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АНГЛИЙСКИЙ ЯЗЫК ДЛЯ ДЕЛОВОГО ОБЩЕНИЯ

Учебное пособие для студентов всех специальностей

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Учебное пособие предназначено для студентов всех специальностей с учётом требований государственных образовательных стандартов третьего поколения к уровню подготовки выпускников. Его цель – формирование у студентов основ профессионально-ориентированного делового общения на английском языке.

Учебный материал структурно разделен на 6 разделов, каждый из которых содержит материал для чтения, аудирования, а также комплекс упражнений и заданий, направленных на развитие умений вести дискуссию и переговоры, беседы – в деловой или неформальной обстановке, отвечать на звонки по телефону, делать презентации, вести деловую переписку, в том числе и по электронной почте.

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Unit I. BUSINESS ENGLISH

Learn what business English is and how to meet for the first time.

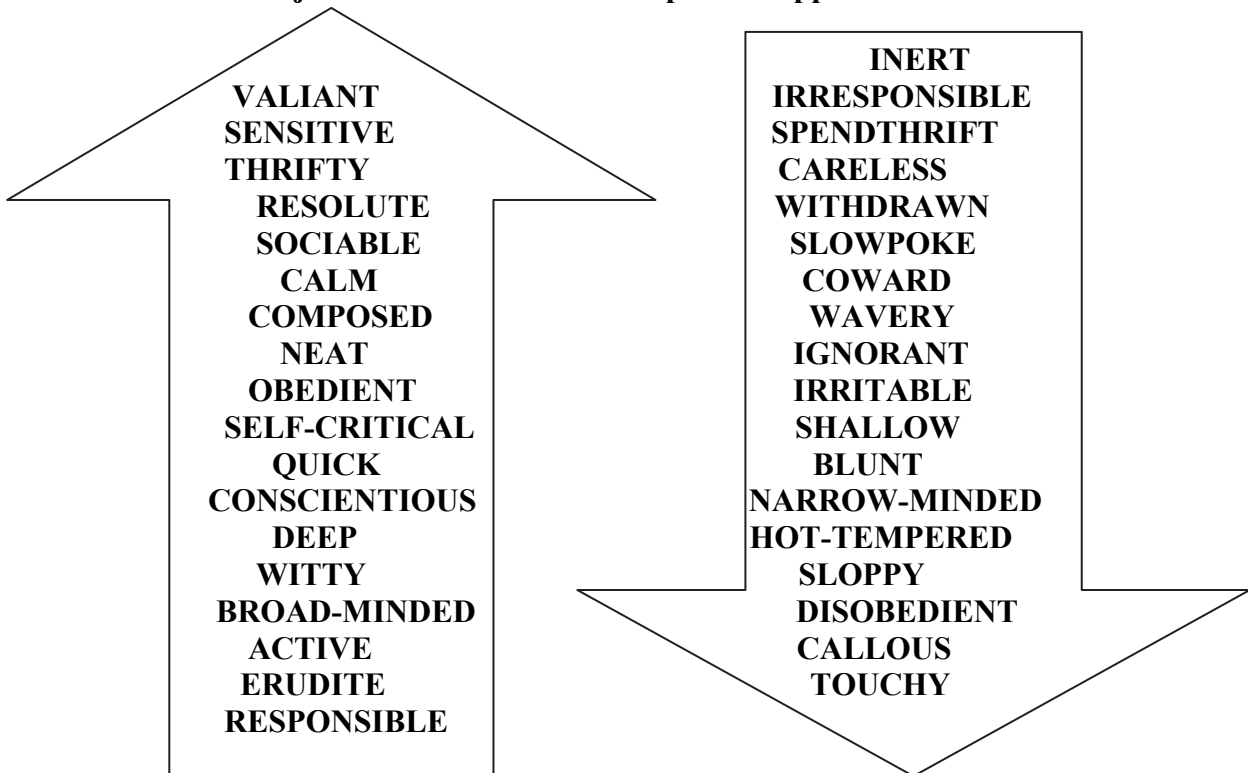
Lesson 1. What is Business English?

Warm up

- What is Business English?
- What qualities does a person need to have to go up in the world?
- What qualities do you need to have or do you have to go up in the world?

Active Vocabulary

I. Read the list of adjectives below and find the pairs of opposite words.



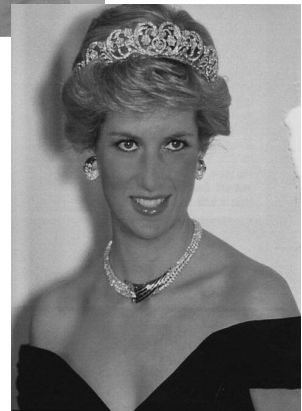
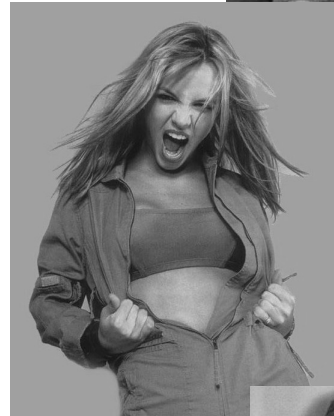
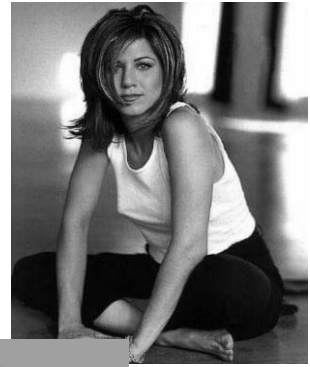
II. Read the list of adjectives above and choose those, which describe an ideal businessman. Make up sentences like in the example.

Example: *It will never do for a businessman to be inert, he should be active.*

Speaking

Look at the list of famous people and try to imagine what qualities helped them to go up in the world. Why do you think so?

- a) A. Shwartzeneger
- b) Maria Sharapova
- c) Bill Gates
- d) Boris Yeltsin
- e) Britney Spears
- f) Princess Dianne
- g) Jenipher Aniston



Reading

Skim the text and say what BE is.

Business English

Business English (BE) is English especially related to international trade. It is a part of English for Specific Purposes and can be considered a specialism within English language learning and teaching. Many non-native English speakers study the subject with the goal of doing business with English-speaking countries, or with companies located outside the Anglosphere but which nonetheless use English as a shared language or lingua franca. Much of the English communication that takes place within business circles all over the world occurs between non-native speakers. In such cases the object of the exercise is efficient and effective communication. The strict rules of grammar are in such cases sometimes ignored, when, for example, a stressed negotiator's only goal is to reach an agreement as quickly as possible.

Business English means different things to different people. For some, it focuses on vocabulary and topics used in the worlds of business, trade, finance, and international relations. For others, it refers to the communication skills used in the workplace, and focuses on the language and skills needed for typical business communication such as presentations, negotiations, meetings, small talk, socializing, correspondence, report writing, and so on. In both of these cases it can be taught to native speakers of English, for example, high school students preparing to enter the job market.

It can also be a form of international English.

It is possible to study Business English at college and university; institutes around the world have on offer courses (modules) in BE which can even lead to a degree in the subject.

From Wikipedia, the Free Encyclopedia

Lesson 2. Meeting People

Warm up

I. Which of the following happens the first time you meet someone?

- I talk too much because I'm nervous.
- I don't speak at all because I think of anything to say.
- I smile a lot so that the other person likes me.
- I act in exactly the same way as I would with a person I know.

II. Can you remember when and where you met some of the following people for the first time? Tell your teacher what happened.

- • a very good friend
- • your boss
- • a girlfriend / boyfriend
- • a colleague
- • a customer
- • a teacher

Active Vocabulary

Introductions often include these steps:

- Greeting or request for introduction
- Introduction
- Response to greeting

Phrases for introducing yourself:

Greeting	Introduction	Response
Hello	Let me introduce myself.	Pleased to meet you. I'm
Good morning/afternoon	My name's....	Nice to meet you. Mine's....
How do you do?	I'm	Glad to meet you. I'm....

Phrases for introducing someone else:

Request for introduction	Introduction	Response
..., could you introduce me to...?	Of course... Let me introduce you to....	(Very) nice to meet you. ...
..., I haven't met....	I'm sorry... This is
..., I don't know anyone here. You'll have to introduce me.	Of course, I'll introduce you to.... ..., this is Let me introduce you two., this is	

Note: some introductions are more formal than others. The use of first names indicates *informality*. In English-speaking cultures, people usually *shake hands* on first meeting.

It's very common to present yourself in terms of your job. The job identifies the person.

Question/comment	Filler	Response	Comment/question
What do you do (for a living)? Do you work? What do you do (in the ... Department)? I haven't seen you around before.	Well Oh	I'm in computers. Yes, I'm a fashion designer. I'm on the market research side. I've just started with Manders. I'm in the Sales Department.	Not a bad job. That's interesting. What about you? And you? What do you do there?

Speaking

I. Invent a name, a job, and a place of work. Practice introductory conversations.

When you meet someone for the first time and start up a conversation, it is important to find points of common interest so that the conversation can run smoothly. Successful conversation depends on finding a topic both people can easily talk about. One way of reaching this point is to follow a number of steps until a topic of common interest is found. A typical sequence might be:

Speaker	Step
A	Opening question
B	Immediate answer
A	Follow-up question
B	Immediate answer
B	Additional comment
A	Next question
A/B	Topic of common interest

II. Now look more closely at the typical sequence of conversation.

1) opening question	Is this your first trip to ...? How was your trip?
2) immediate answer	Yes, it is. Fine, thanks.
3) follow-up question	Are you staying long? Business or pleasure?
4) immediate answer	No. Business. Note: these answers are not helpful in finding a common interest. You need to make additional comment.
5) additional comment	But hopefully not my last. Unfortunately only a couple of weeks. Business, I'm afraid. My company is setting up an office here in Tokyo.
6) next question	Have you found time to see much? Really, where is your company based?
7) establishing topic of common interest	Are you interested in gardens? Oh, I visited Detroit a couple of years ago. That's (What) a coincidence. My wife is in fashion too.

Lexical exercises

I. Complete the introductions according to the phrases from Active Vocabulary:

1. Peter King introduces himself to Jack Simpson:

PK Hello,... My name's Peter King.

JS ..., I'm Jack Simpson.

2. Philip introduces Sarah to James:

S Philip, I ... here. You'll have to

P Of ..., I'll ... to James. He's an old friend of mine. James, ... Sarah, she's just joined the company.

J ..., Sarah. Where do you come from?

3. Rod Burton introduces Pete Taylor to an important customer:

P Rod, I ... Mr. Rogers, the Purchasing Manager from Kentons.

R I'm Come and meet him. Mr. Rogers, Pete Taylor, our Export Sales Manager.

Mr.R What countries do you cover?

4. Klaus Fischer introduces himself to an American visitor:

KF How ...? My

AV George Cole.

II. This dialogue is in the wrong order. Rearrange it to make a natural flow of conversation.

- Really? What did you expect? ()
- No, I've been to the States before, but this is the first time in Atlanta. ()
- So, what do you think of Atlanta? ()
- Fine, I'll see what I can arrange. ()
- Well, it's not what I expected. ()
- There is a part like that. You must let me show you around. ()
- Well, I suppose I thought it would be more traditional. ()
- That would be interesting. ()
- Is this your first trip over here? ()

Pair work

Engage your partner in conversation. Try to establish a common interest – e.g. a place, a hobby, a job, family, etc.

Listening

I. Listen to the conversation between two people meeting at a conference, and complete the table below.

	Speaker 1	Speaker 2
Name		
Country		
Department		
Now?		

II. Look at the extracts from the conversation. Complete them with the useful phrases for meeting people for the first time.

1. Nice _____ . I'm Sofia Platini from Milan.
2. Pleased _____ , Sofia.
3. Is this your _____ to London?
4. It's the second time _____ , actually.
5. What _____ Fernando?
6. _____ your flight, Sofia?
7. Fine, no problems. _____ ?

Speaking

Invent the missing information in the table below and role-play a similar conversation with your partner.

	Speaker 1	Speaker 2
Name	Sam Isaakson	Chris Richter
Country	Sweden	Germany
Job	accountant	PA to the director
Now?		

Reading

“Without gestures the world would be totally colourless”

I. What do you understand by this quotation? How far do you agree with the idea?

II. Read the text and check your understanding.

A World of Gestures

As the global village continues to get smaller and cultures mix more and more, it is necessary to become more culturally sensitive and aware of body language and gestures that surround us on a daily basis. As many of us cross over cultural borders, we are obliged to respect, learn and understand more about the power of this silent language.

In the world of gestures, the best advice would be to remember to ask and be aware. If you see a gesture that is confusing, ask a local person what it means. Then, be aware of the many body signs and customs around you in order not to offend others.

Nor is it acceptable to shout in anger or show excessive behaviour of any kind. Furthermore, blowing one's nose in public is also unacceptable and will certainly be seen as an act of rudeness.

Another interesting example of silent body language is that used in lifts. If there are one or two people in a lift for example, they tend to lean against the walls of the lift and four people together will probably choose a corner each. A slightly larger number will more than likely face the door while a crowded lift will show silent people touching only at the shoulders and generally looking upwards to avoid eye contact.

However, we also live in a world of more lively gestures, such as those of drivers of all ages and types. Arms will certainly be flying showing each other who did what, fingers will be pointing to indicate guilt and heads will be shaking in negative disbelief at the dreadful quality of the other's driving!

Without gestures the world would be totally colourless. Apparently, 60% of all communication is nonverbal.

Body language and gestures communicate messages just as well as words, perhaps even better. It is quite natural to use our bodies to get a message across. From calling a waiter over to our table to the teaching gestures of parents to children; we all use this system of communication.

Gestures are a basic part of our social lives too, with the ‘vocabulary’ sometimes being informative or entertaining, as in the case of street mime. Take, for example, the gestures and body movements of two young children playing in the park or a policeman directing traffic.

Of course, there is one particular gesture that carries certain welcoming characteristics and is unlike any other gesture that we know of. It is a healthy gesture and can get you out of many a sticky situation. This giant of all gestures is, of course, the smile. Use it freely and often and win the hearts and respect of others wherever you travel.

From Wikipedia, the Free Encyclopedia

III. In pairs, take turns in making different gestures to show that you agree, disagree, don't care, are angry / pleased / nervous / impatient/unsure / disappointed /surprised / shocked / suspicious, while your partner tries to guess the message.

Reading comprehension

Answer the questions.

1. What do you understand by the expression “the power of the silent language”?
2. What should you do not to be confused in the world of gestures?
3. “Lively gestures” – where can you use them?
4. Do you agree that gestures are a basic part of our lives? Why?
5. Can you show the gesture of all gestures?

Say whether the statements True or False.

1. It is necessary to become less culturally sensitive and aware of body language and gestures that surround us on a daily basis.
2. If you see a gesture that is confusing, don't mention it.
3. Another interesting example of silent body language is that used in universities.
4. However, we also live in a world of more lively gestures, such as those of drivers of all ages and types.
5. Without rainbow the world would be totally colourless.
6. Body language and gestures communicate messages just as well as words, perhaps even better.

Project work

Study all the material of the lesson. Make up a presentation concerning your personality. Remember about your body language.

Unit II. APPLYING FOR A JOB

Learn how to write a CV and a resume, to get ready for and win an interview. Consider some rules of etiquette and useful advice for job-hunters.

Lesson 1. Choosing Careers

Warm-up

1. Read the following suggestions for finding a job and, in pairs, discuss which ones you agree with and why.

- Contact your friends and see how they can help.
- Visit an employment agency and ask about available jobs.
- Look for the job that gives the best salary.
- Read the advertisements in the business section of your local newspaper and try to find a job that matches your skills, qualifications and interests.
- Ask your parents and their colleagues to get you the job in the companies where they work.
- Discuss your goals and interests with your friends and make a plan for how to proceed.
- Talk to a counselor at the place where you are studying and ask for some advice.



Listening

I. Listen to two friends talking about job hunting. Check ✓ the points that are mentioned in their conversation.

- *consult with different businesses and find out what is required in each department*
- *go to an employment agency*
- *look at some ads and see what is available*
- *think about your specific interest in business*
- *get in touch with any business contacts your family might have*
- *identify strengths and weaknesses for specific areas of business*
- *visit college counselor and discuss*

II. In pairs, practice making suggestions about how to start job hunting. Use the phrases in the box.

I think it's time to start...
Maybe we should begin by...
Let's go see...
Why don't we read...

We need to think about where...
We could find out about available jobs...
I suppose we should think about...
I suggest we start by...

Active vocabulary

I. Here is a list of words and expressions connected with jobs. Divide them into the following categories:

<i>Departments in a company</i>	<i>Money</i>	<i>Losing a job</i>	<i>Adjectives describing different jobs</i>	<i>Hours of work</i>	<i>Applying for a job</i>

Words:

personnel, accounts, references, a salary, advertising, out of work, rate of unemployment, sales, to go for an interview, a wage, to get a bonus, manual, to make someone redundant, a 7% pay rise, to earn US \$50.000p., marketing, skilled, to fire an employee, a 9 to 5 job, challenging, to get a commission, gratifying, an hourly rate, boring, to do overtime, to fill in an application form, to work in shifts, rewarding, to work flexi time, to make ends meet, to do something for a living.

II. Think of a job. Do not say what the job is. Let your group members guess by asking you general questions (to which answers will be “Yes” or “No”). The students cannot ask more than 10 questions. You may be asked questions like that:

- Do you get a big salary?
- Is it a 9 to 5 job?
- Do you have to deal with children (patience, people)?
- Do you work in shifts?
- Do you often have to work overtime?

Speaking

I. Interview each other:

- If you have a job:
 - a) How and why did you make up your mind what to be?
 - b) Has it always been your ambition to do this?
 - c) Does your job suit you? Why?
- If you don't have a job...
 - d) What would you like to be? Why?
 - e) What will you have to do to get this job?
 - f) Why do you think you would be well-suited for this job?

II. Look at the list of jobs below and choose the one you would most like to do and the one you would least like to do.

nurse	disc jockey	head of a big company
journalist	pilot	tourist guide
shop assistant	farmer	taxi driver
manufacturer	sculptor	interpreter
policeman	manager	air steward
teacher	car mechanic	engineer
cook	secretary	doctor

Reading

Read the sentences below. Fill in «Do» or «Don't» to make useful advice for a job-hunter. Explain your reasons.

DOs and Don'ts for Job Seekers

- ... stress your qualification for the job opening
- ... mention any experience you have which is relevant to the job
- ... talk and think as far as possible about the future rather than the past.
- ... escape testing.
- ... arrive a little late.
- ... behave as a «know it all».
- ... write incorrect information about yourself to look better.
- ... approach the employer with respectful dignity.
- ... indicate where possible your stability, attendance record and good safety experience
- ... assume an air of confidence
- ... be one of those who can do everything
- ... hedge in answering questions
- ... hang around, prolonging interview, when it should be over
- ... arrive late and breathless for an interview
- ... isolate yourself from contacts that might help you find a job
- ... make claims if you cannot “deliver” on the job
- ... try to be optimistic in your attitude
- ... try to overcome nervousness and shortness of breath
- ... learn ahead of time about the company and its product
- ... apply for a job in person
- ... answer questions honestly
- ... have a good resume
- ... know the importance of getting along with people
- ... recognize your limitations
- ... make plenty of applications
- ... indicate your flexibility and readiness to learn
- ... keep stressing your need for a job
- ... discuss past experience which has no application to the job situation
- ... apologize for your age
- ... be untidy in appearance
- ... beg for consideration
- ... mumble or speak with a muffled voice
- ... write incorrect information on your CV to make it look better
- ... pay little attention to your own appearance.
- ... show yourself one who can do everything.
- ... speak in a low voice.
- ... think a lot before answering a question.



Reading comprehension

I. In the text find the English equivalents to the following words and word combinations. Explain the following words in English. Make up your own sentences with these words.

относящийся к работе, всезнайка, работодатель, опаздывать, преодолеть нервозность, узнать заранее, честно отвечать на вопросы, гибкость, извиниться, мямлить, опыт, внешность

II. Make your own advice for job hunters. Use the following expressions:

It is always a good idea to ... because ...	A lot of people ... but don't because ...
It's usually appreciated if you avoid ...(-ing), because ...	On the whole, people don't ... because ...
One thing you should never do is ... because ...	People tend to / tend not to ... because ...

