ЧЕРНІГІВСЬКИЙ ІНСТИТУТ ІМ. ГЕРОЇВ КРУТ ПРИВАТНОГО АКЦІОНЕРНОГО ТОВАРИСТВА «ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД «МІЖРЕГІОНАЛЬНА АКАДЕМІЯ УПРАВЛІННЯ ПЕРСОНАЛОМ»

МАУП

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ

щодо забезпечення самостійної роботи студентів

з дисципліни

«ІНОЗЕМНА МОВА У ПРОФЕСІЙНІЙ ДІЯЛЬНОСТІ»

(для магістрів)

Чернігів - 2020

Підготовлено доцентом кафедри загальнонаукових, соціальних і поведінкових дисциплін Н.В. Гагіною

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Навчально-методична розробка містить пояснювальну записку, тематичний план вивчення дисципліни «Іноземна мова у професійній діяльності», методичні вказівки для самостійного вивчення кожної теми, теми контрольних робіт, питання для самоконтролю, список рекомендованої літератури.

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Пояснювальна записка

Навчальна програма дисципліни «Іноземна мова у професійній діяльності» (для магістрів), розроблена для студентів, які навчаються за спеціальністю «Публічне управління та адміністрування» освітньої програми «Адміністративний менеджмент».

Навчальна програма розроблена для студентів заочної та дистанційної форм навчання та поєднує в собі робочу програму курсу, завдання та рекомендації до виконання семестрової контрольної роботи.

Мета та завдання навчальної дисципліни

Викладення курсу «Іноземна мова у професійній діяльності» є комунікативно-зорієнтованим та професійно-спрямованим і має своєю ***метою*** вивчення лінгвокраїнознавчих реалій країни, мова якої вивчається; розвиток комунікативних навичок і навичок ділового спілкування в сфері ділових контактів з зарубіжними партнерами; формування необхідної комунікативної спроможності в сферах професійного спілкування в усній і письмовій формах; розуміння та переклад іншомовних джерел; ведення ділової документації, розвиток навичок анотування та реферування.

Зміст і тематика програми забезпечують прозорість та гнучкість, сприяючи не лише підвищенню загальноосвітнього рівня студентів, розширенню їхнього світогляду, а також спрямовані розвивати мовленнєву компетенцію, необхідну для ефективної участі в ситуаціях професійного спілкування, що забезпечить підвищення конкурентоспроможності випускників на ринку праці в різних сферах діяльності як в нашій країні так і за кордоном.

Основні завдання дисципліни:

- навчити майбутнього фахівця вільно орієнтуватися у сучасному інформаційному потоці з метою удосконалення іншомовних умінь і навичок;
- удосконалювати комунікативні уміння й навички володіння англійською мовою при спілкуванні на професійні теми;
- формувати у студентів сучасні уявлення про реалії життя в іншомовних країнах;
- розвивати уміння адекватно поводитися в різних життєвих ситуаціях ділового спілкування;
- готувати майбутнього фахівця до наукової діяльності, продовження освіти.

В результаті вивчення курсу здобувачі повинні:

- ***знати***:
- професійно-орієнтований лексико-граматичний матеріал, що

використовують у різних комунікативних ситуаціях;

- лексичний мінімум ділових контактів, мовленнєвий етикет спілкування;
- словотвірні моделі, характерні для мови спеціальності, що вивчається;
- граматику для усного мовлення та письмового викладу інформації.

- ***уміти***:

