian Oscar prize winners?

Exercise 3. Read this joke and give your comments on it. Do you think it's possible to have reliable friends in business?

Friends in business

A rich businessman was dying. Before his death he wanted to tell his partner who was in business with him some important things. So he asked his family to leave him with his partner alone. The rich man thought that his friend George was a reliable partner and a very good friend. When they were alone the man said: "I'm dying, George. I've always been bad to you. When you were away on business two years ago I took a big sum of money from the safe and never put it back. I disliked you all my life. I sold the secret of one of your plans to another company for a hundred and fifty thousand dollars. Oh, George, I'm very sorry." "That's all right," said George. "I was not so reliable as you thought I was. It was I who put poison into your tea at lunch yesterday."

Taken from "Short stories and jokes". Edition №4. "Filomatis" 2008.