Lexical exercises

I. Match up the expressions

I've got a good	promotion
I get six weeks paid	well-paid
To earn more I often work	part-time
I have to work long	holiday
Every year, I get a pay	insurance
Now I have children, I work	salary
Next year, I'll probably get a	rise
This job isn't very	hours
We get very good health	overtime
He gets a company	car

II. Complete the sentences using the expressions from the previous.

- 1 This year the company wants to cut costs so nobody is getting a...
1. One of the benefits of a job is a.....but I do travel a lot.
2. I usually take three weeks.....in the summer and a couple in the winter.
3. We work in the sector where everyone works.....but gets paid very well.
4. He has a very demanding job but he gets paid a.....
5. I've applied for a.....I want to become a manager.
6. Supermarkets employ a lot of women who want to work.....
7. In general it's an unskilled sector which isn't very...
8. When we are busy, I often choose to work.....and then take time off later.

Lesson 2. Filling Out Forms

Warm-up

I. Look at the following ads and underline skills and qualifications needed for each job.

Secretary/Receptionist
required for Accountant firm in city centre. Proficiency in MS Office, good interpersonal skills, and good telephone manners essential. Candidate should hold a diploma from a recognised business school. Experience an advantage but not a necessity. Apply with resume, copy of diploma and three references to...

Accounts Manager
Prestigious language school requires an Internal Accounts Manager to take responsibility for a number of key existing accounts together with the development of new business. Candidates, preferably graduates, with proven ability will report to the Director. Remuneration negotiable and based on qualifications and experience.

Sales Representative
(rep) required for a small but dynamic automobile company. The selected candidate must enjoy all aspects of sales and be willing to research the latest car models. Ability to work in a team and a strong interest in the client are essentials. No experience necessary as on-the-job training is provided. Basic salary and commission on car sales. Apply to...

From In Company Intermediate

II. Read the ads again and answer the questions.

1. What qualifications are essential for the Secretary/Receptionist position?
2. What responsibilities are listed for the Accounts Manager?
3. From the new graduates' point of view, what advantages are offered by jobs 1 and 3?
4. Is it essential that the Accounts Manager have a University qualification?
5. What feature of the sales representative job might be a motivating factor?

III. Complete the following sentences with a suitable word used in any one of the three ads above.

1. Though we have stated what we are willing to pay a suitable candidate, the salary is in fact _____.
2. Experience _____ and _____ qualifications _____ are _____ for this job and the candidate should have worked for at least three years with a reputable company.
3. One great _____ to this job is that there is an opportunity for on-the-job training.
4. No previous experience is _____ for the job of secretary as training is provided.



IV. In pairs, discuss the relative merits of each of the three jobs.

1. The following words and phrases are commonly found in resumes. Categorise them in the chart below.

<i>high school diploma</i> <i>familiar with Microsoft Office</i> <i>swimming</i> <i>competent in conversational Spanish</i> <i>efficient</i> <i>knowledge of the Internet</i>	<i>theatre and film</i> <i>fluent in French</i> <i>hard-working</i> <i>independent</i> <i>diploma in computer science</i>
--	---

2. Select a job in business that you think you would enjoy. Make a list of the qualifications, skills, personality traits that you think are important for that job.

Personality	<i>precise, energetic</i>
Skills	<i>knows how to prepare business proposal</i>
Qualifications	<i>diploma in marketing</i>
Hobbies/Interests	<i>mountain biking, piano</i>

3. In pairs, share and compare your opinions and give your reasons. Use the language in the chart to help you.

Example: *In my opinion, a person who works in finance should be precise because making mistakes could cost a company a lot of money.*

giving an opinion	<i>I think / in my view / in my opinion / I believe</i>
giving a reason	<i>because, as, consequently, therefore, as a result</i>

Reading

1. In pairs, combine words from box A with phrases from box B to form appropriate collocations. Some verbs and phrases may be used more than once.

A	make proofread short-list submit apply for fill out follow leave list
B	a section blank the same steps your abilities and skills candidates a job the application form your application decisions instructions your most recent jobs

2. Read and complete the text with the right words.



When you (1) _____ for a job, you are usually asked to (2) _____ an application form as well as your resume and a cover letter. Companies like to have standardized forms containing information about candidates. This makes comparison simpler and also makes it easier for a company to (3) _____ the candidates for interview. It is very important that you (4) _____ all your abilities and skills in the spaces provided. Remember, this is the employer's first impression of you, so it is very important that you (5) _____ the form accurately. Read the form very carefully and answer each question honestly. Show employers that you are able to (6) _____ instructions. Answer all questions as precisely as you can. Do not (7) _____ any sections blank. If a question does not (8) _____ to you, simply write "not applicable". Proofread your application before you turn it in.

From English for Business

Reading Comprehension

1. Find English equivalents of the following words and word combinations. Use them in the sentences of your own.

подать заявление о приеме на работу, заполнить анкету, стандартная форма, произвести выборку кандидатов, перечислите все способности и навыки, заполнить форму, следовать инструкциям, не оставляя пробелов, перепроверять.

2. Complete the notes with key information from the text.

why employers prefer to see job application forms: _____
how to fill out the form: _____

3. Read and complete the sentences with *up* or *in*.

1. A colleague called in sick today and so the manager asked me to fill _____ for him.
2. A lecture was boring and not very useful, so he filled _____ the time sending messages.
3. When Mary returned from work, I filled her _____ on what had happened while she had been away.
4. The conference room filled _____ very quickly, and at exactly 10 o'clock, the CEO walked in.
5. When my boss returns, I will have to _____ him

4. Match the phrasal verbs from the previous exercise with the correct meanings.

- | | |
|-----------------------------------|---|
| 1. to fill in _____ | a. to spend or use up (especially surplus time) |
| 2. to fill someone in _____ | b. to take someone's place temporarily |
| 3. to fill up (no object) _____ | c. to make or become completely full |
| 4. to fill up (with object) _____ | d. to supply someone with recent information |

Listening

1. Listen to Martha and John talking about their strengths and weaknesses. Complete the following table with the information you hear.

	Strengths	Weaknesses
John		
Martha		

2. In pairs, discuss what you see as your strengths and weaknesses and talk about how you could present any weaknesses in a more positive light.

Lesson 3. Preparing Your Resume

Warm Up

I. Comment upon the quotation: *Writing without thinking is like shooting without aiming.* (Arnold Glasgow)

How can it be applied to writing a resume?

II. Read the following statements about preparing a resume and write whether you agree or disagree with each one. Then discuss your opinions in pairs.

When preparing a resume you should...

1. *always give your age and marital status* _____
2. *provide a current address and phone number* _____
3. *always use your friends as references* _____
4. *list all your employment experience* _____
5. *always include copies of personal references* _____
6. *use a reliable e-mail address* _____



III. Read the steps for preparing a resume and number them

in the best order. The first one has been done for you. Then compare your answers with your partner.

	<i>Include a brief outline of your hobbies and interests</i>
	<i>Provide the names of three references who can be contacted by a prospective employer</i>
1	<i>Include your name and current address, e-mail address and telephone number(s)</i>
	<i>Outline your educational history starting with your most recent studies</i>
	<i>Include other trainings and courses that you have taken</i>
	<i>List your working experience starting with your most recent employment</i>

Listening

1. Listen to the Human Recourse manager speaking about what to include in a resume.

Check ✓ the items that should be included and mark with a ✗ those that should not.

- address*
- age*
- all your education*
- consenting references*
- e-mail experience*

- interests
- marital status
- religion
- volunteer work

2. In pairs, take turns summarizing the advice offered in the previous exercise. Use expressions from the box.

<i>You have to ...</i>	<i>It is advisable to...</i>	<i>You shouldn't ...</i>	<i>We advise you to...</i>
<i>Your resume should be...</i>	<i>Make sure you...</i>	<i>You should ...</i>	<i>You do not have to ...</i>

Reading

1. Read this extract from an advertisement for a job at a large banking organisation. Then read through the two resumes and decide which applicant is better suited for the job.

Responsibilities:
 Work as a part of a team to

- Take ownership of all HR functions within a bank including staff development, training and all issues concerning staff welfare.
- Maintain all staff documents including contracts, leave and sick benefits.

Participate in internal and external recruitment procedures.

Applicant 1	Applicant 2
<p>Qualifications: 1982-1984 Community College Diploma in business On-the-job short courses in various aspects of HR and computer programmes</p> <p>Experience: 1996-2006 Rights General trading Human Resource manager</p> <ul style="list-style-type: none"> ➤ Responsibility for all HR staff management ➤ Recruitment supervisor ➤ Adviser on all staff development issues <p>1984-96 RFC Food Co. Human Resources Support Assistant</p> <ul style="list-style-type: none"> ➤ Recruitment ➤ Employee contracts ➤ Organisation of staff PD 	<p>Qualifications: 2003-05 University of Birmingham M.A. in Human Resources Management 2000-03 University of Cincinnati B.A. Business Administration – special focus on finance</p> <p>Experience: 2005-06 More Mortgages Co. Assistant in HR Department (temporary)</p> <ul style="list-style-type: none"> ➤ Preparing documents and maintaining files on all applicants ➤ Sending letters of invitation to interview to short-listed applicants <p>2003-05 Library Support</p> <ul style="list-style-type: none"> ➤ Afternoon duties at circulation desk ➤ Organising books on shelves

From “ In Company Intermediate”

Listening

I. Listen to two people from the Human Recourse Department discussing the two applicants. Check ✓ the positive points for each applicant.

	Applicant 1	Applicant 2
<i>overall qualifications</i>		
<i>specific courses</i>		
<i>years of experience</i>		

<i>range of responsibilities</i>		
<i>experience related to finance</i>		
<i>flexibility</i>		
<i>team player</i>		

Writing

Now, using the ideas and advice contained in this lesson write your own resume. Use the given form as an example.

Name	Crystal Danziger
Address	1245 Dahia Road Sumner, Washington WA147
Telephone	(554) 854-5217
E-mail	danz @ hotjob.com
Objective	A clerk position in a high quality library, where my customer service and organization skills will be utilized and appreciated.
Education	
1996 – 2000	University of Washington, Seattle, WA. Bachelor (Library Science).
1996 - 1994	Evergreen State College, Olympia, WA.
1993 – 1994	Highline Community College, Des Moines, WA.
Highlights of Qualifications	
Organization Skills	Demonstrated experience shelving books, straightening shelves and keeping the collection in order. Strong skills for data entry, assigning bar codes, preparing mailing and labelling new material.
Clerical Skills	
Experience	
2001- present	Library Clerk , National Air and Space Museum, Washington, WA. - Entered data on PC computer - Bar-coded books - Prepared mailing
2000 – 2001	Library Clerk , Skyway Library, Seattle, WA. - Shelved books - Bar-coded books - Stamped and labelled new material
Languages	German (fluent)
Computer Skills	MS Office (Word, Excel), E-mail, Internet
References	Available upon request

Lesson 4. Winning an Interview

Warm-up

I. Discuss the quotation: *You will never get a second chance to make a first impression.*

II. In pairs, discuss the questions.

- When was the last time you attended an interview? What was it for?
- How did you feel before, during and after the interview?
- How well or otherwise did the interview go? Why?

Listening

I. Listen to some advice about interviews and check ✓ the appropriate boxes.

	Do	Don't
• Observe the proper dress code	<input type="checkbox"/>	<input type="checkbox"/>
• Wear bright and loud clothes	<input type="checkbox"/>	<input type="checkbox"/>
• Show what you know about the company	<input type="checkbox"/>	<input type="checkbox"/>
• Relax and just be yourself	<input type="checkbox"/>	<input type="checkbox"/>
• Give a casual informal greeting	<input type="checkbox"/>	<input type="checkbox"/>
• Say negative things about past employers	<input type="checkbox"/>	<input type="checkbox"/>
• Maintain good eye contact	<input type="checkbox"/>	<input type="checkbox"/>
• Reply with short <i>yes</i> or <i>no</i> answers	<input type="checkbox"/>	<input type="checkbox"/>

II. Discuss your answers with your partner.

Reading

When you apply for a job, you often have to go for an interview. What is the best way to get the job? Read the advice below and be prepared to discuss it. Pay attention to the words in italics.

Everybody is *nervous* at interviews so don't worry about it. If it becomes a real problem, then go for a walk just before the interview and watch other people living their daily life-try to realise that if you *fall the interview* is not the end of the world. There are other more important things in life.



"He's threatened to continue singing until we hire him."

It is obvious that you are expected *to arrive on time*, but a surprising number of people still manage to arrive late and this clearly *makes* a very bad *impression*, however good the excuse is. If you do arrive early, you can always spend time looking around the premises. Decide if you would like to work there.

Even in this day and age it is still worth taking some trouble with your *appearance*, especially if you are going to an interview at a *big multinational company* or bank or insurance company. Put on your best clothes and make sure they are ironed. It is probably not a good idea to smoke during the interview - smoking has had such a bad press recently that is not worth *taking the risk*.

Be *polite* but do not say necessarily accept everything they say - be prepared to challenge some of their ideas. *Employers* are always happy to have people who have clear ideas and *express their opinions* with some force.

Do find out as much as you can about the company or institution before you go. Find out exactly what they do and find out as much as you can about the job you are applying for. If you can't find out certain things then make a note and ask them at the interview. Employers are always impressed when they find someone who has done their homework and someone with an *enquiring mind* - but plan your questions before you go. It is even worth writing them down on a piece of paper and looking at them again just before you go in. Finally find out the name of the person who is going to interview you.

Try to predict what questions they might ask you. It's much easier *to shine at an interview* if you can answer questions quickly and efficiently.

Above all, *show confidence*. Tell them you are sure you can do the job and would enjoy the challenge and stimulation of working there.

From English for Business



Reading comprehension

I. Paraphrase the following sentences using the words and expressions from the previous text.

1. You should always (*arrive on time*) at the interview.
2. Don't be (*worried*) at the interview; surely you can cope with stress.
3. (*People who give you work*) want to hire those having good and bright ideas.
4. Big multinational companies pay attention to (*the way you look*).
5. Don't be afraid to (*give your own point of view*) on some facts.
6. Showing confidence will help you to (*get a good attitude*) of the interviewer.
7. If you don't follow this advice, you will (*not win the interview*).

II. Discuss the following statements with your group mates. Which of the statements in each pair do you think gives the best advice?

Statement 1.

- a. You should always wear your best clothes when you go for an interview.
- b. Employers nowadays don't mind what you wear as long as you don't look a punk.

Statement 2.

- a. You should never smoke during an interview.
- b. It's all right to smoke provided that you ask permission first.

Statement 3.

- a. There is nothing you can do to stop being nervous-it's quite normal.
- b. If you appear nervous in front of the interviewers, they are more likely to give the job to someone else.

Statement 4.

- a. It's a good idea to agree with an interviewer.
- b. If you disagree with the interviewer. She/he will be impressed that you have got your own ideas.

Statement 5.

- a. You should find out as much about the job as possible before you go.
- b. You will be told about the job when you go for an interview.

Active Vocabulary

I. There are many proverbs to do with work. Match a line from column A with a line from column B to form an English proverb.

<p>A.</p> <ol style="list-style-type: none"> a. A bad workman... b. If a job is worth doing... c. Make hay.... d. Many hands.... e. Too many cooks.... 	<p>B.</p> <ol style="list-style-type: none"> 1. while the sun shines 2. make light work 3. what you can do today 4. for idle hands 5. makes you healthy, wealthy and wise
---	--

- f. Early to bed and early to rise....
- g. Never put off till tomorrow....
- h. The devil makes work....
- i. All work and no play....
- j. The early bird.....

- 6. blames his tools
- 7. it's worth doing well
- 8. catches the worm
- 9. spoil the broth
- 10. makes Jack a dull boy.

II. What do the proverbs mean? Do you agree with them? Do you have any similar expressions in your language?

III. Make at least three situations suitable for any of the proverbs.

Speaking

I. Some interviewers like to give candidates a hard time by asking them difficult questions. Here are some typical questions that an interviewer might ask:

- 1) Tell me about yourself.
- 2) What educational background have you got?
- 3) What do you think are your strengths and weaknesses?
- 4) What extra qualifications have you gained?
- 5) We have a lot of applicants for this job, why should we appoint you?
- 6) What do you know about our company? Why have you chosen it?
- 7) Have you got any work experience? What has been your most valuable experience?
- 8) How would you describe your personality?
- 9) Which is most important for you: status or money?
- 10) What would you like to be doing ten years from now?
- 11) What are your long-range goals?
- 12) What do you do in your spare time?
- 13) What was the worst problem you have had in your present job and how did you solve it?
What was your last project?
- 14) Describe your ideal boss.



II. Complete the following interview with appropriate questions

- **Q:** _____
A: I graduated from college in September 2005.
- **Q:** _____
A: Yes, I have had some work experience. I worked for four months with Brown and Co. in their Finance Department.
- **Q:** _____
A: I have heard a lot about your company and feel that I could learn a lot if I worked there.
- **Q:** _____
A: I enjoy working with people. In my last position, I worked on a project with four young people and we shared our responsibilities well.
- **Q:** _____
A: I would like to gain some experience and then go on to do an MBA.

- **Q:** _____

A: I speak Spanish and a little French. I am also quite competent with Microsoft Office and I plan to take some special courses for finance.

- **Q:** _____

A: Well, I have been told that I am quite fussy about details, but I think it is very important to be accurate, especially in matters of accounting and finance.

II. In pairs, discuss the interviewee’s answers and make suggestions with regard how, if at all, they could be improved.

III. Having made any relevant changes, practice the interview in pairs.

Listening

1. Listen to three excerpts from three interviews and then discuss the following questions in pairs.

- How well prepared is each interviewee for his/her interview?
- How would you describe the emotional state of each interviewee?
- What comments would you make about the quality of the interviewer’s questions?
- What comments would you make about the tone and formality of the interviews?

2. Choose one of the interviewees who did not perform well. Give this person some advice on how to handle interviews.

Discussion

II. The Career Fantasy

Imagine that you have just won a major contest, the right to spend an entire day with someone who has a job that you would love to do—your ideal job. You may spend your day with that person anywhere in the world.

During your day, you will be able to work with your “ideal person” at his or her job. Close your eyes for a minute, breathe deeply, and put yourself in this environment. As you breathe deeply, hold this image in your mind.

Spend about 10 minutes experiencing this vision, fantasizing about it, mentally living it. Then, answer the questions below. Do not talk to anyone until your instructor has told you to do so.



1. Whom would I most like to meet and why? What kind of job does he or she have?
2. What would I enjoy most about doing this type of job?
3. What is there about this type of work that I might not enjoy?
4. What special training would I need to do this job?
5. Could I really get a job like this? Why or why not?

II. Read and translate the poem. Is the situation described true to life? Discuss it with your partner.

The Lost Dr. Seuss Poem “I Love My Job!”

*I love my job, I love the pay!
I love it more and more each day.
I love my boss, he is the best
I love his boss and all the rest.
I love my office and its location. I hate to have to go on
vacation. I love my furniture, drab and grey, and piles of
paper that grow each day!
I think my job is really swell, there's nothing else I love so
well. I love to work among my peers, I love their leers, and
jeers, and sneers.
I love my computer and its software;
I hug it often though it won't care. I love each program and
every file. I'd love them more if they worked a while.
I'm happy here. I am. I am.
I'm the happiest slave of the Firm, I am.
I love this work, I love these chores.
I love the meetings with deadly bores.
I love my job – I'll say it again- I even love those
friendly men.
Those friendly men who've come today
In clean white coats to take me away!!!!*

**What is the problem with the author's job?
Why? What advice would you give him / her?**

Team Project Work

Task: Prepare a recruitment dossier

**You work in a careers advice centre of a university.
You advise students about career choices and
provide information about employment
opportunities.**

With your team:

- Select a medium to a large-sized company in your town/city
- Consult the company's website for general, background information
- Find some copies of any job advertisements they have posted recently
- Make a training for students willing to get job in this company: name the positions and qualifications required, give some tips on writing a proper resume for this particular job, tell about selection procedures and short-listing of candidates. Present your findings to the class



Unit III. TECHNICAL MEANS OF COMMUNICATION

Learn how to exchange information on the telephone, arrange appointments, answer and make telephone calls, control the conversation, leave and take telephone messages, write formal and informal e-mails.

Lesson 1. Telephoning Skills

Warm up

I. Read the questionnaire and tick (✓) the sentences which are true about you. Discuss your answers.

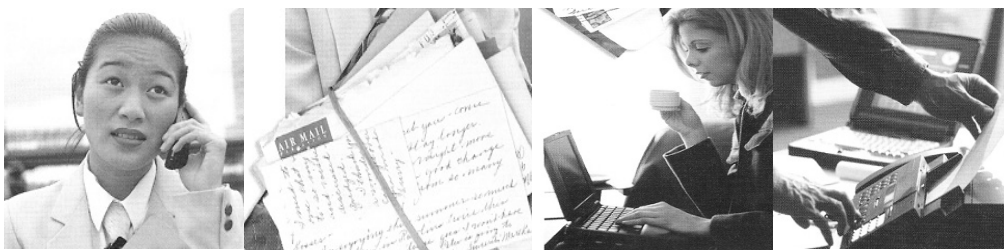
I'M STUDYING ENGLISH ...