- вести діалогічне мовлення загальнонаукового та професійно-орієнтованого характеру;
- спілкуватися в типових ситуаціях професійної діяльності, готувати доповіді в професійно-орієнтованій галузі, розуміти монологічні повідомлення в межах ситуації спілкування, застосовувати елементи дискурсивної компетенції;
- реалізовувати аналітичне опрацювання іншомовних джерел наукового характеру(статті, тексти, реферати тощо);
- реалізовувати комунікативні наміри на письмі, застосовуючи елементи соціокультурної та соціолінгвістичної компетенцій;
- складати план тексту, рецензувати, анотувати його, робити висновки та висловлювати свої пропозиції;
- розуміти інструкції в академічному та професійному середовищах;
- розуміти намір мовця і комунікативні наслідки його висловлювання (зауваження, поради та ін.);
- реагувати на основні ідеї та розпізнавати важливу інформацію під час обговорень, дискусій, лекцій, бесід, що пов’язані з навчанням та професією;
- поводитись адекватно у типових світських, академічних і професійних ситуаціях;
- реагувати на телефонні розмови, які виходять за межі типового спілкування;
- реагувати на оголошення, повідомлення та інструкції в академічному і професійному середовищах;
- виступати з підготовленими індивідуальними презентаціями щодо широкого кола тем академічного та професійного спрямування.
- розуміти тексти, пов’язані з навчанням та спеціальністю, з підручників, газет, популярних і спеціалізованих журналів та джерел з Інтернету;
- розуміти автентичну академічну та професійну кореспонденцію.
- писати зрозумілі тексти різного спрямування, пов’язані з особистою та професійною сферами;
- готувати ділову та професійну кореспонденцію.

ТЕМАТИЧНИЙ ПЛАН
дисципліни

«Іноземна мова у професійній діяльності»

№ з/п	Назва змістовної теми
Змістовний модуль 1 «Компанії»	
Тема1.	Представлення компанії. Устаткування. Обладнання.
Тема 2.	Структура компанії.
Тема 3.	Діяльність компанії.
Тема 4.	Історія компанії. Зростання міжнародної компанії
Змістовий модуль 2. «Обмін інформацією. Продукція»	
Тема 5.	Опис продукції, винаходів. Розміри. Напрямки.
Тема 6.	Перевезення продукції
Тема 7.	Презентація продукції. Реклама
Тема 8.	Конкуренція. Якість продукції.
Змістовий модуль 3. «Організація та проведення перемовин»	
Тема 9.	Підготовка переговорів. Угоди. Контракти.
Тема 10.	Пошуки компромісів у конфліктних ситуаціях
Тема 11.	Передбачення можливих наслідків дій
Тема 12.	Конкуренція. Якість продукції.
Змістовий модуль 4. «Збори і планування»	
Тема 13.	Підготовка до зборів: порядок денний, учасники, місце проведення
Тема 14.	Наведення проблем та способів їх вирішення.
Тема 15.	Висловлення власних думок. Обговорення.
Тема 16.	Призначення ділових зустрічей. Розклад.
Всього годин: 180	

МЕТОДИЧНІ ВКАЗІВКИ

для самостійного вивчення кожної теми

Змістовий модуль 1

UNIT 2 Companies

VOCABULARY **A** **Use the prepositions *at*, *by*, *for*, *in*, *of*, *to* and *on* to complete the extract from a company report.**

PINELCOM

Financial performance

Pinelcom is committed ..to..[1] creating and delivering value – value to its customers, value to its employees and value to the region. Our success in moving towards this goal is most evident in the financial results for this year. Turnover ....[2] the close of the year was €83.5 million, that is an increase ....[3] 12 per cent over the previous year, and profits rose ....[4] 6 per cent ....[5] €7.3 million. In spite of fierce competition, we have increased our market share to almost 25 per cent. As a result, our share price has risen and is now ....[6] an all-time high ....[7] €11.6.

A huge increase ....[8] production and rising demand have had a positive effect ....[9] our cash flow. We are planning to start full production ....[10] our recently opened Polish subsidiary ....[11] May.

Finally, I would like to congratulate our staff on their outstanding performance. Thank you all once again ....[12] your continuing support of the company.

B **Match the companies to the industry sector they belong to.**

1	Lenovo, Apple, Dell, Microsoft	a)	Electrical / Electronics
2	Bayer, Johnson & Johnson, Novartis	b)	Engineering
3	BMW, General Motors, Nissan, Toyota	c)	Banking and finance
4	HSBC, ING	d)	Pharmaceuticals / Chemicals
5	LG, Nokia, Samsung, Siemens	e)	IT (Information Technology)
6	AP Møller-Maersk, Qatar Airways, Ryanair	f)	Retail
7	Ikea, Tesco, Wal-Mart, Zara	g)	Transport

C **Read the sentences and write the missing letters to complete the words.**

1 Human r e s o u r c e s deals with employees, keeps their records and helps with any problems they might have.
2 If someone is _ _ _ f-e _ _ _ oy _ _, it means that they don't work for only one company.
3 Cisco Systems is a famous American IT company which _ _ pp _ _ _ _ Internet equipment.
4 A company which owns another company is called a _ _ r _ _ _ company.
5 A _ _ bs _ _ _ _ _ _ is a company which is more than 50 per cent owned by another company.
6 The main building or location of a company or organisation is its _ _ _ d o _ _ _ _ e.
7 Banking and tourism belong to the _ _ _ v _ _ _ industry.
8 All the people who work in a particular country, industry, or factory are called the _ _ _ kf _ _ _ _.

LANGUAGE REVIEW

Present tenses

A **Match each sentence with the meaning expressed by the verb in *italics*.**

1 American Express *provides* travel and financial services. — e)
2 Ms Delgado *is replacing* Sandra as Office Manager until next Friday. — a)
3 We *are improving* our services to meet the needs of a much wider range of customers. — c)
4 We *are opening* our sixth subsidiary next month. — b)
5 We *need* a different set of skills to address our company's challenges. — f)
6 We *observe* our customers' reactions carefully. — d)

a) temporary situation
b) future arrangement
c) ongoing situation
d) routine activity
e) factual information
f) verb usually used only in the present simple

B **Correct the three sentences that use the wrong present tense.**

1 What do you do on Friday morning?
2 We rarely raise our prices by more than 3 per cent.
3 Karlo is staying in Shanghai until the end of the conference.
4 Our largest subsidiary, based in Berlin, is going through a difficult period.
5 Our company looks for a new sales manager.
6 At the moment, we are not knowing the profit figures.

C **Complete the text with the correct form (present simple or present continuous) of verbs from the box.**

attend	~~coordinate~~	go	have	know	prepare	speak	think	travel

Leandra Korakis is Marketing Manager at Kayavis Food & Wine S.A., an expanding medium-sized business in Thessaloniki. She ...coordinates...[1] the work of a team of seven people. Kayavis .....[2] distributors in eleven countries in Europe and America so Leandra often .....[3] abroad. Next week, she .....[4] to Canada to visit their new retail outlet. She .....[5] Greek, English and Danish. At the moment she .....[6] an intensive German course because the owner of Kayavis .....[7] of opening a shop and a large restaurant in Frankfurt. Leandra .....[8] that she will have to work in Germany for six months so she .....[9] herself for her new assignment as best she can.

D **Make questions for these answers. All the information is in the text in exercise C.**

1 ...What does Leandra do?... She coordinates the work of a team of seven people.
2 ..... Eleven.
3 ..... Next week.
4 ..... To visit their new retail outlet.
5 ..... Greek, English and Danish.
6 ..... Because she will have to work in Germany.
7 ..... In Frankfurt.

WRITING

Informal e-mails

A **Read the tip. Then number the sentences of the informal e-mail in the correct order.**

Tips

Remember that in business correspondence, information is often presented in the following order:

- appropriate greeting
- thanks and / or reference to previous contact
- main point
- other point(s)
- reference to future contact
- appropriate ending

From: supersound@ntlworld.com
To: Rik_Barneveld@ntlworld.nl; sandraverdonck@planet.nl
Subject: Our next meeting

a) I'm attaching the draft agenda here for your information. ☐
b) Best wishes, ☐
c) If there are any points you'd like to add, please let me know. ☐
d) Many thanks for your latest mail and your useful ideas about our investment options. ☐
e) Dear Rik & Sandra, 1
f) Looking forward to seeing you both on 14th June. ☐
g) Our investment plan will certainly be the main focus of our next meeting, which is scheduled for 14th June. ☐
h) Ya Ling 8

B **Write Rik's reply (50–70 words) to Ya Ling's e-mail in exercise A.**

- Include the points in the tip.
- In addition, suggest that setting up online sales should be on the agenda and say why.