- for my work or studies
- so I can read foreign magazines and newspapers
- so I can use it as an international language when I travel
- so I can communicate with foreign visitors to my country
- so I can use email / chat online
- so I can surf the Internet and read websites
- because I have to
- for other reasons

II. Match the statements 1–6 with the responses a–f.

- | | |
|---|--|
| 1. This website takes a long time to download the Internet. | a. He is probably chatting online or surfing |
| 2. Would you like her mobile number? | b. No, send it as an email attachment. |
| 3. His line is still busy. _____ | c. Hold on, I'll put you through to her extension. |
| 4. Your fax isn't very clear _____ | d. Yes, there are too many images. |
| 5. I'd like to speak to Sam, please _____ | e. Would you like me to send it again? |
| 6. Shall I print this letter and post it? _____ | f. Yes, please. I'll send her a text message. |

III. List the words and expressions in ex. I. connected with telephoning.



- the Internet
- email
- letters and faxes

IV. Which ways of communicating do you use regularly?

Active vocabulary

Translate the words and phrases and try to pronounce them correctly.

Speaking	can you hold on?
this is Peter Smith calling	Mr. Jones is on the other line
phone book	this is a private residence
who is calling, please?	I'll call back later
to make a long-distance call	Mr. Roberts is not available
is that Mr. Green?	you have got the wrong number
I am afraid he is out at the moment	I have to make a call
could you put me through to Mr. Brown?	could you speak up, please?
I can't get through	I'll see if he is in
the line is engaged	could I leave a message?
I want to book a call to Moscow	sorry to have troubled you
hold the line, please	is there any message?

It is interesting to know

A lot of people find it difficult to make phone calls in a foreign language—and that's understandable. You can't see the person you are talking to, their voice might be unclear, and you might find it difficult to find the right words.

Multi-word verbs

One thing you can do to improve your telephone skills is to learn some of the multi-word verbs that are commonly used in telephone conversations. **Hold on** means “wait” – and **hang on** means “wait” too. Be careful not to confuse **hang on** with **hang up!** **Hang up** means “finish the call by breaking the connection” – in other words: “put the phone down.” Another phrasal verb with the same meaning as **hang up** is **ring off**. The *opposite* of **hang up** / **ring off** is **ring up** – if you **ring somebody up**, you make a phone call. And if you **pick up** the phone, (or **pick** the phone **up**) you answer a call when the phone rings.

"Hang on a second..."

If you are talking to a receptionist, secretary or switchboard operator, they may ask you to **hang on** while they **put you through** – **put through** means to connect your call to another telephone. With this verb, the object (you, me, him, her etc.) goes in the middle of the verb: **put you through**. But if you can't **get through to** (contact on the phone) the person you want to talk to, you might be able to leave a message asking them to **call you back**. **Call back** means to return a phone call – and if you use an object (you, me, him, her etc.), it goes in the middle of the verb: **call you back**. Another thing to think about when talking on the telephone is **formality**. It's important to use the right **level of formality** – if you are too formal, people might find it difficult to feel comfortable when they talk to you. On the other hand, if you are too informal, people might think you are rude! Generally speaking, if you are talking to someone in a business context, you should use **could**, **can**, **may** or **would** when you make a request: '**Could I speak to Jason Roberts, please?**' "**Can I take a message?**" "**Would next Wednesday be okay?**"? You should also use **please** and **thank you** or **thanks very much** whenever you ask for, or receive, help or information.

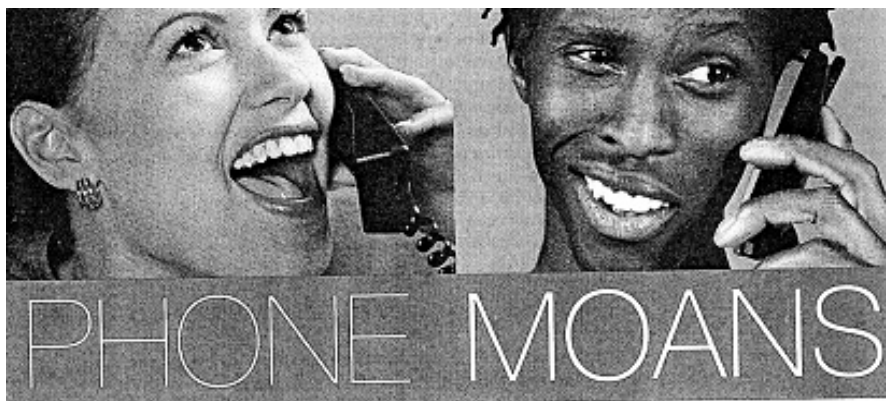
It's important to show politeness by using words like **would**, **could**, **please**, **thank you** etc. But it's also okay to use some of the features of informal/spoken English – short forms, phrasal verbs and words like **okay** and **bye** – in other words –everyday English! So phrases like **I'm off to a conference...**, **no problem**, and **bye!** And **hang on a moment** and **I'll put you through** are perfectly acceptable, as long as the overall tone of the conversation is polite. One last tip – it's better to ask for help or clarification when you're having a telephone conversation, than to

pretend you understand something that you didn't. It's perfectly acceptable to use phrases like "Could you repeat that, please?" "Could you speak a little more slowly, please?" and "would you mind spelling that for me please?" Using phrases like these will help make sure that you have a successful phone call, and may save you from lots of problems later on. You could always say that **the line's very bad today** if you can't hear very well. And it's also a good idea to practice words, phrases and vocabulary before you make the call!

BBC Learning English

Reading

I. Skim the text for general understanding.



<p>Audrey: "I hate it when the person I'm speaking to starts drinking a cup of tea or eating something. It sounds disgusting!"</p>	<p>Ben: "It's so boring when you go out with somebody who spends half the time talking on their mobile. When I go out with somebody, I switch my phone off and listen to my voicemail when I get home."</p>
<p>Dan: "I've given up phoning my friends since they had children. Every time I phone them, they ask me to talk to their two-year-old boy. I have to speak to him in this silly voice, and he never speaks so I have to listen to him breathing down the phone. Fortunately, they haven't asked me to speak to the baby yet but she's actually screaming in the background, so you can't have a proper conversation anyway."</p>	<p>Ellen: "I like to talk to a real person on the phone, but nowadays you get a recorded message which gives you all these options to choose from. If you don't hear everything the first time, you can't ask them to repeat. You have to start again. Oh, and the music that play while you're on hold— awful."</p>
<p>Cathy: "I think there should be places where mobile phones are banned. For instance, when I'm on a train or in a restaurant, I hate listening to people talking about things that are quite private! It should be against the law!"</p>	<p>Frank: "I hate when you telephone a company or an office and you can never get through to the person you want to speak to. The operator puts you through to an extension, and the person you want is not there, so you have to wait for ages. Then, you get another extension, and it's still the wrong one, so you have to wait again. And again and again until you get bored of trying."</p>

From In Company Intermediate

Reading comprehension

II. Work with a partner. List any things that you dislike about phones. Read the text and check if it mentions any of the things on your list.

III. Find in the text English equivalents for the following Russian phrases.

отключить телефон, голосовая почта, дышать в телефонную трубку, беседа / разговор, запретить /отменить, дозвониться, соединить с оператором, прослушивание сообщений, добавочный номер.

IV. How many of the things mentioned in the text sometimes happen to you?

V. Complete the questions with words and expressions from the text.

- Do you think it should be against the law to use a m___ while you are driving?
- Have you ever been in an embarrassing situation because you forgot to s___ your phone o___?
- When somebody leaves a message on your v___ m___, how long do you wait before you return the call?
- When was the last time you listened to a r___ m___ and had to choose from different o___?
- While you are o___ h___, do you prefer to listen to music or to silence?
- Have you ever had a problem getting t___ to the right e___?

VI. Answer these questions.

- How many phone calls do you make/receive in a typical day?
- What do you use your phone for most?
- Who do you call most?

Lexical exercises

Active vocabulary

I. Complete these sentences using the pairs of words below.

how /help	calling/ because	let/ transfer
call / later	speak/ please	this/ speaking
name / from	mine/ referred	sorry/ was
afraid / in	put/ down	remember/ met
wondering / help	time/ reach	I'll/ message

- ___ can I ___ you?
- I'm ___ I need some information.
- ___ me ___ you to Sales.
- Would you like to ___ back ___?
- My ___ is Chris Robb ___ York Paper.
- A colleague of ___, Liz Peterson, ___ me to you.
- I'm ___ she is not ___ this week.
- I could ___ you ___ for Friday afternoon.
- ___, your name ___?
- I'd like to ___ to Mark Fisher, ___.
- ___ is Mark ___.
- You may not ___ me – we ___ last year.
- I was ___ if you could ___ me.
- ___ give him the ___.
- What's a good ___ to ___ you?

II. These are some common and useful telephone questions. Match the endings with the question starters. (More than one combination is sometimes possible.)

- 1) ___ leave a message?
- 2) ___ take a message?
- 3) ___ transfer me to his voice mail?
- 4) ___ have your phone number?
- 5) ___ know what this regarding?
- 6) ___ help you?
- 7) ___ ask what this is regarding.
- 8) ___ speak to Mr. Tipps, please?
- 9) ___ 555-7434?
- 10) ___ ask who is calling?
- 11) ___ repeat that, please?
- 12) ___ ask him to call Mr. Donson?
- 13) ___ a good time?
- 14) ___ ask when he will be back?
- 15) ___ call back later?
- 16) ___ something I could help you with?
 - a. Would you like to ___?
 - b. May I ___?
 - c. Could you ___?
 - d. Does she/he ___?
 - e. Is this ___?

III. Complete the text with words from the box.

call	dialed	directory	extension	line	message	mobile operator	voicemail
-------------	---------------	------------------	------------------	-------------	----------------	------------------------	------------------

I didn't have his number so I called directory enquiries. The (a) ___ gave me his office number. I (b) ___ the number, but his (c) ___ was busy and I had to leave a (d) ___ on his (e) __. I asked him to return my (f) ____. Then, I decided to try his (g) __. I got through, but there was a bad (h) ____. When we finally spoke, I could not remember why I wanted to call him!

Speaking

I. What you would say in these situations.

Example: You are the manager. The phone rings and you pick it up. The caller asks "Is that the manager?" What do you say?

- a. Your female colleague is off work as she has just had a baby. What do you say to the caller who wants to speak to her?
- b. You are in a meeting and you receive a call on your mobile phone. You cannot speak. What do you say?
- c. Leave a message on your colleague's voicemail. Say that you called and ask him or her to call back when she or he gets the message.
- d. You don't catch the caller's name. Ask him to spell it.
- e. A colleague phones to let you know her hotel number but you can't hear her very well. You are not sure whether it is fifteen or fifty. What do you say?

II. Practice telephone conversations with your partner:

- a. You telephone and ask to speak to John. He is out. You do not want to leave a message but will call back later.

- b. You telephone your partner. Your partner answers the phone. You want to know if he is doing anything on Saturday morning because you would like him to come swimming with you. Say when and where to meet.
- c. A client calls your office and asks to speak to one of your colleagues. Your colleague is not in the office.
- d. You are late for a meeting with a client. The client is waiting for you in your office.

Lesson 2. Making Telephone Calls

Warm up

I. Complete this questionnaire about telephone habits.

1. How many hours do you spend on the phone in a typical working day?
2. Do you make more calls, or receive more calls?
make *receive*
3. Which do you use most, a mobile or a landline?
mobile *landline*
4. How do you feel when answering the phone at work?
completely-relaxed
less comfortable than speaking face-to-face
anxious
5. How often do you make a phone call purely for pleasure?
often *sometimes* *rarely* *never*
6. How do you feel if you do not have your mobile phone with you?
relaxed *a little uncomfortable* *very uncomfortable* *I always have it*

Lexical exercises

Active vocabulary

I. What is the most appropriate answer?

1. Could I speak to Ms Johnson, please?

- a. Hang up and I'll call you back.
- b. Yes, I'll put you through.
- c. No, I prefer to hang on, it's very important.
- d. Yes, I'd like to speak to the person who deals with paying your suppliers, please.

2. Good afternoon. Can I help you?

- a. Yes, I'd like to speak to the person who deals with paying your suppliers, please.
- b. I'm afraid you seem to have the wrong number.
- c. No, I prefer to hang on, it's very important.
- d. Hang up and I'll call you back.

3. Is that Ojay and Simpson?

- a. Well could you get him to call me back as soon as he gets in?
- b. Yes, I'll put you through.
- c. I'm afraid you seem to have the wrong number.
- d. No, I prefer to hang on, it's very important.

4. I'm afraid he's out of the office and won't be back for an hour or so.

- a. Well could you get him to call me back as soon as he gets in?
- b. I'm afraid you seem to have the wrong number.
- c. Hang up and I'll call you back.
- d. Yes, I'll put you through.

5. I could get him to call you back in a few minutes.

- a. Yes, I'll put you through.
- b. I'm afraid you seem to have the wrong number.
- c. Hang up and I'll call you back.
- d. No, I prefer to hang on, it's very important.

6. There's a lot of noise on the line. Could you speak up?

- a. Hang up and I'll call you back.
- b. I'm afraid you seem to have the wrong number.
- c. Yes, I'll put you through.
- d. Well could you get him to call me back as soon as he gets in?

II. Lorna finally tries to get in touch with her husband at work. He works for a company called Butler and Crowmarch. Complete her conversation with the receptionist using the most appropriate expressions.

R: *Yes/ Good morning.* Butler and Crowmarch.

L: *Could I/ I want to speak to* Mr. Smith, please?

R: Certainly. *Who is speaking/ who are you?*

L: Mrs. Smith.

R: *Wait/ Hold on, please* and I'll try to put you through. Hello. *He is not there/ I'm afraid he is out at the moment.*

L: Oh. *Do you know when he'll/ When will he be back?*

R: I am not sure. *Would you like/ Do you want* me to ask his assistant?

L: Yes, please.

R: Right. Hold on a moment then, please. *He's busy till five/ I'm afraid Mr. Smith is in a meeting until five o'clock.*

L: Oh, Okay. *Can I/ Let me* leave a message.

R: Certainly.

L: *Tell him/ Could you tell* him to phone me before he leaves the office? I want him to do some shopping.

R: No problem, Mrs. Smith. I'll pass on the message.

L: Thank you. Goodbye.

III. Fill in the blanks in the dialogues:

1. A: _____

B: This is Mr. Polo from the Trading House. Could you put me through to Mr. Smirnov, please?

A: _____

B: When do you think he will be back?

A: _____

B: No thank you. I'll phone him again then Goodbye.

2. A: _____

B: Could I speak to Mr. Smith, please?

A: _____

B: Yes. I'll hold on.

A: _____

B: Yes, thank you. Good morning, Mr. Smith. This is Mr. Nichols.

3. A: Smith & Co. Can I help you?

B: _____

A: I'm afraid Mr. Smith is not in the office at the moment.

B: _____

A: Not until Monday morning, I'm afraid. Can I give him a message?

B: _____

A: Can I tell him who's calling?

B: _____

IV. Put the dialogue in the right order

- a. Speaking
- b. Hi Tina
- c. Thanks, Tina
- d. I'll do it now
- e. of course
- f. Did you get any message?
- g. You'd like me to send directions to the office
- h. Can I speak to Tina Star, please?
- i. Yes, that's right
- j. Could you send them today?
- k. Yes I did
- l. See you soon

V. Use the words in the box below to complete the conversation.

hold can could here put just hang calling can in

Michelle: Hello, you've reached the marketing department. How 1. _____ I help?

Male: Yes, can I speak to Rosalind Wilson, please?

Michelle: Who's 2. _____ please?

Male: It's Richard Davies 3. _____ .

Michelle: Certainly. Please 4. _____ and I'll 5. _____ you through.

Male: Thank you.

Michelle: Hello, marketing. How 6. _____ I help?

Male: 7. _____ I speak to Jason Roberts please?

Michelle: Certainly. Who shall I say is calling?

Male: My name's Mike Andrews.

Michelle: 8. _____ a second - I'll see if he's 9. _____. Hello, Jason, I've got Mike Andrews on the phone for you ... OK - I'll put him through.

10. _____ on a moment, I'm just putting you through.

VI. Fill in the blanks using the following words:

after, call back, calling, hold the line, in, moment, reach, see, appointment, confirm, problems, pager, troubled, available.

1. Hello, who's that ___?

2. Just a _____, please.

3. I'll _____ if he is here.

4. I'll get information you want; _____, please.

5. You asked me to ___ when I was in town again.

6. Sorry, he is not _____ at the moment.

7. You can ___ him any evening _____ six o'clock.

8. Sorry to have ___ you.

9. He isn't in the office at the moment. But I can try to find him on the _____

10. I haven't got the new number. Shall I call _____ inquiries?

11. Now I can _____ the arrangement we made.

12. There have been some _____ lately, but I think we'll soon solve them.

13. Can we make another _____ for the next week, then?

Reading

I. Scan the text and find out why a father doesn't want to buy a mobile phone for his twelve-year-old son. Why do you think he does not want his son to have a phone? Discuss with a partner.

The "latest thing"

Every five minutes my children ask me for the "latest thing". They tell me that all their friends have it already and they can't live without it. Our house is full of Game Boys, Play Station CDs and million other "latest things".

But, the one "latest thing" we have refused to buy is a mobile phone. Our twelve-year-old wants one, and we've said "no". He says he'll only use it for texting and he really needs it for emergencies.

We don't want him to have a mobile phone, because they may be bad for children health. Unfortunately, when I say, "I don't want you to have a mobile phone, because you might get a brain tumor", he tell me that he doesn't mind.

Why do twelve-year-old boys only want things that are bad for them? We've already told him that he can't listen to Rap music-the words are disgusting. And I've said not to beer with his meals. Right now, I'm saying no to everything.

Then a few weeks ago he asked for something called a BB gun. He says everybody's got one. Of course they have. He shows me a website full of them and tells me it only fires plastic pellets. Finally, I say yes. I can't believe I've said no to phones and yes to guns.

In October our son becomes a teenager, and I pray that research will find that mobile phones are safe- even better, that they make young people less moody-and more interested in personal hygiene. Until then, I'm saying no.

Daily Mail

Reading comprehension

I. Read the text once again and find in the text English equivalents for the following Russian phrases.

новинка, отказать в чем-либо, отправлять SMS, чрезвычайные ситуации, безопасный, опухоль головного мозга, научные исследования.

II. Define if the sentences are true (T) or false (F). Correct the false ones

T	F	
		my children seldom ask me for the 'latest thing'
		mobile phone is good for children health
		father says no to everything
		everybody's got a BB gun
		father has bought a mobile phone
		boy needs a telephone for playing games

III. Discuss the following:

- Who is the youngest person you know with a mobile phone?
- What are the arguments for and against letting young children have mobile phones?
- At what age do you think it's okay for children to have a mobile phone?

You can find more information

<http://englishplace.wetpaint.com/page/For+And+Against+Essay+-+Mobile+Phones>

<http://www.cam.net.uk/home/nimmann/eco/no-to-mobile-phones.htm>

<http://www.helium.com/knowledge/21033-the-case-against-cell-phones-in-schools>

Listening

I. Mandeep Bains works for an airline catering service in Singapore. Their business is supplying in-flight meals to airlines. She receives a phone call at her office. Listen to the two parts of her telephone conversation and correct the message below.

Jackie Westinghouse rang on Monday

Her company had problems with their phone lines, so we cannot get information about flights NOA 567 departing Singapore to San Francisco at 09:45 on Sunday, and flight NOA 1145 leaving at 22:30 the next day. She will email passenger numbers

II. None of the phrases below appear in the conversations. Listen to the phone conversations again, and write down the language used instead of each phrase below.

Say that again.

There is the problem.

Don't speak so fast.

I don't know your name.

The letter "e".

Do you understand?

I don't understand.

I understand.

Repeat the information.

Speaking

I. Make up the dialogues using the following phrases and translate them into English.

Dialogue 1.

Соедините меня, пожалуйста с мистером Смитом / «Торговый Дом»/ До свидания / Чем могу помочь, / Нет, спасибо / Я позвоню ему еще раз / Говорит мистер Торренс из фирмы «Блэк энд Уайт»/ Что-нибудь передать ему,/ К сожалению (боюсь), г-на Смита нет сейчас на месте.

Dialogue 2.

Да, я подожду,/ Могу ли я поговорить с г-ном Филлинзом,/ Вы слушаете? Соединяю.../Боюсь, мистер Филлинз разговаривает сейчас по другому телефону/ Как передать ему, кто говорит,/ Вы подождете,/ Говорит мистер Дин.

II. Translate the dialogues:

- a) Operator: Hello, Frank and Brothers, How can I help you?
Peter: This is Peter Jackson. Can I have extension 3421?
Operator: Certainly, hold on a minute, I'll put you through.
Frank: Bob Peterson's office, Frank speaking.
Peter: This is Peter Jackson calling, is Bob in?
Frank: I'm afraid he's out at the moment. Can I take a message?

Peter: Yes, Could you ask him to call me at. I need to talk to him about the Nuovo line, it's urgent.

Frank: Could you repeat the number please?

Peter: Yes, that's, and this is Peter Jackson.

Frank: Thank you Mr. Jackson, I'll make sure Bob gets this message.

Peter: Thanks, bye.

Frank: Bye.

b)–Алло! Могу я поговорить с г-ном Коллинзом?

–Боюсь, его сейчас нет на месте.

–Не могли бы вы сказать ему, что звонил Марк Фишер?

–Да, конечно. Ему передать что-нибудь?

–Нет, спасибо. Я позвоню завтра.

c) Caller: Could I speak to Mr. Brown?

Secretary: Mr. Brown is not available right now.

Caller: Could you tell him Mr. Fisher phoned?

Secretary: Sure. Let me take down your number.

Caller: If Mr. Brown isn't in, could I speak to someone else?

d)–Алло, секретарь г-на Тернера. Чем могу вам помочь?

– Здравствуйте, я бы хотел поговорить с г-ном Тернером.

– Кто говорит?

– Это звонит г-н Уилкинз

– Г-н Тернер будет говорить с вами через минуту. Он сейчас занят. Вы подождете?

– Да, конечно.

– Я вас соединяю. Говорите, пожалуйста.

e) Secretary: Hello, this is Mr. Green's secretary. What can I do for you?

Caller: Could I speak to Mr. Green, please?

Secretary: I am putting you through. Go ahead, please...

Caller: Mr. Green? Hello.

f)–Алло, офис г-на Смита. Чем могу помочь?

– Я бы хотел поговорить с г-ном Райтом.

– Извините, Вы ошиблись номером. У нас таких нет.

– Извините.

g) Secretary: Mr. Wilson's office. Can I help you?

Caller: I'd like to speak to Mr. McGregor.

Secretary: Sorry, you must have the wrong number. I don't know anyone by that name here.

Caller: I am very sorry

Writing

I. Follow up the message you have read before in the Listening section. You are Mandeep, and you have to send an email to the head of Logistics, Lee Pheng, reporting all of the information from the call.

II. Write an essay on the following problems:

1. Mobiles "should have health warning"
2. Are mobile phones a health hazard?

Project work

"Mobile telephones have become very popular nowadays. However, some people say that their use should be restricted."

What can you say for and against a mobile telephone?

Use the following plan:

1. Introduction (state the problem)
2. Arguments “for”.
3. Arguments “against”.
4. Conclusion.

Make presentations.

Resources recommended:

<http://ezinearticles.com/?Uses-of-Mobile-Phones-in-Our-Day-to-Day-Life-are-Just-Expanding-Day-by-Day&id=414943>

<http://www.rifcomobile.com/articles/how-mobile-phone-make-our-life-different>

<http://www.guardian.co.uk/science/2003/jun/23/sciencenews.newmedia>

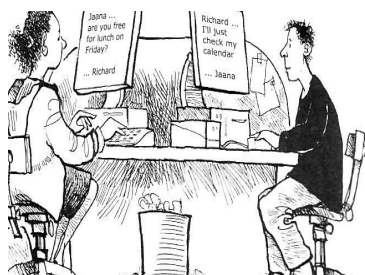
<http://bouteiller.wordpress.com/2008/05/07/the-advantages-and-disadvantages-of-mobile-phone/>

Lesson 3. E-mail

Warm up

- What do you know about E-mail?
- What things do you have to think about when writing an email to someone you have not met or emailed before?
- What kind of “first time” emails do you receive?
- How would you start each email?
- Who do you exchange friendly emails with at work? Who was the last one to/from?
- How do you make an email sound friendly rather than just business-like?

Active Vocabulary



For those who are unfamiliar with the Internet, email is electronic mail. We send and receive this mail via our computers and phone lines (modems). This is fast becoming the most widely used form of communication, at least in the United States, where thousands of Internet service companies exist, and where the phone and service charges are minimal. It is less expensive than a phone call to any place outside of one’s local area, and especially overseas, it is as easy as sending a fax (facsimile) and it takes

little time. An additional benefit is that one can skip the formalities of a regular letter

Email is typically shorter and a more relaxed way of sending messages; it is particularly practical if you do not want to call long distance because of a language barrier or the expense. When language is an obstacle, sending an email is a blessing; after all, it is easier to see the message than have to speak on the telephone.

From Wikipedia, the Free Encyclopedia

E-mail Structure		
how to start	new information	friendly sign-off
<i>Further to our phone conversation, ... You may remember ... Thank you for sending ...</i>	<i>As you may be aware, ... We’re hoping to ...</i>	<i>Thank you again for your help. I hope to hear from you soon.</i>

<i>With reference to..., I have been advised to contact you...</i>		
Formal emails		
formal vocabulary	fewer phrasal verbs	complicated phrases
<i>I am afraid I will not be able to attend the meeting on Friday.</i>	<i>If any problems arise... We will test the prototype... They may eventually sell...</i>	<i>We will not transfer the amount on the invoice until we have received our complete order in perfect condition, However long that may take.</i>
passive voice	infinitive with to	in order to and so as to:
<i>Your invoice will be sent next week. I was told we would receive a 10% discount.</i>	<i>We need to take a shorter lunch break to bring us into line with Europe.</i>	<i>You'll have to finish the project by Friday in order to get it to me the following Monday. I was hoping for a more modern design so as not to attract the wrong type of clients.</i>
Informal emails		
You can often omit I, I'm and It's	you can omit the verb clause	you can omit the word that
<i>Will call you tomorrow after lunch. Not sure if you got my last email.</i>	<i>More news tomorrow Great performance last night!</i>	<i>Just let you know (...) I'm thinking about your proposal. Sorry to hear (...) you're leaving the company.</i>

When writing a forceful email, you can use these phrases to get the recipient's attention:

*I am writing to remind you that...
I feel you should be made aware of...
I would like to point out that...*

You can use these phrases to make the consequences of the problem clear:


*This has led to...
This has caused...
This has resulted in...*

Lexical exercises

Active Vocabulary

I. Read the emails below. For each, choose the best subject line.

- | | |
|---------------------------|------------------------|
| 1. | 2. |
| a. Office designs–London | a. Brussels Conference |
| b. Meeting– your office | b. Programme changes |
| c. Anton Berg–new offices | c. Theatre tour, USA |



To whom

Subject

Text

Dear Peter,


It was good to meet you at the conference in Brussels last month. As promised, please find below a web link where you can find details of our programmes.
www.dancersinthedark.publ.eng.co.uk


I'd be really interested to hear your views on any changes we should make for the American market. Would you mind having a look, and sending me any comments you have?

We'd love the theatre group to visit the US within the next two years. Do you know what theatres in Massachusetts might be interested, and whether other states would be keen too?

Many thanks in advance for your help.

Kind regards,
 Penny
 Penny Ross, Marketing





To whom

Subject


Text

Dear Mr Jansen,

I have been given your name by a friend of mine, Anton Berg. I understand you have recently designed his new Cambridge offices. We are planning to refurbish our London office, and Anton suggested you might be able to help us. If so, I'd like to arrange a meeting to outline the details. I'd be happy to come to your offices. Is there any chance we could meet sometime soon? I'm away early next week, but in the office from Wednesday 11th. Perhaps you could get back to me with a day and time. I look forward to hearing from you.

Yours sincerely,

Edward Thomas
 Director, Target Management plc
 Tel: 0207 9462120



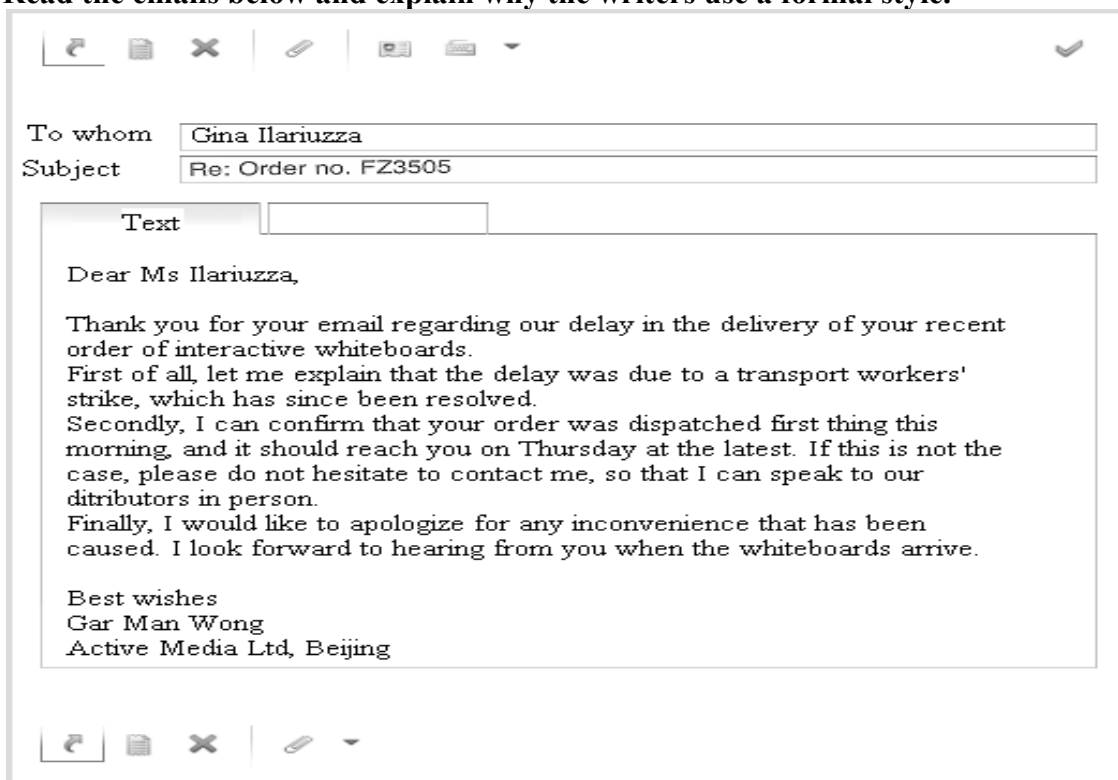
II. Would you write a formal or an informal email in the following situations?

1. Agreeing to meet a colleague for lunch.
2. Complaining to a supplier about a mistake in an order.
3. Requesting information from an official website.
4. Attaching the agenda for a meeting in an email to a colleague abroad.
5. Apologizing for a delay in delivery to a customer.
6. Sending your boss a report.

III. Some of these phrases are used formally and some informally. Choose the correct order.

	Formal	Informal
<i>Dear John</i> <i>Hi John</i>		
<i>I'm writing to inform you that...</i> <i>I'm writing to let you know that...</i>		
<i>We are having a get-together</i> <i>We are arranging a meeting</i>		
<i>I'd like to apologize for</i> <i>Sorry about</i>		
<i>Let me know if you can make it</i> <i>Let me know if you can attend</i>		
<i>I would be very pleased to come</i> <i>I'd love to come</i>		
<i>This is to let you know about</i> <i>Just to let you know about</i>		

IV. Read the emails below and explain why the writers use a formal style.





V Read the emails again and write the formal equivalent next to these informal expressions.

1. Please get in touch.

2. I am not happy.

3. Thanks for your email about...

4. Please...

5. I'm sorry for any problems.

6. We sent you order...

7. I am sorry to tell you...

8. I am writing to let you know...

VI. The following table shows some phrases you can use to be friendly in both formal and informal emails. Find the corresponding phrase and complete the table.

formal and friendly	informal and friendly
GREETING	
.....	
OPENING REMARK	
.....	
Thanks for ...	
GIVING INFORMATION	
.....	
I'd like to confirm ...	
MAKING A REQUEST	
.....	
Can you ...?	
.....	
Could you ...?	
CLOSING REMARK	
.....	
Thank you in advance for all your help.	
.....	
I look forward to seeing you next month.	
.....	
SIGN OFF	
.....	

VII. Write the sentences in this letter in the correct order.

Dear Mr. Green

- a. Members of our sales team will present the service
- b .after the presentation
- c. We would like to invite you to lunch of
- d. and there will be an opportunity to ask questions
- e. there will be dinner in the main restaurant
- f. our new courier service on 6 March
- g. I very much hope that you can attend
- j. at the Grand Hotel at 6:30 p.m.

Best regards

Peter Pod

Writing

Write one of the following emails. Invent any details you need.

- I.1. To Hans Mauer, car-leasing, to request a test-drive of a car for your office use. Offer to telephone at a time suitable for him.
2. To Anna Wilson, requesting a demonstration of a new intercom system. You have her name from a friend, Ted Collins, whose offices have had this installed. Offer to telephone at a time suitable for her.
3. To Noriaki Kasogi, product manager of a tire factory in Japan. You want to tell him the dates of the Automobile Exhibition in Detroit and find out if he wants you to arrange a hotel for him.
4. To Miranda, an American friend who you are hoping to meet at the conference you are in charge of next month. You are enclosing the conference information and you want to meet one night for dinner.

II. You are visiting Switzerland on a business trip next week with your colleague.

Write an e-mail to your colleague:

- thanking him or her for booking your tickets
- apologizing for losing the itenary he or she gave you
- asking him or her to send it to you again

Unit IV.COMPANY STRUCTURE





Study types of companies and business organization forms in Russia and other countries; analyze the structure of the company according to different criteria, learn how to compose company portfolio and research competition of companies.

Lesson 1. Types of Companies

Warm up

I. Answer the following questions.

- How many different ways of organizing a company can you think of? Think of departments, products, markets.
- If you work for a company or a firm, how would you describe the company structure?
- Match the information about these multinational companies to the correct company logo.

Company logo	Company activities	The company says
	The third largest record company in the world. It is also the world's largest publisher of songs and music.	a. "We are committed to providing high quality food"
	The world's largest hamburger restaurant company. It has over 19,000 restaurants in 100 countries.	b. "We lead the world in the provision of news and financial information to broadcasters, newspapers, financial markets and on-line services."
	This company provides news and financial data to the business community.	c. "We aim to be the world's premier music company in all aspects of our business."
	This company is an international air-express carrier. It delivers packages and documents all over the world.	d. "We keep your promises."

II. Work in groups. Choose one of these companies.

BMW Coca-Cola Nike Levi Strauss & Co Microsoft Walt Disney

Write what you know about:

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. what each company produces or provides 2. where the company started | <ol style="list-style-type: none"> 3. where the company operates 4. who its main competitors are |
|---|--|

Reading

I. Skim the text to grasp the general idea.

There are many forms of business organization. Some businesses consist of just one person, while others employ thousands of people. Some businesses make products, while others are involved in providing services.

Describing a company

All business organizations:

- consist of a group of people who form a structure;
- have a structure with rules and authority;
- follow a set of objectives;
- use economic resources.

There are several ways in which a company can choose to organize itself, and we are going to look at the most important of these. We will take an imaginary company, Computercorp, and examine how it could organize its operations. The company produces computer hardware and software, and sells its products around the world. Its customers are business users and consumers.

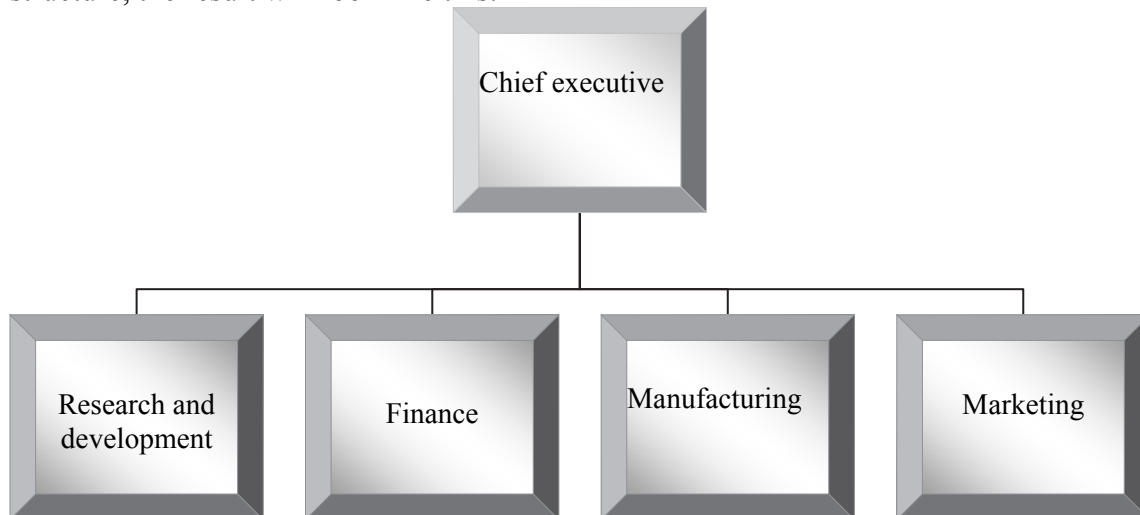
ORGANIZING THE COMPANY:

Horizontal differentiation

The term refers to the way in which a company's activities are divided into distinct units. The most popular forms of horizontal differentiation are shown below.

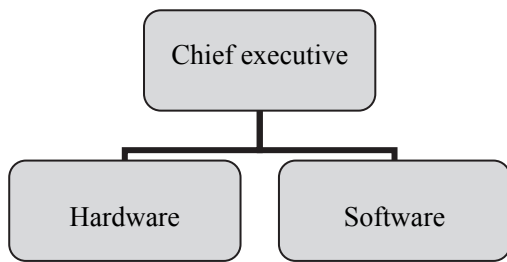
Organization by function.

The top management of Computercorp might decide that the company should be structured according to the functions it performs. The main function of the company are research and development, manufacturing, marketing, and finance. If the company chooses a functional structure, the result will look like this:



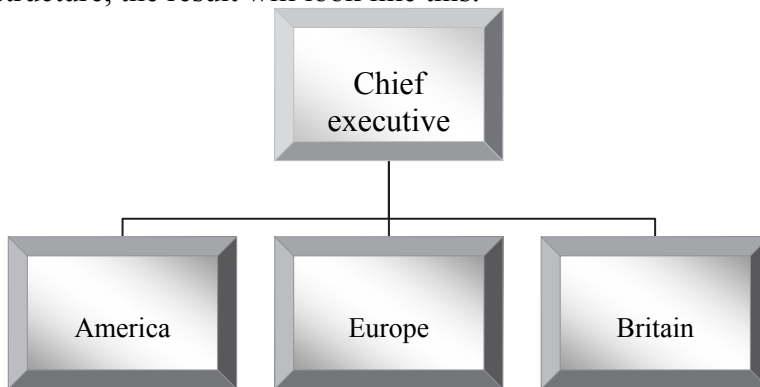
Organization by product

Computercorp makes two kinds of products, hardware and software. Top management may think that these products are so different to each other that it is better to organize the company on the basis of the different products it makes. If the company chooses a product structure, the result will look like this:



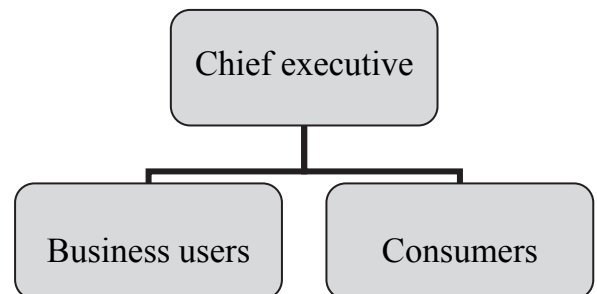
Organization by location

A third alternative is to structure the company on the basis of location. Computercorp’s headquarters are in London, but it has offices around the world. If the company chooses a location structure, the result will look like this:



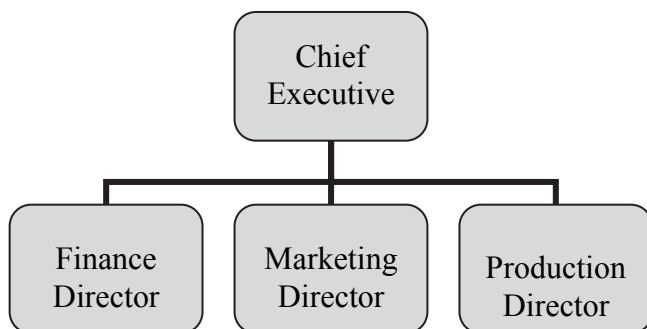
Organization by customer

Another way to structure the company is by reference to the kind of customer that it serves. Computercorp sells its products to business users and consumers, so this kind of organizational structure will look like this:



Vertical differentiation

This term refers to the number of management levels in a company. A company with many levels is known as a “tall” company. It looks like this:



Traditional manufacturing companies are “tall” organizations. There are many levels in the hierarchy, because there are many different production processes. Other examples of “tall” organizations include government bureaucracies and military organizations.