From: Rik_Barneveld@ntlworld.nl
To: supersound@ntlworld.com
Subject: 14th June meeting

Hi Ya Ling,

.....

.....

.....

Editing

C **Read Sandra's reply to Ya Ling's e-mail.**

In five of the lines **1–10** there is **one wrong word**. Five lines, however, are correct.
If a line is **correct**, put a tick (✓) in the space provided.
If there is a **wrong word** in the line, **underline the wrong word** in the text and **write the correct word** in the space provided.

From: sandraverdonck@planet.nl
To: supersound@ntlworld.com
Subject: 14th June meeting

Hello Ya Ling,

Thanks you for informing me about the meeting and for the agenda attached.
I am very sorry to tell you that, unfortunately, I won't be able to make 14th June
because of previous engagements. We have been looking for a new Office
Manager for our Utrecht subsidiary for almost a month and we have now
shortlisted seven candidates. I'll be away 12th–15th June to interview they, as
well as to sort out a couple of other matters related to the lease of our offices.
As I can't be there in person, I'm attach some ideas for the investment plan. I
hope they are of some use. I have also made some suggestion for the agenda.
Good luck with the meeting. I hope it goes as well as the April one!
Once again, please accept my apologise for not being there with you all.

Best wishes,
Sandra

1 Thank
2 ✓
3 .....
4 .....
5 .....
6 .....
7 .....
8 .....
9 .....
10 .....

Linking ideas

D **Complete the sentences with *because*, *but* or *so*.**

1 The motivation of the sales staff is now increasing ....because.... we bought some new company cars.
2 It is a difficult time for the industry ..... our company is still growing.
3 Sales are falling ..... management does not seem very worried about it.
4 Sales were not as good as they had hoped ..... they launched a marketing campaign.
5 The best option is to buy new machinery ..... the old machines are always breaking down.
6 There is a steady growth in sales ..... profits are not rising.
7 Local competition is extremely strong ..... we are planning to buy out two local competitors.
8 We are planning to open a new store in New York next year ..... we want a foothold in the US market.
9 We increased our market share considerably ..... our share price rose to an all-time high.
10 We were unable to finance the new project ..... of severe cash flow problems.

Змістовий модуль 2

UNIT 4 Great ideas

VOCABULARY

A **Match a verb from box A with a noun from box B to complete the sentences below. Use a suitable form of the verb–noun combination.**

A	B
to develop	the environment
to extend	advantage of (something)
to make	a (product) range
to meet	a business idea
to protect	a breakthrough
to take	a need
to win	an award

1 Brainstorming is an effective way of developing a business idea.
2 A couple of years ago, scientists ..... in the treatment of cancer.
3 'Eco-consumers' choose companies which do not produce a lot of toxic waste and have a clear policy of .....
4 Sometimes an idea may simply be when a company ..... an opportunity to offer more choice to its customers.
5 If one of your products ..... for innovation, prospective customers may see you as a dynamic, high-quality company and decide to choose you over your competitors.
6 Our company would like to attract a wider variety of customers, that's why we are planning to ..... of cosmetics and toiletries.
7 A good business idea is one that generates profits and at the same time .....

B **Complete each set of sentences with the same word.**

1 The marketing department wants to hold a meeting next week.
We are planning to hold our next sales conference in Mumbai.
Do you know which animals hold the record for the longest migration?
2 During lectures, it's a good idea if you ..... notes as you listen.
The main goal of any business is to ..... money.
She wants to ..... some suggestions about improving our database.
3 Industrialised countries should try to ..... waste instead of exporting it.
The best way to ..... competition is to buy out your main competitors.
Pollution is a big problem in our city and we are trying all sorts of ideas to ..... it.
4 We plan to offer free ice cream to all consumers one day a year to ..... awareness of the company.
Our cars come in two colours. If you want extra colours, I'm afraid we have to ..... the price by 5 per cent.
Some people buy luxury products because such products ..... their status and give them a new, more upmarket image.