This kind of organization is difficult to control, and the lower levels in the hierarchy usually have to obey very precise rules, rather than plan their own work.

Jeremy Fitzgerald, Management, Black Cat Publishing, 2001, p. 47-57

Reading comprehension

Lexical exercises

I. Complete the sentences below with the correct word from the following:

- resource authority tall informal flat
 horizontal formal objective structure vertical
- A business organization consists of a group of people who form a
 - A business organization has rules and
 - A business organization follows a set of
 - A company uses economic
 - The division of a company’s activities into different units is called differentiation.
 - The number of management levels in a company is called differentiation.
 - A organization has very few management levels.
 - A organization has a lot of management levels.
 - An organization with a stated purpose or objective is called a organization.
 - An Organization does not exist to meet formal objectives.

II. The words below all come from the text. Use your dictionary to complete the chart to show the different forms of each word.

Noun	Verb	Adverb	Adjective
			organizational
		financially	
	market		
user			
	manage	-----	-----
		controllably	
			formal
		structurally	
	employ	-----	-----
power			

Listening

You are going to hear two people who work in “tall” organizations talking about their job. Listen carefully to what they say, and answer the questions that follow.

Speaker 1

1. What is the speaker’s job?
2. What makes the job challenging and interesting?
3. Does the speaker make a lot of decisions?

Speaker 2

4. What is the speaker’s job?
5. Why is he disappointed in the job?

Case study

I. Read the text for general understanding.

Types of companies in the USA and Great Britain

1. Partnerships.

This type of company is not wide spread nowadays. These are usually barrister offices, consulting firms or family enterprises. The name of such company usually includes surnames of the partners, for example *Wilson & Sons, Smith, Johnson & Brown*.

Unlimited partnership is an association of two or more people (up to twenty) doing business in this or that field with the purpose of getting profit. The partners of such company bear unlimited responsibility by their partnership agreement.

Limited partnership includes full partners, who manage the business, and limited partners, who do not take an active part in it. Full partners bear complete responsibility, while the responsibility of limited partners corresponds to their shares.

2. Limited Companies & Joint Ventures.

Mostly widespread type of companies is the registered company, i.e. the company registered by the Companies Law. It can be a Public Limited Company or a Private Company.

Public Limited Company (Plc.) is the company, which has the right to sell its shares to the people, and must publish information about its activity.

Private Limited Company (Ltd.) cannot sell its stocks to the public.

In the USA limited companies are called **corporations**. They have letters **Inc.** in their names, which mean that this company is incorporated-registered as a corporation. A private limited company is called Close Corporation – **C-Corporation** – in the USA. But the difference between public and private companies is very small here, and most of the companies have just ‘Inc.’ in their names.

If two or more companies realize one project together they create a **Joint Venture**. It is not only a company having foreign investments, but also the unit of two or more firms. Usually joint ventures fall apart after the project is fulfilled.

From English for Business

II. What are the Russian equivalents for the following words:

Unlimited partnership _____

Limited partnership _____

Registered companies _____

Public Limited Company _____

Private Limited Company _____

.....Joint venture _____

III. Answer the questions:

- 1) What are the two types of companies in the USA and Great Britain? What is the main difference between them?
- 2) What does a partnership’s name usually consist of?
- 3) What is the difference between unlimited and limited partnership?
- 4) What is the mostly wide spread type of companies in Great Britain? Why are they called ‘registered’?
- 5) What is the difference between the public and private limited companies?
- 6) What does the abbreviation ‘Plc’ stand for? ‘Ltd’? ‘Inc’?
- 7) Joint venture is the company, which has foreign investments, isn’t it?

Lesson 2. Business Organization Forms

Warm up

I. Guess the meaning of the words in bold and ask your group mates questions using the new words and word combinations.

Companies are involved in many activities, for example buying, selling, marketing and production, in a range of different industries, such as information technology, telecommunications, film and car manufacture. Many well-known companies are **multinationals**; these are companies which **operate** in a number of countries. Multinationals often have a complicated structure. There is usually a **parent** or **holding company**. This company owns other companies or parts of other companies. These other companies are called **subsidiaries**.

II. Find examples of companies based on the following types.

Businesses are usually structured on one of three basic business structures: Sole Proprietorship, Partnership or a Corporation.

A sole proprietorship is an unincorporated business owned only by one person. It's the most simple and basic form of business organization. Without you, the owner, the business wouldn't exist. As the sole business owner, you take on all the responsibility, the liabilities and the risks. Of course, you also completely benefit from the profits.

A partnership is a business established by two or more people. Each person contributes something to the business – whether it's money, labor, skill, or property. In turn, the partners share the profits along the lines of the investment input.

Corporations are businesses where the shareholders transfer money and/or property for the company's capital stock. Profits of the corporation are distributed according to investment in the capital stock. A corporation can take some of the same deductions as a sole proprietorship, and also offers special tax deductions that make corporations attractive.

From English for Business

Reading

I. Read the text to grasp the general idea.

II. Give Russian equivalents to the underlined words and word combinations.

A business may be privately owned in three different forms. These forms are sole proprietorship, a partnership and a corporation. A sole proprietorship is the most common in many western countries. For example, more than 80 per cent of all businesses in the United States are sole proprietorship.

But it is evident that sole proprietorships do not do the greatest volume of business. They account for only 16 percent of all business receipts, for example, in the USA. What kind of business is likely to be a sole proprietorship?

First of all, service industries such as Laundromats, beauty shops, different repair shops, restaurants.

A partnership is an association of two or more persons to carry on a business for profit. When the owners of the partnership have unlimited liability they are called general partners. If partners have limited liability they are "limited partners". There may be a silent partner as well – a person who is known to the public as a member of the firm but without authority in management. The reverse of the silent partner is a secret partner – a person who takes part in management but who is not known to the public.



Any business may have the form of the partnership, for example, in such professional fields as medicine, law, accounting, insurance and stockbrokerage. Limited partnerships are a common form of ownership in real estate, oil prospecting, quarrying industries, etc.

Partnerships have more advantages than sole proprietorships if one needs a big capital or diversified management. Like sole proprietorships they are easy to form and often get tax benefits from the government.

Partnerships have certain disadvantages too. One is unlimited liability. It means that each partner is legally responsible for the whole business. Another disadvantage is that partners may disagree with each other.

A business corporation is an institution established for the purpose of making profit. It is operated by individuals. Their shares of ownership are represented by stock certificates. A person who owns a stock certificate is called a stock-holder.

There are several advantages of the corporate form of ownership.

The first is the ability to attract financial resources. The next advantage is the corporation attracts a large amount of capital it can invest in it plants, equipment and research. And the third advantage is that a corporation can offer higher salaries and thus attract talented managers and specialists.

The privately owned business corporation is one type of corporation. There are some other types too. Educational, religious, charitable institutions can also incorporate. Usually such corporation does not issue stocks and is nonprofit. If there is a profit it is reinvested in the institution rather than distributed to private stock-holders.

In some western countries, cities, states, federal government and special agencies can establish governmental corporations. A few examples of these governmental corporations are state universities, state hospitals and city owned utilities. Governmental corporations are non-profit as a rule and usually they do not issue stock certificates.

From English for Business

III. Decide which of the following advantages are characteristic of sole proprietorship (S), partnership (P) and companies (C):

- + The responsibility of the shareholders is limited by the sum of their stocks.
- + The simplest and the cheapest way to start.
- + The functions are spread between the employees.
- + Every of the partners can perform for his companions.
- + The firm doesn't disappear when its manager does.
- + The possibility of using many people's knowledge and skills.
- + Working hours, ideas, experience and responsibility are divided between the partners.
- + It is easy to attract capital.

IV. Which of the following disadvantages are characteristic of sole proprietorship (S), partnership (P) and companies (C)?

- Very expensive and difficult to start.
- Personal responsibility for legality and debts.
- In the case of bankrupt people who invest the most suffer the most losses.
- Difficult to control: partial appropriation of the gain is possible.
- Disappearance of the manager is a threat to the whole business.
- The shareholders' rights are limited by the Statute.
- It is difficult to get rid of a bad partner.
- Personal touch in business.
- The large tax.
- The strictest judicial control.

Lexical exercises

Choose the necessary word from the box and put it in the sentence.

1. receipts 2. business 3. service 4. privately 5. account
6. corporation 7. forms 8. unlimited liability 9. real estate
10. general partner 11. advantage 12. profit 13. capital
14. management 15. tax benefits 16. secret partner

1. Small... are very often service industries.
2. The... industries don't produce material goods.
3. More than 80 percent of all business... are not from sole proprietorships.
4. Less than 20 percent of European businesses are partnerships or...
5. Sole proprietorships... only a small part of all business receipts.
6. Is this bank owned publicly or...?
7. There are three... of business ownership.
8. Partnerships very often receive... from the government.
9. Limited partnership is a common form of ownership in... .
10. Partnerships have many..., one is that they receive tax benefits from the government.
11. ... are the partners with unlimited liability.
12. ... has the authority in management but he is not known to public.
13. A secret partner takes part in... .
14. General partners have... .
15. One advantage of a partnership is that it offers a multiple source of... .
16. A partnership can bring much... to the partners.

Case study

Power and influence

Alice Carstairs is a senior manager in commercial television station. She has worked in the job for a year, and things are not going well, as she tells her friend Jenny.

"It would be a great job," she says, "except for one thing. I often have to see Mr. Thompson, our chief executive. He's in charge of really important decisions, so I need to consult him when I'm working on something big." "So what's the problem?" Jenny asks.

"It's his secretary," Alice complains. "Whenever I phone her to say I need to talk to Mr. Thompson, she always says he's busy, or in a meeting, or something like that. If I say it's important, she wants to know what it's about, and she says she'll pass on a message. She never does pass on messages, and that means there are always difficulties and misunderstanding in the office. I don't like the situation at all."

"Why don't you just tell Mr. Thompson?" Jenny asks. "Tell him what his secretary's doing, and ask him to do something about it?"

"I'd like to, but I can't. You see, Mr. Thompson's secretary has been friends with him for years- apparently they're really good friends."

Jeremy Fitzgerald, Management, Black Cat Publishing, 2001, p. 55

Tasks:

1. What kind of company does Alice work in? Describe its structure in detail.
2. How long has she worked there?
3. Why is she unhappy at work?
4. What do you think she should do?

Speaking/Writing

You have recently been applying for jobs with different companies. Two companies have indicated that they may be interested in offering you employment. One company is a large multinational that employs 2,000 people at its headquarters. The other company is much smaller and employs only 120 people.

- 1) Write a short paragraph to explain which company you would prefer to work for, giving reasons for your choice.
- 2) Make up a dialogue discussing advantages and disadvantages of working in big and small companies and asking for advice where to apply.

Summing-up activity

Sentences 1 to 9 make up a short text about different ways in which companies can be structured. Complete each sentence, by taking a middle part from the second box and an end from the third box.

1. Most organizations have a hierarchical or pyramid structure,
2. A clear line or chain of command runs down the hierarchy,
3. Some people in an organization have an assistant who helps them;
4. Yet the activities of most large companies are too elaborate
5. Large companies manufacturing a wide range of products, e. g. general Motors,
6. Businesses that cannot be divided into autonomous divisions with their own markets
7. An inevitable problem with hierarchies is that people at lower levels
8. One solution to this problem is matrix management, in which people report to more than one superior
9. Another, more recent, idea is to have a network of flexible groups or teams,
 - a. are normally decentralized into separate operating divisions,
 - b. are unable to make important decisions, but are obliged to pass on responsibility to their boss,
 - c. can simulate decentralization, setting up divisions that use
 - d. instead of the traditional departments which are often at war with each other,
 - e. so that all employees know who their superior or boss is, to whom they report,
 - f. e.g. brand manager with an idea can deal directly with
 - g. this is an example of a staff position: its holder has no line authority,
 - h. to be organized in a single hierarchy and require functional organization,
 - i. with a single person or a group of people at the top,
 - j. and an increasing number of people below them at each level.
 - k. and is not integrated into the chain of command.
 - l. and who their immediate subordinates are, to whom they can give instructions.
 - m. each with its own engineering, production and sales departments.
 - n. internally determined transfer prices when dealing with each other.
 - o. the appropriate managers in the finance, manufacturing and sales departments.
 - p. they are formed to carry out a project, after which they are dissolved and their members reassigned.
 - q. unless responsibilities have been delegated.
 - r. usually with production or operations, finance, marketing and personnel departments.

Lesson 3. Company Portfolio

Warm up

- I. What should you include in company portfolio? Make a list if things.
- II. What information about a company is the most/the least demonstrative? Prove it.

III. Take a company and give a short description of it without naming it. The rest should guess the name of the company. Express your attitude to it.

A. Posts and departments

I. Remember all posts and departments in a company.

1. **Accounts Dept.** *n.* department responsible for administering a company's financial affairs
2. **A.G.M.**^{UK} *abbr.* Annual General Meeting of a company's shareholders
3. **Board of directors** *n.* group of people chosen to establish policy for and control a company
4. **Chairman**^{UK} *n.* person who heads a Board of Directors; head of a company; chairperson
5. **Director** *n.* a member of the board of directors

6. **Executive officer**^{US} *n.* person managing the affairs of a corporation - **chief executive officer (CEO)***n.*
7. **Headquarters** *n.* a company's principal or main office or centre of control
8. **Manager** *n.* person responsible for day-to-day running of a dept.; executive officer^{US}
9. **Managing director**^{UK} *n.* senior director after the chairman responsible for day-to-day direction
10. **Marketing Dept.** *n.* department that puts goods on market, inc. packaging, advertising etc
11. **organisation chart** *n.* a table or plan showing a company's structure graphically
12. **Personnel Dept.** *n.* department responsible for recruitment and welfare of staff or employees
13. **President**^{US} *n.* the highest executive officer of a company; head of a company
14. **Production Dept.** *n.* department responsible for physical creation of product
15. **Purchasing Dept.** *n.* department responsible for finding and buying everything for a company
16. **R & D Department** *n.* department responsible for Research and Development of (new) products
17. **reception** *n.* the place where visitors and clients report on arrival at a company
18. **Sales Department** *n.* department responsible for finding customers and making sales
19. **Shareholder** *n.* person who holds or owns shares in or a part of a company or corporation
20. **Vice President**^{US} *n.* any of several executive officers, each responsible for a separate division

II. Explain the words in bold:

The management structure of companies or corporations is rather complex. The simplest is that envisaged by English, Belgian, Italian, and Scandinavian law, by which the shareholders of the company periodically elect a Board of Directors who collectively manage the company's affairs and reach decisions by a majority vote but also have the right to delegate any of their powers, or even the whole management of the company's business, to one or more of their number. Under this regime it is common for a managing director to be appointed, often with one or more assistant managing directors, and for the board of directors to authorize them to enter into all transactions needed for carrying on the company's business, subject only to the general

supervision of the board and to its approval of particularly important measures, such as issuing shares or bonds or borrowing. The U.S. system is a development of this basic pattern. By the laws of most states it is obligatory for the board of directors elected periodically by the shareholders to appoint certain executive officers, such as the president, vice president, treasurer, and secretary. The latter two have no management powers and fulfill the administrative functions that in an English company are the concern of its secretary; but the president and in his absence the vice president have by law or by delegation from the board of directors the same full powers of day-to-day management as are exercised in practice by an English managing director.

Jeremy Fitzgerald, Management, Black Cat Publishing, 2001, p. 74

B. Description of a company

I. Read this description and complete the information below:

Micropol AT is a highly profitable software company with a workforce of over 1,000 and an annual turnover of \$300 million. Its main products are applications programs for industry as well as for educational institutions. Its many customers include small and medium-sized companies, government departments as well as students.

The company was founded in Santa Monica, California, in 1978. The original founders, Karen Sawyer and Lee Heng, were still students when they went into business. Their idea was only to earn some extra money. Micropol began to grow rapidly and by 1980 turnover was over \$4m.

Initially the company worked on the area of Software Consulting. However, in 1982 Sawyer and Heng introduced the first version of the Adword word-processing program. It was an immediate success. Students liked it because it was easier to use than other programs on the market.

In 1985 Lee Heng left Micropol and set up his own company, Intertrack. Karen Sawyer is still Company President and thinks that Micropol has a bright future. The company has ambitious plans. There are plans for a joint venture with Katio, the leading Japanese computer firm.

From Wikipedia, the Free Encyclopedia

Name of Company _____
 Activities _____
 Workforce _____ Location _____ Turnover _____
 Profits _____ Market _____ Plans _____

II. Group work

Use these partnerships to complete the dialogue. Then compose similar dialogue in pairs about your working place and company or the post and the structure you would like to work.

two main divisions *on the publishing side* *in the pipeline*
about 500 people *directly under* *fairly diversified (многоотраслевой)*

Frank: So how do you like your new firm, Jean?

Jean: Great. It's a company called Selmar.

Frank: I see. What kind of company is it?

Jean: It's part of a group. There are – paper production and publishing.

Frank: That sounds interesting. Which area are you in?

Jean: I'm – in charge of book distribution in France and Belgium.

Frank: It's a big operation, I suppose.

Jean: You're right. There are in publishing. I've got 25 people me.

Frank: And what about the future?

Jean: Oh, there are big expansion plans ... We're moving into North America next year.

And after that, who knows?

C. Company history

Reading

I. Read the text about the French company, Bic. Can you name three of Bic's products?

Bic's Success in a Throwaway

Bic is a household name, synonymous with a disposable age*. Few companies can say that they are responsible for changing the everyday habits of billions of people throughout the world, but the French company Bic, founded in 1950, is one that can.

The ballpoint pen came first. The original biros – named after Lazlo Biro, their Hungarian inventor – were expensive and difficult to use. Baron Marcel Bich, the owner of a small office supplies company, brought together French and British scientists to refine* and modify* the design. He negotiated the rights to produce and sell the pen with Biro. Production of the Bic "Crystal" began in 1953. The "Crystal" had a clear blue plastic tube and a visible ink supply which was sufficient to draw a line three kilometers long.

Sales rose from around 50,000 a week in the first year to a quarter of a million a day by 1956. Today sales of Bic writing instruments total more than 20 million a day in 160 countries. Bich was not content with a one-product business and wanted to find other throwaway ideas. In 1972 came the disposable lighter. It is another success story which made Bic world leaders in the sector, with daily sales of disposable lighters now numbering almost 4 million.

Bic's winning formula was a combination of simplicity of production and reliability; the company claims that its lighters will work 3,000 times compared with competing brands' 1,000.

The company used healthy profits to invest in its third major product range – the throwaway razor – in 1975. It now contests market leadership with Gillette.* Bic subsequently diversified further – into windsurfing boards and fashion – but the three original throwaway ideas remain its success stories.

From Wikipedia, the Free Encyclopedia

- synonymous with a disposable age: [Bic] represents our fast-moving world
- to refine: improve
- to modify: make small changes
- Gillette: major manufacturer of razors and toiletries.

II. Read the text again and complete this company history.

1950	The company was founded.
1950-53	Laslo Biro invented the first pen. Marcel Bich ____ and ____ the design. Bich negotiated with Biro to _____.
1953	Production of the _____ began.
1956	Sales of the biro rose to _____ .
1972	Bic invented _____.
1975	Bic invented _____.
Now	Bic sells _____ ballpoint pens per day. Bic sells _____ disposable lighters per day. Bic and _____ are leaders in the market for disposable razors.