5 I can't find a solution to all problems, of course, but I ..... my best.
A lot of people want to ..... part-time work when they retire.
We ..... a lot of business with Chinese telecommunications companies.

6 If you continue to be late for work, you will ..... the sack.
All members of staff ..... an end-of-year bonus.
I'll talk to the manager during the break if I ..... the chance.

LANGUAGE REVIEW

Past tenses

A **Match the sentence halves.**

1 They were still working on their new designs
2 As they had an exciting idea to promote,
3 They invited high-profile entrepreneurs on TV
4 Apple released the first iPad in April 2010
5 We were having a boring meeting
6 An Australian entrepreneur expressed interest in the new product

a) that they were exhibiting at the Inventors' Fair.
b) when suddenly Jackson announced that he was stepping down as General Manager.
c) when they saw an opening in the market.
d) they decided to exhibit at the Inventors' Fair.
e) and asked them to talk about innovation and change.
f) and sold 3 million of the devices in 80 days.

B **Correct the sentences that use the wrong past tense.**

1 Because Hiltex was worried that its competitors would copy its new machines, it was immediately filing patents for them.
Because Hiltex was worried that its competitors would copy its new machines, it immediately filed patents for them.
2 At first, the agency was not believing that the machine would save so much time.
3 I was planning to visit the International Inventors' Fair but I did not have time.
4 The story goes that Professor Auenberg was having the idea for the electric shoebrush while he was washing up.
5 They failed to see the gap in the market and so missed a unique opportunity.
6 Z40, the new drug developed by Pharmatek, marked a breakthrough in the treatment of cancer.
7 Zirkon already made good profits when it introduced its new digital camera in 2010.
8 Last year, we spent a lot on marketing and so attracted a lot of new customers.

C **Complete the sentences with the correct form (past simple or past continuous) of the verbs in brackets.**

1 Our company ..was losing.. (*lose*) money at an alarming rate but then in 2010 we ..... (*launch*) our Hermes 5 tablet computer. Sales ..... (*go up*) dramatically and our financial situation ..... (*improve*) rapidly.
2 We ..... (*have*) a successful negotiation when suddenly our boss ..... (*phone*) us to say he ..... (*want*) completely different conditions.
3 We ..... (*plan*) to patent our new drug but we ..... (*wait*) far too long. A month after our discovery, our main competitor ..... (*sell*) basically the same product.

4 Julia ..... (*decide*) to take a few months off in 2001, when she ..... (*work*) for Clairval Cosmetics. While she ..... (*tour*) New Zealand, she ..... (*develop*) an interest in Maori culture. She ..... (*take*) samples of some of the plants used in their rituals because she ..... (*believe*) they could be used in some of her company's products.

WRITING

Giving information

A **Put the lines of the message in the correct order.**

a)	I want to take our 15 Spanish visitors	1
b)	as they are leaving early on Monday morning.	
c)	of the Spanish version of the catalogue.	
d)	opening hours, entrance fee and price	
e)	Please find out the following for me:	
f)	to the Exhibition of Inventions on Sunday	

B **Write a reply to the message in exercise A, based on the following information.**

International Exhibition of Inventions, New Techniques and Products

Geneva, Palexpo 1st–5th May

USEFUL INFORMATION
Dates: 1st–5th May

Place: Palexpo, Geneva

Opening hours:
Wednesday–Saturday: 10 a.m. to 7 p.m.
Sunday: 10 a.m. to 6 p.m.

Admission charges:
Adults: Fr12.00
Children under the age of 15: Fr8.00
Groups of 10 or more persons: Fr8.00 per person
Tickets available at the doors of the exhibition.

Official catalogue:
Contains a description of all the inventions (available in French, German and English): Fr25.00

Hotel reservation:
Central Tourist Office
P.O. Box 1649 - CH - 1244 Genève 1
Tel: 004122 908 73 24
Fax: 004122 908 73 25

Please contact your nearest travel agent for special rates.
Quote the name of the event and the code IDS 39K.