III. What are the advantages of disposable or "throwaway" products?

IV. Sequence words

First	first of all	firstly	
Second	secondly		
Then	after that	afterwards	next
Lastly	finally	now/today	

Example:

Bic is well-known for its disposable products. **First of all**, Bic produced the throwaway pen, the biro. **Then** came the disposable lighter. **Next** they invented the throwaway razor and after that the windsurfing board. **Today** the company focuses on producing razors, biros and lighters. There were three key inventions in the company's history: **firstly**, the ballpoint pen, **secondly** the disposable lighter and **lastly** the throwaway razor.

V. Write a short summary of the history of the company.

Speaking

Choose a company and present its history: type of product\service, the inventor(s), historical dates, current situation and future perspectives.

D. Company Culture

I. Learn types of company culture.

1. Power Cultures

In these cultures self-reliant and highly competitive self-development provide the basis of relations. Manager's success is related to his or her charisma and influence, rather than to his/her knowledge and experience. The style of the chief executive is the model for other managers. In organizations of this type managers shall be tough-minded and aggressive.

2. Role Cultures

In these cultures manager's role is completely related to his/her place within a centralized system. His/her success depends on how well this manager adheres to rules, procedures and precedents. Individualism and aggression are not valued in these cultures. Employees in these organizations should not get out of the limits of their roles.

3. Task Cultures

In organizations of this type they value everything that makes it possible to get the work done. The main concern in these organizations is with successful fulfillment of their projects. Manager's success is related to his/her knowledge and experience required to achieve tasks rather than to meet the requirements of his/her role.

4. Individual Cultures

In organizations of this type the most possible freedom of expression is valued. Effectiveness of any activity in these organizations is rated by how much the activity satisfies the staff, rather than by how well it conforms to business plans. Independence, creativity and experiment are also valued in these organizations.

II. Discuss the following items:

- 1) What provides the basis of relations in power cultures?
- 2) What should the manager do to be successful?
- 3) What manager's role is related to in role cultures?
- 4) How can manager become successful in a role cultures?
- 5) How should employees behave in such cultures?
- 6) What is the main concern in task cultures types of organizations?
- 7) Is there any difference between task cultures and role cultures?
- 8) In individual cultures the freedom of expression is not valued, is it?
- 9) Why the fulfillment of business plan is not important in individual cultures?
- 10) In organizations of what type would you like to work? Why?

Lesson 4. Competition of companies

Warm up

I. A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well. (Jeff Bezos)

Do you agree with this saying? How can a firm earn its reputation?

II. Look at this list of brand names and logos and find pairs of competitors.



III. Which company is winning in each pair?

IV. What is competition of companies? How do consumers benefit from competition?

Reading

I. Read the text in detail and find out what is good and bad in market competition. Express your point of view.

Competition law

Competition law, known in the United States as antitrust law, has three main elements:

- Prohibiting agreements or practices that restrict free trading and competition between businesses.
- Banning abusive behavior by a firm dominating a market, or anti-competitive practices that tend to lead to such a dominant position. Practices controlled in this way may include predatory pricing, tying, refusal to deal, and many others.
- Supervising the mergers and acquisitions of large corporations, including some joint ventures.

Protecting the interests of consumers and ensuring that entrepreneurs have an opportunity to compete in the market economy are often treated as important objectives. Competition law is closely connected with law on deregulation of access to markets, state aids and subsidies, the privatization of state owned assets and the establishment of independent sector regulators. In recent decades, competition law has been viewed as a way to provide better public services. The history of competition law reaches back to the Roman Empire. Since the twentieth century, competition law has become global. The two largest and most influential systems of competition regulation are **United States antitrust law** and **European Community competition law**. National and regional competition authorities across the world have formed international support and enforcement networks.

Competition Law in Russia

The Law on the Protection of Competition came into effect in the Russian Federation on 26 October 2006. The stated aim for establishing of the law was to bring the Russian Federation to be in line with the general trend of competition regulation in Europe. Beyond western European competition laws against dominance, the Competition Law in Russia expressly presumes existence of dominance by defining limits.

1. A company is in dominance if it dominates more than 50% of market share.
2. A company with less than 35% of market share, unless in exceptional case, is not considered dominant.
3. A collective dominance exists when up to three companies hold a combined market share exceeding 50%.
4. A collective dominance exists when up to five companies hold a combined market share exceeding 75%.
5. A safe harbor margin of up to 20% market share per company for agreements between companies of different segments of a supply chain.

The law also places restrictions on aids from, and public procurement policies of, federal, provincial or municipal governments that otherwise would encourage anti-competition.

The law is enforced by the Federal Anti-Monopoly Service (FAS). The law also gives the FAS authority over approval of company mergers stipulating various combinations of limits of assets of merging companies, an excess of which would require prior approval from the FAS. The scope of regulation of the FAS is focused on the commodity market and financial services with mandates over operations and transactions not just within the Russian Federation but also those taking place outside the boundaries of Russia which would have anti-competitive effects on the Russian market place.

In addition to a separate competition law, the Code of Administrative Offences has also been amended to increase liability of anti-competitive practices. Punitive measures against anti-competitive practices are limited out in terms of percentages of revenues of a company.

<http://en.wikipedia.org/wiki/Antitrust>

Active Vocabulary

I. Find in the text English equivalents for the following Russian words and word combinations:

предотвращение, запрет (запрещение), свободная торговля, оскорбительное поведение, непомерно высокие цены, контролировать, приобретения, заключать сделку, политика в области закупок, снятие ограничений, государственные активы, доля рынка, ограничения, слияние компаний, вносить изменения\поправки, обязательство\ответственность, доход, карательные меры, сделка (транзакция).

II. Match two parts of word combinations and translate them:

anti-competitive	dominance
collective	between business
refusal	government
state	the law
to provide	practices
municipal	regulation
to enforce	public services
the scope of	to deal
competition	aids

III. Tick the right answer.

T	F	
		1. The company is in dominance if it is the only one in the market.
		2. The main element of the Competition Law is control over abusive behavior by a firm dominating a market, or anti-competitive practices that tend to lead to such a dominant position.
		3. Competition law is a prerogative and isn't connected with other laws.
		4. Each country has its own Competition law valid only on its territory.
		5. Punitive measures against anti-competitive practices are limited out in terms of percentages of revenues of a company.
		6. Competition law was developed in the 20 th century in Europe.
		7. In Russia Competition law was worked out because many companies broke laws of honest business.
		8. FAS is Federation of American Scientists.

IV. Questions:

- 1) What do you think about Competition law? Is it necessary for our society?
- 2) Do you think it works properly?
- 3) What rules of doing business\competition would you include in it?
- 4) What companies do to outrun other firms?
- 5) How can you control competition in the market?

Group work

Follow all these rules and you'll get a success.

Golden Rules for conducting a responsible business



When setting up your student company, take some time to consider how you could integrate those Golden Rules into your company wherever possible.

1. Formulate the company mission and values

Responsible business conduct should be deeply integrated into the way your company does business and therefore it should be included in your company mission and mirrored in your company values. Make social and environmental responsibility part of your strategy.

McDonalds Mission Statement

“McDonald’s vision is to be the world’s best quick service restaurant experience. Being the best means providing outstanding quality, service, cleanliness, and value, so that we make every customer in every restaurant smile.”

Toyota Mission Statement

“To sustain profitable growth by providing the best customer experience and dealer support.”

IBM Mission Statement

“At IBM, we strive to lead in the invention, development and manufacture of the industry’s most advanced information technologies, including computer systems, software, storage systems and microelectronics.

We translate these advanced technologies into value for our customers through our professional solutions, services and consulting businesses worldwide.”

Coca Cola Mission Statement

“Everything we do is inspired by our enduring mission:
 To Refresh the World... in body, mind, and spirit.
 To Inspire Moments of Optimism... through our brands and our actions.
 To Create Value and Make a Difference... everywhere we engage.”

2. Be committed to responsible business at all levels. List your activities.

All employees should be aware of your company’s responsible business activities and should be engaged in the process where possible. Working together on activities which benefit the whole community develops a sense of belonging and motivates employees, but also offers them the possibility to gain new knowledge and skills.



3. Identify your core stakeholders and their needs

A stakeholder is any person/group/institution etc. which affects or is affected by your operations and activities in any form (positively or negatively). Look around you and see how different people/groups are affected by your corporation, your products/services and your activities. See what their needs are and try to address these accordingly. Be open when engaging with your stakeholders. Show what you are doing and be open to discuss any issues. That helps you avoiding bad feedback. If serious criticism arises, be honest and solve the issues together with your partners.

4. Define your code of conduct and business principles responsibly



Your code of conduct and any policies or business principles that you might have should include directives for conducting business in a responsible way. When drafting a code of conduct and business principles for your company, take into account the expectations of your stakeholders, especially employees, and engage them in the development of your code of conduct. You should also anticipate the potential risks to your company and how they can be minimized with the help of a code of conduct and business principles. Your policies and your code of conduct should be clear, short and easily understandable.

5. Link your social activities to your core business

When it comes to philanthropic activities, every company can simply donate some cash for a good cause. However, a good corporate citizen links its social activities with its core business and its core competencies since this is where a company can make the most difference. Linking your projects to your products or services shows that you are really making an effort to give something back.

6. Responsibility starts with your products



When designing and producing products, always keep in mind the impact that they might have on society and the environment. Make a short presentation of your fresh product.

<http://www.responsible-business.org/europe/responsible.html>

Case study

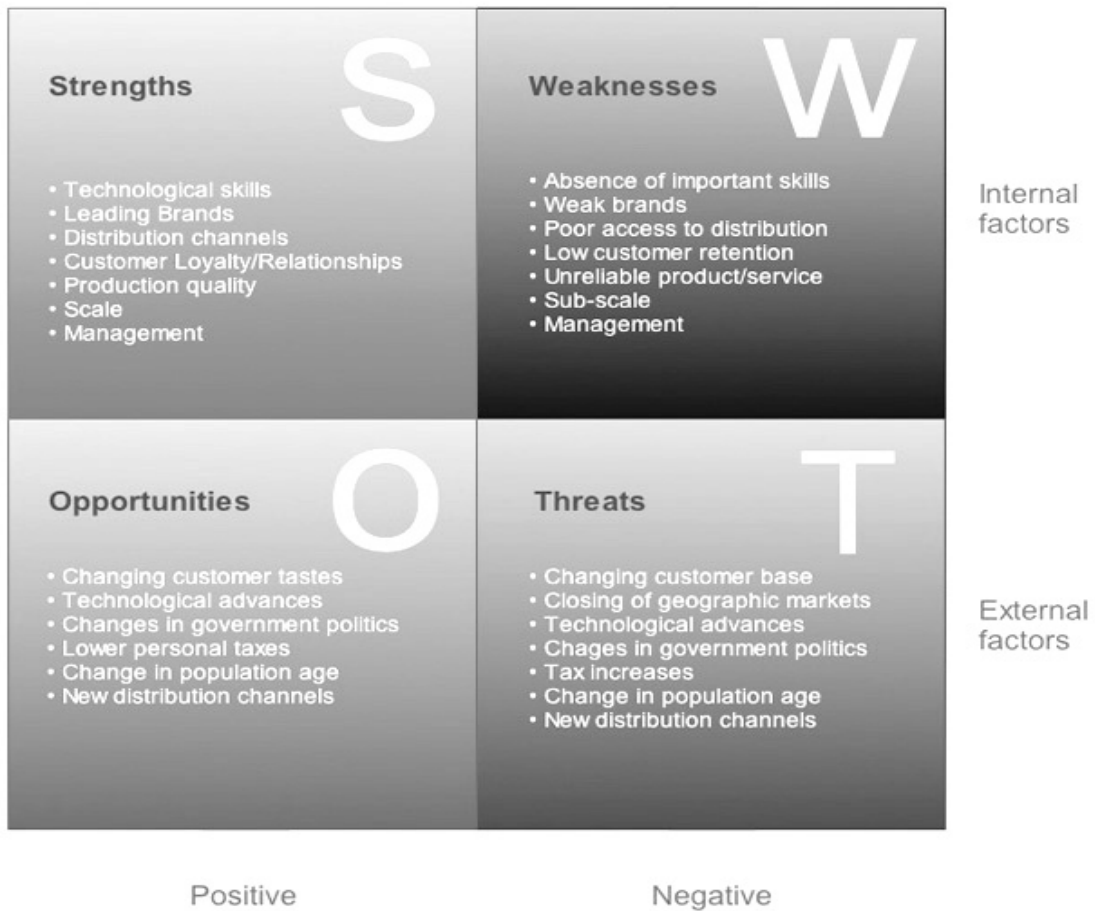
Nike Brand SWOT

Strengths	<p>Nike is a very competitive organization. Phil Knight (Founder and CEO) is often quoted as saying that ‘Business is war without bullets.’ Nike has a healthy dislike of its competitors. At the Atlanta Olympics, Reebok went to the expense of sponsoring the games. Nike did not. However Nike sponsored the top athletes and gained valuable coverage.</p> <p>Nike has no factories. It does not tie up cash in buildings and manufacturing workers. This makes a very lean organization. Nike is strong at research and development, as is evidenced by its evolving and innovative product range. They then manufacture wherever they can produce high quality product at the lowest possible price. If prices rise, and products can be made more cheaply elsewhere (to the same or better specification), Nike will move production.</p> <p>Nike is a global brand. It is the number one sports brand in the World. Its famous ‘Swoosh’ is instantly recognizable, and Phil Knight even has it tattooed on his ankle.</p>
------------------	--

<p>Weaknesses</p>	<p>The organization does have a diversified range of sports products. However, the income of the business is still heavily dependent upon its share of the footwear market. This may leave it vulnerable if for any reason its market share erodes.</p> <p>The retail sector is very price sensitive. Nike does have its own retailer in Nike Town. However, most of its income is derived from selling into retailers. Retailers tend to offer a very similar experience to the consumer. Can you tell one sports retailer from another? So margins tend to get squeezed as retailers try to pass some of the low price competition pressure onto Nike.</p>
<p>Opportunities</p>	<p>Product development offers Nike many opportunities. The brand is fiercely defended by its owners whom truly believe that Nike is not a fashion brand. However, like it or not, consumers that wear Nike product do not always buy it to participate in sport. Some would argue that in youth culture especially, Nike is a fashion brand. This creates its own opportunities, since product could become unfashionable before it wears out i.e. consumers need to replace shoes.</p> <p>There is also the opportunity to develop products such as sport wear, sunglasses and jewellery. Such high value items do tend to have associated with them, high profits.</p> <p>The business could also be developed internationally, building upon its strong global brand recognition. There are many markets that have the disposable income to spend on high value sports goods. For example, emerging markets such as China and India have a new richer generation of consumers. There are also global marketing events that can be utilized to support the brand such as the World Cup (soccer) and The Olympics.</p>
<p>Threats</p>	<p>Nike is exposed to the international nature of trade. It buys and sells in different currencies and so costs and margins are not stable over long periods of time. Such an exposure could mean that Nike may be manufacturing and/or selling at a loss. This is an issue that faces all global brands.</p> <p>The market for sports shoes and garments is very competitive. The model developed by Phil Knight in his Stamford Business School days (high value branded product manufactured at a low cost) is now commonly used and to an extent is no longer a basis for sustainable competitive advantage. Competitors are developing alternative brands to take away Nike's market share.</p> <p>As discussed above in weaknesses, the retail sector is becoming price competitive. This ultimately means that consumers are shopping around for a better deal. So if one store charges a price for a pair of sports shoes, the consumer could go to the store along the street to compare prices for the exactly the same item, and buy the cheaper of the two. Such consumer price sensitivity is a potential external threat to Nike.</p>

http://www.marketingteacher.com/SWOT/nike_swot.htm

SWOT Analysis



Present the text in the form of a chart



Individual - Group task

Choose a company in your city and make a SWOT analysis of it for the rest of your group mates.

Lesson 5. Project Presentation

I. Choose one company in the market of your country and **give presentation of its structure** to your colleagues. Define your business structure in the executive summary. Your organizational summary should include an organizational chart, showing each person in the organization. In the narrative you detail the responsibilities of each person. You should include:

- Names of the owners
- Percentage of ownership
- Extent of involvement in the company

List all the other employees of the company, the positions they hold and their responsibility. If you have multiple locations, show the structure. Where is the corporate office located?

II. Create your own company. You are going to develop a business plan. The business plan must be well organized, be easy to read, and follow a logical format. The sample format for a business plan has seven parts:

- Company Description

Pick a name that describes your business and consumers will remember. Explain the type of company and give its history. Tell what industry the company will represent. (*Is it a manufacturing, retail, service, or other type of business?*) Decide a location and city.

- Marketing Plan

Show who the potential customers are and what kind of competition the business will face. (*Who is the target market? The target market is based upon age, gender, income, and location, just to name a few. Investigate competitors in your chosen area; try the yellow pages of yahoo.com and search the product or service.*)

Outline the marketing strategy and specify what makes the company unique. (*How will you advertise your product or service? How do your competitors advertise?*)

- Products and Services Plan

Describe the product and/or service. (*Describe the product in detail, such as the color(s), size, etc. Describe the type of service.*)

Point out any unique features. (*Is the product or service new or improved?*)

Explain why people will buy the product or service. (*For example, the motivation to buy is based on personal gain, economy, health, comfort and convenience, safety and protection, affection and love, prestige and recognition, and variety and recreation?*)

- Legal Plan

Show the proposed type of legal organization the ownership will take. (*Will the company be a sole proprietorship, partnership, or corporation?*)

- Management Plan

Identify the key people who will direct and manage the company. (*Will you choose your family or friends? Will you do the hiring yourself?*)

Cite their work experience, education, and special skills. (*What are the strengths of your workers? Remember to consider communication skills.*)

II. Do you think people from certain cultures would favour one kind of organizational structure over another? **Choose a country and analyze its companies.**

Unit V. NEGOTIATING SKILLS

Learn how to build negotiation strategies, use the specific language, solve different problems and conflict situations

Lesson 1. Presenting

Warm Up

I. Comment on the expression: *Talk low, talk slow and don't say too much.* (John Wayne, Hollywood film star)

II. Think of successful talks you've been to in the past. What made them so successful? Complete the following list of elements that make a good presentation using the words in the boxes.

a-e humour talk appearance knowledge
f-j preparation language attitude voice visuals

To be a good presenter you need ...

- | | |
|---|--|
| <p>a. a well-structured _____</p> <p>b. thorough subject _____</p> <p>c. a smart and professional _____</p> <p>d. a good sense of _____</p> <p>e. good eye _____</p> <p>f. an enthusiastic _____</p> <p>g. a strong _____</p> | <p>h. a creative use of _____</p> <p>i. expressive _____ body</p> <p>j. careful _____</p> <p>–</p> |
|---|--|

III. With a partner, discuss the elements in 1 and number them in order of importance. Use the phrases below in your discussion.

What you need most of all is ... Another important thing is ... I think ... is pretty important too	... can make a real difference It helps if ... , but it's not essential You don't need ... , as long as ...
---	---

IV. Add your own ideas to the list in 3

Reading

I. Read the text below. Is it a good advice? Why?

Did you know ... that almost thirty million of business presentations are given every day? And yet, in surveys, most managers say that are most afraid of public speaking than anything else – even death! To overcome nerves, a lot of presentation trainers advise you to “just be yourself”.



Listening

1. Listen to three people speaking. Concentrate on the way they sound. Are they having a conversation or giving a presentation? How do you know?

Conversation

- 1.
- 2.
- 3.

Presentation

-
-
-

Conversation

- 4.
- 5.
- 6.

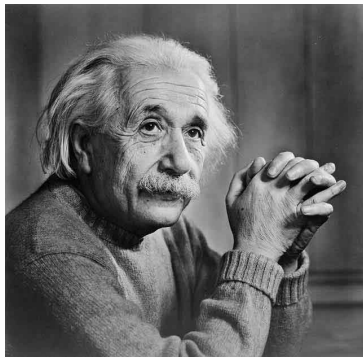
Presentation

-
-
-

II. Discuss with a partner. How is speaking to the audience – even a small one – different from speaking to a group of friends? Think about the following:

- how clearly you speak
- how often you pause
- how quickly you speak
- how emphatic you are

III. Look at this famous toast to Albert Einstein by writer, George Bernard Shaw. The extract is unpunctuated. Mark (|) where you think the speaker paused. Then listen and check.



I have said that great men are a mixed lot but there are orders of great men there are great men who are great amongst all men but there are also great men who are great amongst great men and that is the sort of great man whom you have amongst you tonight I go back 2,500 years and how many of them can I count in that period I can count them on the fingers of my two hands Pythagoras Ptolemy Aristotle Copernicus Kepler Galileo Newton Einstein and I still have two fingers left vacant my lords ladies and gentlemen are you ready for the toast health and length of days to the greatest of our contemporaries Einstein

From In Company Intermediate

IV. a. Listen again and underline the stressed words.

b. Is there a connection between what we stress and where we pause?

c. What is the effect of pausing

less often? _____

more often? _____

V. Write a toast to your famous contemporary

A Team Presentation

I. Look at the following information from First Direct. With a partner first ‘present’ the information clearly and professionally. Then ‘present’ the information enthusiastically and dramatically. Which sounds better?

Presenter 1 When you join First Direct you experience something unbelievable. A bank designed around you, which doesn't expect you to fit round it	Presenter 2 A bank which recruits people who like to talk. A bank which gives its people all the information they need to enable them to help you. A bank which believes in sorting your money out for you without you having to ask.
Presenter 1 Funny kind of bank? Unbelievable? Even a little magical? Yes, but also efficient, safe and secure.	Presenter 2 You can, naturally, choose when, where and how to deal with your money. We're open 24 hours a day. Our people are ready to talk to you, whenever you call.
Presenter 1 And wherever you might be in the world, you can bank online.	Presenter 2 Join First Direct and feel good about your bank; it's your money, after all.

From In Company Intermediate

II. In the extract above find the examples of

- | | |
|-------------------------|--------------------------------|
| a. repetition | c. grouping points in threes |
| b. rhetorical questions | d. pairs of contrasting points |

III. Match the items in 2 to why they are effective.

- You invite your audience to try to anticipate your answer
- You create a satisfying set of completeness
- You make sure your audience doesn't miss your main points
- You emphasise what you are saying by using the power of opposites

Lexical exercises

I. Find in the lesson the equivalents of the following expressions. Why are these things important in negotiating?

зрительный контакт, использование наглядных средств, глубокое знание предмета, хорошее чувство юмора, выразительный язык жестов, тщательная подготовка, сильный голос, аудитория, публичные выступления, риторический вопрос, эмоционально подавать информацию.

II. Use the expressions from above in sentences of your own.

Lesson 2. Presentation Tips

Warm Up

I. Comment on the expression: *The best audience is intelligent, well-educated and a little drunk.* (Alben W. Barkley, ex-US vice-president)

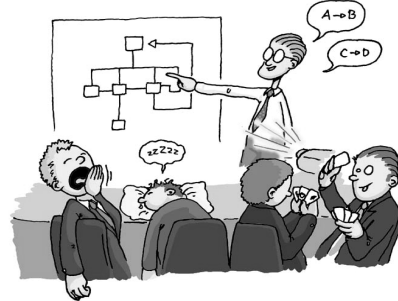
II. In your opinion, what should an ideal audience be like?

Active Vocabulary

I. The following expressions will help you to give the clear structure to a presentation. Complete them using the correct preposition.

to on of off back about up for

1. To start _____, then, ...
2. To move _____ to my next point, ...
3. To go _____ to what I was saying, ...
4. To turn now _____ a different matter, ...
5. To say a bit more _____ that, ...
6. To give you an example _____ what I mean, ...
7. To digress _____ a moment, ...
8. To sum _____ then, ...



II. Which of the expressions above are used to

- | | |
|--|--|
| • return to an important point? <input type="checkbox"/> | • begin the presentation? <input type="checkbox"/> |
| • repeat the main points? <input type="checkbox"/> | • expand a point? <input type="checkbox"/> |
| • talk about something unconnected? <input type="checkbox"/> | • change the subject? <input type="checkbox"/> |

III. You can draw attention to your visuals by using the phrases below. Complete them using the words from the box.



give see point have show

1. _____ a look at this.
2. As you can _____, ...
3. I'd like to _____ out ...
4. Let me _____ you something ...
5. To _____ you the background to this ...

Listening

I. Listen to a stock trading company manager describe how his team solved a problem with the company's website

Part A

1. Underline the two things the manager does to open his presentation.

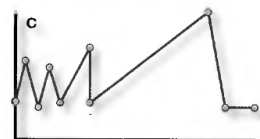
ask a question / tell a joke / tell a story / quote some figures

2. What's the significance of the following facts and figures?

250,000

3

60,000



Part B

3. What three problems was the company having with its website?

- a. _____
- b. _____
- c. _____

4. Having improved the website, what are E-Stock's two current objectives?

- a. _____
- b. _____

Part C

5. Which graph (a, b, c or d) does the speaker refer to?

6. What three things does the manager do to close his presentation?

- a. he sums up his talk
- b. he quotes a well-known person
- c. he refers people to his report
- d. he invites questions

Reading

Using the framework below, prepare a short presentation of a problem you solved at work. It can be any kind of problem, big or small. Complete the boxes on the right with brief notes. If you like, prepare simple visual aids based on the information you put in these boxes. Use the language on the left to help you structure your talk, but change it if you need to.

A Ten-Point Presentation Plan	
<p>1. Impact opening (choose one) (Ask a question) <i>Have you ever ...? How would you...?</i> (Quote some surprising figures) <i>Did you know ...?</i> (Quote someone well-known) <i>(Name) once said...</i> (Use a newspaper headline) <i>Have a look at this...</i></p> <p>2. Give the background to the problem <i>OK. (Time) ago we were having difficulties with ...</i> <i>We couldn't ...</i> <i>And we weren't ...</i></p> <p>3. Ask a rhetorical question <i>So, what was going wrong?</i></p> <p>4. Describe the problem <i>Well, the problem we were facing...</i> <i>was not ...</i> <i>but ...</i></p> <p>5. Describe its effects <i>Now, obviously, this was having an effect on ...</i> <i>as well as...</i> <i>and...</i></p> <p>6. Ask another rhetorical question</p>	<p>Title</p> <p>Background</p> <p>1. 2. 3.</p> <p>Problem</p> <p>Effects</p> <p>1. 2. 3.</p>

<p><i>So, how did we deal with the problem?</i></p> <p>7. Describe the action you took <i>Well, basically there were three things we had to do... Our first priority was to... The next thing was to... And, finally, we ...</i></p> <p>8. Ask a third rhetorical question <i>The question is, did it work?</i></p> <p>9. Describe the results (perhaps a graph) <i>Have a look at this. Here are the results. As you can see...</i></p> <p>10. Close <i>Ok, I'm going to break off in a second and take questions. To sum up, ... Thank you.</i></p>	<p>Action</p> <p>1. 2. 3.</p> <p>Results</p> <p>Summary</p>
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From In Company Intermediate

Lesson 3. Negotiating

Warm Up

I. Comment on the expression: *Never begin deal, a battle or a love affair if the fear of loosing overshadows the prospect of winning.* (Aristotle Onassis, shipping tycoon)

II. What is important for successful negotiations? Why?



Reading

William Ury is a co-author of the world's most famous book on negotiating, *Getting to Yes*. Read the following extract from his best-selling sequel, *Getting Past No*. Which of the situations remind you of something that's happened to you?

Daily life is full of negotiations that can drive you crazy. Over breakfast you get into an argument with your spouse about buying a new car. You think it's time, but your spouse says: 'Don't be ridiculous! You know, we can't afford it right now'.

A morning meeting with your boss. You present him with a carefully prepared proposal for a new project, but he interrupts you after a minute and says: 'We already tried that and it didn't work. Next item.'

During your lunch hour you try to return a defective toaster-oven, but the salesperson refuses to refund your money because you don't have the sales slip: 'It's store policy'.

In the evening you need to return some phone calls, but the line is tied up by your thirteen-year-old daughter. Exasperated, you ask her to get off the phone. She yells: 'Why don't you get me my own phone line? All my friends have them.'

Adapted from *Getting Past No* by William Ury

Reading Comprehension

I. In order to give the person in the extract above advice, what else would you need to know about each situation? What would you say in response to each of the people in the text? Compare your ideas with a partner.

II. Complete the following sentence in not more than five words: “A good negotiator _____”

Compare sentences with other people in the class.

Listening

I. Listen to four business people sharing their views on how to negotiate and answer the questions below.

a. Put the following stages in a negotiation into the order Speaker 1 mentions them.

have lunch

agree on a procedure

bargain

close

listen and take notes

create a rapport

set out proposals

agree terms

celebrate

make counter-proposals

b. Speaker 2 refers to the following acronyms. What do they mean?

OP _____

TP _____

WAP _____

FBP _____

BATNA _____

c. According to Speaker 3, why doesn't 'win-win' usually work?

d. What five pieces of advice does Speaker 3 offer?

e. According to Speaker 4, what's the worst thing you can do to a negotiator?

What's the difference between tactics and dirty tricks?

What examples does he mention?

Active Vocabulary

I. Make up the following collocations.

a. initial

Deal

a. critical

process

b. long-term

offer

b. 'win-win'

demand

c. dirty

relationship

c. negotiating

phase

d. one off

tricks

d. last minute

negotiation

II. Translate the collocations above into Russian. Explain their meanings. Use them in the sentences of your own.

III. Give your definitions to each word from the box below. What of them are meant by the following statements?

decisions problems ideas figures excuses views proposals your colleagues

- a. You can address them. You can deal with them. You can foresee them. You can solve them.
- b. You can develop them. You can share them. You can come up with them. You can brainstorm them.
- c. You can make them. You can consider them. You can put them forward. You can withdraw them.
- d. You can look at them. You can go through them. You can quote them. You can round them up.
- e. You can make them. You can question them. You can reach them. You can put them off.
- f. You can support them. You can attack them. You can back them up. You can chat with them.
- g. You can air them. You can share them. You can express them. You can exchange them.
- h. You can make them. You can look for them. You can invent them. You can refuse to accept them.



Lesson 4. The language of Negotiations

Warm Up

I. Answer the following questions. Discuss your answers with the rest of the group.

- a. *Do you think you are a good negotiator? Why or why not?*
- b. *Do you know someone who is a good negotiator? What makes him/her such a good negotiator?*
- c. *Have you ever negotiated for something?*

II. Look at the picture below. Do you think these people are good negotiators? Why?



Discussion

I. Read the joke. Is there a lesson to be learnt from it?

Two priests were so addicted to smoking that they desperately needed to puff on cigarettes even while they prayed. Both developed guilty conscience and decided to ask their superior for permission to smoke.

The first asked if it was OK to smoke while he was praying. Permission was denied. The second priest asked if he was allowed to pray while he was smoking. His superior found his dedication admirable and immediately granted his request.

II. How direct you want to be in a negotiation is a matter of both cultural and personal choice. In which side on the line below would you place people from your own culture? How about you personally?

prefer the diplomatic approach ←-----|-----→ prefer straight-talking

III. Find someone in your group who put themselves on the other side of the line from you. Try to persuade each other that your side is better.

Active Vocabulary

I. The following thoughts passed through the minds of two negotiators during a negotiation. Use the words and phrases in brackets to reproduce what they actually said.

- a. That's impossible.
(*unfortunately/would not/possible*) _____
- b. We can't go higher than 7%.
(*would find/quite difficult*) _____
- c. We won't accept less than \$5 a unit.
(*afraid / not in the position / this stage*) _____
- d. You'll have to pay more if you want that.
(*may / lightly*) _____
- e. We should spend more time looking for a compromise here.
(*shouldn't / little?*) _____
- f. It would be a good idea to agree on a price before we go any further.
(*wouldn't / be better?*) _____
- g. We hoped you'd pay a deposit today.
(*were hoping / able*) _____
- h. It will be difficult to get my boss to agree to this.
(*might not / very easy*) _____
- i. That's as far as we can go.
(*think / about / the moment*) _____



II. What do the negotiators do to make their statements sound more diplomatically? Do you prefer the direct or diplomatic versions?

III. The following expressions are all useful in negotiations, but some letters are missing from the words. When you have completed them, the letters in the box spell out some good advise for a negotiator.

Perhaps we should begin by outlining our initial ...			p	s	t										
Can I make a ...						g	g		s	t					?
What if we offered you an ...	a	l	t			n			e	?					
Let me get this quite ...							l		r						
Would you be willing to accept a ...					c		p		m	s					
I'm afraid this doesn't really solve our ...						r	b		m						
We may be in a position to revise our ...									f	f					
That's about as far as we can go at this ...									t	g					
Are these terms broadly ...						c	c		p	t				?	
Let me just check I understand you ...			r	r		t									
I'm afraid we could accept this on one ...									n	d	t				
What sort of figure we are talking ...						a			t						
Could you give us an idea of what we are looking ...							f		?						
What sort of time-scale are we looking ...							a		?						
We'd like to see some movement on ...					p	r	c								
Can't we just run through the main points once ...									o	e	?				
At this moment, we do not see this as a viable ...							o		t						
We seem to be nearing ...			a			e	e		t						
Well, that's it. I think we've earned ourselves a ...							d			k	!				

Listening

I. Listen to extracts from two different negotiations and tick off the expressions above as you hear them. Which two are not used?

II. Listen again and complete the following notes.

<p>Mammoth Construction plc <u>Schumann Tender</u></p> <p>Our original bid: 7.8 m. euros Client counter offer: _____ euros Project to be completed within _____ Plant to be operational by _____ Our revised bid: _____ euros in advance _____ euros mid-contract _____ euros on completion TOTAL: _____ euros Schedule overrun penalty: _____ euros per week</p>	<p>Smart move plc The Communication skills specialist <u>Telesales training 2-day seminar</u></p> <p>no. seminars _____ over _____-month period no. trainers _____ to be approved max no. participants per seminar _____</p> <p>Full fee: _____ pounds Discount: _____ pounds</p> <p>Final fee: _____ pounds _____ % non-refundable deposit = _____ poundes</p>
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Lexical Exercises

I. Use the following words to complete each expression.

issue say mind thought decision consideration

- a. Originally, he agreed to work with us, but now he has **changed his** _____.
- b. She said she would come, but now she's **having second** _____s.
- c. The boss always **has the final** _____ in purchases over 1500.
- d. I've **given** the matter **a lot of** _____.
- e. Everyone in the department **backed the** _____ to abandon the project.
- f. There are several factors to **take into** _____.
- g. There are several things that we should **bear in** _____.
- h. They haven't addressed the problem at all: they've completely **dodged the** _____.
- i. I'm **in two** _____s about whether to accept their proposal or not.
- j. Time was short. We had to **make a snap** _____.

II. These are some tips from negotiation experts. Fill in the gaps.

1. you should...more than you...(speak/ listen)
2. Remember: never... but always...(ask questions/ interrupt)
3. He who talks figures... will finish... (first/ last)
4. Being... is a powerful tool. Being...is only destructive (assertive/ aggressive)
5. Sellers should ask for... than they expect to receive, and buyers should offer... than they are prepared to pay.(more/ less)

Reading

Read the text. Try to understand the key points. Give each extract a headline.

- *Barriers To Successful Negotiation*
- *Conclusion*
- *Not Trying To Understand The Other Person*
- *Becoming Emotional*
- *Trying To Win At All Costs*
- *Overview of the Negotiation Process*
- *Blaming The Other Person*

Basic Negotiating Tips

(A) Negotiating is the process by which two or more parties with different needs and goals work to find a mutually acceptable solution to an issue. Because negotiating is an interpersonal process, each negotiating situation is different, and influenced by each party's skills, attitudes and style. We often look at negotiating as unpleasant, because it implies conflict, but negotiating need not be characterized by bad feelings, or angry behaviour. Understanding more about the negotiation process allows us to manage our negotiations with confidence increases the chance that the outcomes will be positive for both parties.



(B) Negotiation need not be confrontational. In fact effective negotiation is characterized by the parties working together to find a solution, rather than each party trying to WIN the contest of wills. Keep in mind that the attitude that you take in negotiation (eg. hostile, cooperative) will set the tone for the interaction. If you are confrontational, you will have a fight on your hands.

(C) If you "win" there must be a loser, and that can create more difficulty down the road. The best perspective in negotiation is to try to find a solution where both parties "win". Try not to view negotiation as a contest that must be won.

(D) It's normal to become emotional during negotiation that is important. However, as we get more emotional, we are less able to channel our negotiating behaviour in constructive ways. It is important to maintain control.

(E) Since we are trying to find a solution acceptable to both parties, we need to understand the other person's needs, and wants with respect to the issue. If we don't know what the person needs or wants, we will be unable to negotiate properly. Often, when we take the time to find out about the other person, we discover that there is no significant disagreement.

(F) In any conflict or negotiation, each party contributes, for better or worse. If you blame the other person for the difficulty you will create an angry situation. If you take responsibility for the problem, you will create a spirit of cooperation.

(G) Negotiating is a complex process but one worth mastering. If you keep in mind that you are responsible for the success or failure of negotiation, and if you follow the tips above, you will find the process easier.

From <http://work911.com/articles/negotiate.htm>

Reading Comprehension

I. Find the equivalents of the following words and phrases in the text:

процесс переговоров, стороны, задачи и цели, межличностный процесс, ситуация переговоров, подразумевать конфликт, конфронтационный, найти решение, установить тон взаимодействия, соревнование, в котором надо победить, эмоциональный, враждебный, дух сотрудничества, сохранить контроль, значительное разногласие, обвинять, трудности, агрессивная ситуация.

II. Classify these expressions according to two groups:

- a) actions and stages of the process
- b) negotiators' behaviour

III. Use the expressions from 1 to make your own words and phrases

Speaking

Together with your partner, make up a dialogue. One of you is going to negotiate on one important issue and doesn't know how to behave. The other one gives him / her some advise. Present your dialogue to the class.

Unit VI. BUSINESS CORRESPONDENCE

Study the format of a business letter, learn types of business letters and rules of writing business correspondence, compare English and British business letter styles and practice business letter writing with final step of making a deal.

Lesson 1. Business Letter Writing

Warm up

I. Peter Drucker, the father of the science of office management, says, "As soon as you take one step up the career ladder your effectiveness depends on your ability to communicate your thoughts in writing and in speaking."



How do you understand this statement? Do you agree with it?

II. Is business letter different from an ordinary letter? How?

Complete this list:

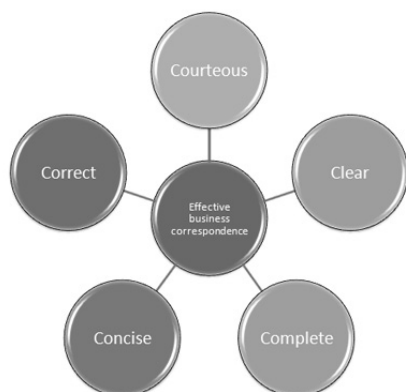
- business letter is formal;
- it has a standard format, etc.

III. What are the reasons of writing business letters? Choose the most appropriate:

- to inform readers of specific information, to ask about health, to create proposals for clients, make an arrangement, tell about birthday party, request a price list, thank someone for a advice, or apply for a job, etc.

IV. Find a situation to illustrate the following types of letters or just give definitions of them: cover letter, letter of congratulation, urgent telegram, inquiry letter, order-letter, letter of introduction, remittance, dead letter, claim letter, letter of guarantee, registered letter, receipt.

The 5 C Principles



Reading

I. Read the text for general understanding.

Business letters concern us in our daily living, especially those of us who live abroad and deal with foreigners. People write business letters in many situations: finalizing contracts, booking a seat in an airplane, reserving hotel accommodation, booking theatre tickets, writing order-letters, letters of inquiry, claim (complaint) letters, cover letters, etc.

A business letter, like a friendly or social letter, should make a favorable impression. The way you write a letter and the etiquette you employ may have a significant impact on your success or failure in business.

It is important to remember that a business letter is an official document. Of course, there are many other communications between people and companies, for instance telephone conversations, meetings and presentations. Still, a business letter is the most powerful communications tool for providing structured and considered information in a formal way.

When you send a business letter you create an image of you and your company in the reader's mind. When a reader scans a document he subconsciously builds a picture of the writer. The writer can project the image of a conscientious, energetic professional, or the image of a bored bureaucrat marking time with an antiquated company. Write positively and with confidence. Try to put yourself in the reader's shoes and to anticipate the reader's reaction to your comments. Don't be manipulative. Threatening, begging, flattering, and making extravagant promises are manipulative and are usually ineffective. In fact, they may alienate the reader.

Keep the letter to one page. Business people are busy and do not appreciate unnecessarily long letters. Most business letters are less than one A4 page long. Try to organize your letter logically, making smooth transitions between sentences and paragraphs. It should be clear and concise, with short sentences and simple words. Use personal pronouns and active voice. Avoid me, I, we, us in the beginning of the letter. Avoid also formal and stuffy expressions (like "thanking you in advance", "as per", "be advised", "in compliance with your request" or "enclosed herewith"), and don't use technical terms unknown for your communicator.

When writing a business letter, you should follow the format of a standard business letter. The typical business letter usually consists of about six essential parts: the heading (and the date), the inside address, the salutation or greeting, the body of the letter, the complimentary close, and the signature.

The heading of the letter contains the full address of the sender. Most companies have letterhead with this information already imprinted. The inside address coincides with the address that appears on the envelope and contains the name, title and address of person to whom you are writing. The salutation adds a personal touch to your letter and should be consistent with the whole tone. Include the addressee's name and courtesy title along with the greeting. The body of the letter is where you write the purpose of the letter. The complimentary close should be relevant to the tone of the letter and the salutation. And, your signature should be hand written legibly below the complimentary close.

Don't ever forget to proof-read your letter. Check the spelling, particularly the name of the person and company. Minor errors in spelling, punctuation, and grammar hurt your credibility. Make sure that your letters look neat and tidy on the page. Sloppy appearance will detract from even a well-written letter.

The best writers strive to write in a style that is so clear that their message cannot be misunderstood. Clarity should be the primary goal of your business writing style.

<http://www.studyenglishtoday.net/writing-business-letters.html>

II. Find in the text English equivalents of the following words: касаться, бронировать (номер, билет), запрос, провал, инструмент, добросовестный, уверенность, предвидеть, льстить, сжатый, избегать, фирменный бланк, совпадать, вежливость, ошибка, неряшливый, стремиться, ясность.

III. Using the picture The 5C Principles tell about the rules of writing business letters.

Divide them two groups:

Dos	Don's
	No grammar abbreviations: I'm → I am don't → do not

IV. Write a format of a business letter: 1. Heading

2...

3...

Rearrange the parts of the letter in their correct places on the scheme.

- | | | |
|-----------------------|--------------------------|------------------------|
| • signature | • the body of the letter | • the 'Attention' line |
| • salutation | • the date | • enclosure |
| • the headline | • sender's address | • copies |
| • complimentary close | • inside address | |

The scheme of a letter:

1

2

3

4

5

6

7

8

9

10

11

THE ADDRESS MUST BE WRITTEN CORRECTLY!

Ms J. Simpson Foreign Rights Manager Chapman and Hall Ltd. 11 New Fetter Lane London EC4P 4EE England	OR	Ms A. Arafel Product Information Manager McCraw-Hill Book Co 1221 Avenue of the Americas New York, N.Y. 10020 USA
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V. There are some differences between the American and British styles of writing business letters. Study them.

BRITISH

AMERICAN

THE DATE

12th December, 2003
12 December 2003
12 Dec. 2003

December 12, 2003

SALUTATION

Dear Sir,
Dear Madam,
Dear Mrs. Smith
For the attention of Mr. E. Wilson
Dear Sirs

Dear Sir:
Dear Madam:
Dear Mrs. Smith
Attention: Mr. E. Wilson
Gentlemen:

COMPLIMENTARY CLOSE

Yours faithfully,
Yours sincerely,

Sincerely yours,
Yours truly,

Case study

Look through this letter and analyze its structure. Name its main elements. Which parts are missing?

Blank & Co Ltd.

12 June 20__

Membrane Systems Ltd.
20 Wellesley Road
Cleveland, Ohio 4456
USA

Dear Sirs,

Some time ago we offered you home computers which are manufactured by our company. At that time you were interested but did not place orders. We are now able to offer you home computers on more favourable terms.

With this letter we enclose our current FOB price-list which quotes for orders under 500, under 1,500 and over 1,500 units. Transport packing is included in the price. If you require samples, we are prepared to supply them at the same price as for the

orders between 500 and 1,500 machines. We feel sure that when you see our computers in operation, you will be pleased with the quality of our product.

If you need any further information, please contact us immediately.

Yours faithfully,

Writing/Presentation

On a separate sheet of paper (A4) type a business letter using this model.

<div style="border: 1px solid black; padding: 10px; margin: 0 auto; width: 60%;"><p>Letterhead <i>Company Name (and logo)</i> <i>Address</i> <i>Phone/Fax number</i> <i>E-mail (optional)</i></p></div>
<p><i>(2 blank lines after letterhead)</i></p>
<p>Current date <i>The date may be written as month-day-year (US style) or day-month-year (UK style).</i></p>
<p><i>(4 blank lines)</i></p>
<p>Mr. /Ms. Name of person you are writing, title</p>
<p>Company name <i>The inside address includes the recipient's name, title, company, and full address.</i></p>
<p>Address</p>
<p>City, Zip</p>
<p>Country (use only if writing to another country)</p>
<p><i>(2 blank lines)</i></p>
<p>(Salutation) Dear Mr. /Ms. Last Name: or... Dear Mr. /Ms. Last Name, <i>The salutation is a greeting to the recipient. If you don't know the name of the individual, address it to the individual's title in the company or "Dear Sir/Madam".</i></p>
<p><i>(1 blank line if there is a subject; 2 blank lines if there is no subject)</i></p>
<p>Subject Line (Optional): Title of subject <i>Indicates the subject or purpose of the letter. It may be also placed before the salutation.</i></p>
<p><i>(1 blank line)</i></p>
<p>Body Paragraph 1: <i>Explain who you are and why you are writing this letter.</i>.....</p> <p>.....</p>
<p><i>(1 blank line)</i></p>
<p>Body Paragraph 2: <i>Use facts, details and experiences to support your opinion or request.</i>.....</p> <p>.....</p>

(1 blank line)

Body Paragraph 3: *Tell the reader what you want him to do or what you will do for him.*.....

(1 blank line)

Short sentence: *End your letter by saying something courteous to your reader.*

(2 blank lines)

Sincerely, or... Sincerely yours, *Capitalize only the first word in the complimentary close, and follow the phrase with a comma.*

(3/4 blank lines) *Your handwritten signature*

Self-Assessment Test

Are the following statements True or False?

T	F	
		1. With block format, all new paragraphs are indented.
		2. In business letters a salutation is generally followed by a comma or a colon.
		3. Business letters should be simple and easy to read.
		4. It is advisable to wait a day between writing and sending an important letter.
		5. The date on a business letter should appear after the salutation.
		6. An "Enclosure" note should appear below the typed name of the sender at the end of the letter.
		7. The first paragraph of a business letter should be comprised entirely of "small talk".
		8. Contact information generally appears in the closing paragraph of the letter.
		9. Identifying the audience is one of the first steps in planning a business letter.
		10. It is considered standard formatting to include the recipient's address before the salutation in a business letter.

Lesson 2. Making a deal

Warm up

I. Match two parts of the sentences.

Business writing tips

1. Before writing the letter,	your main cause in the first paragraph.
2. Type the letter using a word processor.	letterhead for a professional appearance. If you don't have preprinted letterhead, type your name, title and return address. You may also include your telephone and email address. Don't forget to type the date.
3. Get to the point early. You should state	even if the subject matter is stern and sensitive. Avoid informal language but do not use old-fashioned or over-formal language.
4. A business letter should be typed on	you must determine your purpose and audience.
5. Always try to be civil and friendly	and grammar are letter-perfect.
6. Make certain your punctuation, spelling	it may be wise to avoid humour. A direct, conservative style works best.
7. From a business etiquette perspective	Formal letters should not be written by hand.

II. Business Letter Vocabulary Quiz

- 1) Before you seal and send your letter, make sure to it.
a) punctuation b) proofread c) sensitive d) transition
- 2) As soon as your certified letter reaches the you will be notified.
a) recipient b) margin c) logo d) salutation
- 3) Choose if you want to put the date and closing in the center of the page.
a) justified b) modified block format c) block format d) spelling
- 4) Set off the list of "Do's and Don'ts" by using
a) body b) letterhead c) bullets d) formal
- 5) The envelope indicated that there was, but in fact there was only a letter inside.
a) an enclosure b) a sender c) a salutation d) an indent
- 6) The of the first paragraph was optimistic, so I wasn't expecting the bad news in the middle.
a) tone b) active voice c) direct mail d) punctuation
- 7) I decided not to interview her, because her cover letter contained very poor
a) notation b) block format c) single spacing d) grammar
- 8) The about the meeting was posted on the bulletin board for everyone to read.
a) memo b) heading c) sender d) junk mail
- 9) Our address and phone number are shown on our
a) letterhead b) snail mail c) postage d) salutation
- 10) In block text format, you do not each paragraph.
a) indent b) transit c) punctuation d) margin

Step 1 “Enquiry”

I. What do you think an inquiry is? Choose the items, which in your opinion could be the purposes of writing an inquiry:

- to get detailed information about the goods
- to find out the availability of goods
- to define delivery dates
- to get information about terms and discounts, method of transportation and insurance
- to ask for information about prices of goods
- to ask for catalogues and samples of goods

II. Read the letter.

Date

Name/Title

Business/Organization

Address

City, Zip Code

Dear Name:

When we attended the International Electronics Trade Fair in London last month, we visited your stand and saw a very interesting demonstration of your automatic high-security garage doors. The ability to drive straight in and out of your garage from the comfort of your car, as well as your emphasis on theft protection, appealed to us. We believe that there is a ready market for this in the United States.

Our company is a wholly owned subsidiary of the international Zetax Corporation, well-known in the security and theft prevention industry.

Would you please send us your current sales literature and price list? Of course, we will be glad to provide the usual credit and trade references if we decide to order from your company.

We look forward to your reply.

Sincerely yours,

Signature

Name

Put the parts of an inquiry-letter in the order to get its correct structure:

- the essence of the question
- short information about your company

- reference to the source of information about this company and its goods
- expressing hope for the future co-operation

- 1) _____
- 2) _____
- 3) _____
- 4) _____

III. Read the useful phrases for an inquiry-letter translate them and think what part of a letter they could be used in:

- If your prices are competitive (the samples meet the standards, your equipment complies with our requirements, etc.) we may be able to let you have regular orders.
- We look forward to your early reply.
- Your prompt answer would be appreciated.
- We read your advertisement in ...
- With regard to your advertisement in ... of ..., we would ask you ...
- We have heard of your products from ...
- We have seen your current catalogue showing ...
- We are interested in buying (importing, etc.) ...
- Please inform us (let us know) as soon as possible ...
- Would you please inform us if it is possible to deliver ...
- Please let us know what quantities you are able to deliver till ...
- We would ask you to let us have a quotation for ...
- Would you kindly quote your prices and terms of delivery (terms of payment, etc.) for ...
- We would like to have further details about ...
- We would like to represent your products in our market...
- Please send us samples of ... (your catalogues, leaflets, etc.)
- As distributors we have a large network of ...
- In connection with this ...
- We are distributors (importers, retailers, etc.) of ...
- We would like to get in touch with manufacturers (suppliers, sellers, etc.) of ...
- There is a large market here for your products.
- For over ... years our company has imported from western countries ...
- Our company was founded in ...
- We usually effect payment by letter of credit (cheque, bank transfer, etc.)

IV. Write an enquiry-letter using the following plan.

Inquiry Letter Tips:

- 1) Begin your letter by stating who you are and giving your status or position (such as student, researcher, interested consumer, etc.), and tell how you found out about the individual or entity that you are writing to.
- 2) Clearly state what it is that you are inquiring about and what you would like the recipient of your letter to do. Make your inquiry as specific as possible.
- 3) You might want to briefly explain the purpose of your letter or what you hope to accomplish. Such an explanation may prompt the recipient of your letter to act more quickly.
- 4) If appropriate, consider mentioning the letter recipient's qualifications for responding to your inquiry (this may prompt him/her to act when he/she might otherwise be hesitant to do so). For example, you could explain that you are writing to the reader because she is a leader in her field and the accepted authority on the subject you are interested in.

- 5) Include the date by which you need the information, services, etc. that you are requesting, and indicate that you await the reader's response.
- 6) Thank the person for his/her time.
- 7) Include your contact information. Don't forget to give the receiver your phone number and email as well as your mailing address. Do not make it hard for the receiver to get in touch with you to ensure she doesn't lose interest in your inquiry.

	<i>Inquiries</i>
<i>Introduction</i>	<ul style="list-style-type: none"> - We read your advertisement in ... - With regard to your advertisement in ... of ... , we would ask you ... - We have heard of your products from ... - We have seen your current catalogue showing ... - We are retailers/importers/wholesalers in the ... trade, and would like to get in touch with suppliers/manufactures of ...
<i>The body of the letter</i>	<ul style="list-style-type: none"> - We are interested in buying/importing ... - Would you please inform us if it is possible to deliver ... - Would you kindly quote your prices and terms of delivery (terms of payment) for ... - Please send us samples of ... (leaflets, your current catalogue showing...). - We would like to have further details about .../ to represent your products in the ... market. - If your prices are competitive/If the quality of the goods comes up to our expectations/If your equipment complies with our requirements, we may be able to let you have regular orders.
<i>Conclusion</i>	<ul style="list-style-type: none"> - Thank you in advance for any information you can give us. - We look forward to your early reply. - Your prompt answer will be (would be) appreciated.

Step 2 “Order”

I. What will be the letter after the enquiry about? Choose the most suitable one. Explain your choice.

1) Dear Name:

In reply to your letter of September 12, we are pleased to enclose a copy of our most recent sales catalog which features the complete range of our new corduroy sports jackets for men. These handsome and versatile jackets—in beige, navy, chocolate, or rust—can be worn from the office to informal dinners to weekend activities in great style and comfort. The medium-wale corduroy is made from a long-wearing blend of long staple cotton and polyester and is soft and easy to wear. The models that you are interested in are presented on pages 9 to 15.

Mr. Robert Dillon, our regional sales manager, will telephone your office next week in order to arrange a meeting. He will be able to provide you with complete details of our other new sportswear lines.

Sincerely,
Name

2) Dear Name:

I am presently a graduate student at Columbia University in New York City, working toward a Master of Science degree in geophysics. I will graduate in July 1999. Since my prior work experience during summer and part-time employment is in geophysics, the profile of your company was provided to me by Columbia's placement office. I am particularly interested in a position in your company related to geological exploration.

I have worked as a summer intern and later as a part-time employee for the Ferguson Oil & Gas Exploration Company in Madison, New Hampshire. I was involved in seismic interpretation and acreage evaluation in order to delineate existing and future fields and to define potential exploration targets. The attached résumé indicates my capabilities. I am available for an interview to discuss my qualifications and your requirements at your convenience.

Thank you for your consideration and I look forward to hearing from you.

Sincerely

3)

Dandy Manufacturing, Inc.

2525 E. 34th Street
Greeley, CO 80631
February 3, 2004
Better Widget Makers, Inc.
5555 Widget Avenue
Silver City, CO 80456

Attention: Sales Department

I'd like to order the Widgets listed in the table below. The reference numbers are from your 2003 catalogue. Please include a new catalogue with my order.

Quantity	Ref.#	Description	Price	Total
100	AB045	Tiny Blue Widget	\$2.38	\$238.00
300	XT111	Deluxe Yellow Widget	\$4.56	\$1,368.00
50	NT066	Super Deluxe Red Widget	\$6.15	\$307.50

Total \$1,913.50

I would like this order to ship COD complete. If you cannot ship the complete order within 10 days, please notify me immediately. I can be reached at (303) 954-0202 #35.

Thank you,

Jim Dandy, Jr.
General Manager

II. What is the logical end of the deal? Using this sample compose a letter of order (A4).

	<i>Orders</i>
<i>Introduction</i>	<ul style="list-style-type: none"> - In reply (response) to your letter of (dated) ... , we thank you for ... - We are pleased to enclose our Order № ... - With reference to your quotation, we enclose our order for ... - We accept your offer on these terms and have pleasure in placing an order with you for ...
<i>The body of the letter</i>	<ul style="list-style-type: none"> - Please confirm that you can supply this quantity by the required date. - If any of these items is out of stock, please submit a quotation for a substitute.
<i>Conclusion</i>	<ul style="list-style-type: none"> - Please send us the copy of this order, duly signed, as acknowledgement.

III. Role play



Using the following vocabulary make up a dialogue between two (or more) business partners who want to make a deal and discuss its terms: they enquire about the range of goods, models, quantity, prices, terms of order, delivery and contract. They negotiate the terms of the deal.

to enquire about a product	запрашивать информацию о продукте
a supplier	поставщик
a customer	клиент
a wholesaler	оптовая торговая фирма
a retailer	розничная торговая фирма
a bulk buyer	оптовый покупатель
an associate	компаньон
a representative	представитель
a subsidiary	филиал
a Trade Association	торговая ассоциация
a leaflet	рекламный буклет
samples/patterns	образцы/ модели
to offer concessions	предлагать скидки
to quote a price	назначать цену
to suggest/state terms	предлагать/определять условия
cash discount	скидки за расчет наличными
trade discount	торговые скидки

Word List

Unit I. Business English

ambitious	self-confident
analytical	single-minded
anyway	sociable
bossy	supportive
charming	to ask for smth.
easy-going	to be aware
enthusiastic	to be good at
finally	to get along with
gesture	to have a frightening experience
goal-oriented	to let smb. develop one's ideas
inconsistent	to let smb. do things in one's own way
later	to let smb. know
Let me introduce myself.	to make everybody feel respected and important at work
narrow-minded	to panic
not to allow anybody to waste any time	to tell (smb.) the truth
open-minded	understanding
Pleased to meet you.	What do you do?
practical	

Unit II. Applying for a job

a 7% pay rise	skilled
a 9 to 5 job	skills
a wage	strengths
accounts	to do overtime
advertising	to do something for a living.
an hourly rate	to earn US \$50.000p
available jobs	to fill in an application form
challenging	to fire an employee
counselor	to get a bonus
CV	to get a commission
employers	to go for an interview
employment agency	to make ends meet
fall the interview	to make someone redundant
gratifying	to work flexi time
interview	to work in shifts
marketing	weaknesses
out of work	
personnel	
qualifications	
rate of unemployment	
references	
resume	
rewarding	
salary	
sales	

Unit III. Technical means of communication

banner	Is there any message?
can you hold on?	link
chat room	modem
could I leave a message?	Mr. Jones is on the other line
could you put me through to Mr. Brown?	Mr. Roberts is not available
could you speak up, please?	net (internet)
cyberspace	online
cyber store	phone book
email	service provider
encrypted	software
hold the line, please	sorry to have troubled you
home page	speaking
I am afraid he is out at the moment	surfing the net
I can't get through	the line is engaged
I have to make a call	this is a private residence
I want to book a call to Moscow	this is Peter Smith calling
I'll call back later	to make a long-distance call
I'll see if he is in	web(world wide web)
icon	webzine
interactive	Who is calling, please?
is that Mr. Green?	You have got the wrong number.

Unit IV. Companies

a stock-holder	improve (v)
affairs	issue (v)
attract (ive)	joint venture
authority	liability
barrister	multinational
be involved	opportunity
benefit	own (v)
borrow (v)	profit
capital stock	provide(r)
code of conduct	purpose
compete (v)	receipt
competitive	scale
competitor	share (s) (v)
contribute(v)	Sole Proprietorship
customer	stock
department	subsidiary
executive	turnover
financial data	unit .division (of the company)
fulfill (v)	value (v/n)
gain (v)	
headquarters	

Unit V. Negotiating skills

a graph	negotiation strategy
a negotiation strategy	repetition
a well-structured talk	rhetorical questions
agree on a procedure	sense of humour
agree on a procedure	set out proposals
agree terms	set out proposals
agree terms	specific language
an important point	thorough subject knowledge
an inter-personal process	to accept something on one condition
an opening position	to be in two minds
as you can see...	to be nearing agreement
at this stage	to be willing to accept a compromise
bargain	to bear in mind
celebrate	to change one's mind
change the subject	to digress for a moment
close	to find a mutually acceptable solution to an issue
create a rapport	to find a solution
create a rapport	to give you an example of what I mean
deal with	to give you the background to this...
enthusiastic attitude	to go back to what I was saying
expand a point	to have second thought
expressive body language	to invite questions
eye contact	to make a snap decision
have a look at...	to make a suggestion
have lunch	to make something clear
I'd like to point out...	to move to the next point
listen and take notes	to offer an alternative
main points	
make counter-proposals	
to quote some figures	
to revise an offer	
to say a bit more about that	
to see some movement on ...	
to set the tone for the interaction	
to solve a problem	
to start with	
to sum up	
to take into consideration	
to understand somebody correctly	
visuals	

Unit VI. Business correspondence

anticipate (v)	confirm (v)
appropriate	congratulate (v)
book (v)	credibility
claim (v/n)	current rates
compliance	deal with (v)
complimentary	delivery
confidence	emphasize

enquiry
failure
favorable
immediately
in advance
insurance
letter of credit
look forward (v)
order (v/n)
prompt
proof-read

proposal
quotation (bus.)
references
remittance
request (v/n)
respond (v/n)
retailer
salutation
sample
terms
urgent

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