Message:
On Sunday, the International Exhibition is open from .....
.....
.....

C **You work for a large insurance company which always has a lot of confidential documents to destroy. At the Exhibition of Inventions you saw a new type of shredder. Write an e-mail (75–85 words) to your Head of Department, including:**

- details about the machine
  - shreds paper and cardboard
  - fully automatic
  - fitted with energy-saving device
  - very quiet
- why you think it would be a good idea to buy this machine
- where your Head of Department might get further information.

To: Montse Balaguer
Re: Document shredder
Date: 7th May

Dear Montse,

.....
.....

Editing

D **Read this text about Jeff Bezos, the founder of Amazon.**

In seven of the lines **1–10** there is **one extra word** which does not fit. Three lines, however, are correct.

If a line is **correct**, put a tick (✓) in the space provided.

If there is an ***extra word*** in the line, write that word in the space provided.

Jeff Bezos was just 31 when he launched Amazon.com in 1995. The road to success was long and hard but his company later it became the internet's biggest retailer, with the revenues of almost $2bn and a customer base of over 10 million. To his fans, Bezos is a visionary, a retail revolutionary in the tradition of Richard Sears, whose mail-order business was changed American shopping in the late 19th and early 20th centuries. 'He saw the future in a concrete way before they anyone else did', says Brad Silverberg, co-founder of a Seattle-based and venture capital firm. 'He has done more than anyone else never in the world to change people's buying habits. People go to the web and buy stuff because of Jeff Bezos. He created a household word – that's for an amazing accomplishment.' To many, Bezos will always remain the man who taught the world to shop online.

1 .....✓.....
2 .....it.....
3 .....
4 .....
5 .....
6 .....
7 .....
8 .....
9 .....
10 .....

Змістовий модуль 3

UNIT 1 Careers

VOCABULARY **A** **Choose the best word (a, b or c) to complete each space in the advert.**

Lambrois 303
Your careers guidance service

If you don't have a career .....path.....[1] in mind or if you are tired of your old nine-to-five .....[2] and want to make a career .....[3], you can just call us on the telephone number below to find out how we can help you.
We will work with you to understand what is really important to you. For example, are you more interested in .....[4] a lot of money or in having the opportunity to .....[5] the career ladder?
Our experienced counsellors will also review your existing skills, experience and .....[6] to help guide you into a role that will be right for you. They may also ask you to .....[7] a psychometric test to help them to understand what areas of .....[8] suit you best. Maybe you are thinking of a job in finance but are you really good with .....[9]? Or a position in .....[10] resources but do you really enjoy dealing with people and their needs?

Don't delay, call us today on: **020 72489894**.

1	a) ladder	b) path	c) opportunity
2	a) work	b) job	c) employee
3	a) move	b) training	c) break
4	a) doing	b) earning	c) taking
5	a) climb	b) follow	c) earn
6	a) diplomas	b) levels	c) qualifications
7	a) give	b) make	c) do
8	a) employment	b) progress	c) job
9	a) figures	b) counts	c) maths
10	a) personnel	b) staff	c) human

B **Complete each sentence with the correct form of an item from the box.**

~~to involve~~	to be in charge	to deal	to look	to make sure	to be responsible

1 Lev Migachov works in research and development. His job .....involves..... developing new products and new ideas.
2 Suzana Lonza is the receptionist. She ..... after visitors and takes messages.
3 Nadine Deschamps works for HR. She ..... with staff problems, as well as with recruitment and training.
4 Linda Eriksen is our Quality Control Inspector. She ..... for monitoring our products and trying to improve their quality.
5 Jose Manzano is our Security Officer. He ..... that our staff and premises are protected against crime.
6 Hans Reiter is our new Maintenance Engineer. He checks all our equipment regularly and ..... of all repairs.

C **Complete the phrases from exercise B with the words that come immediately after them.**

1 to be in charge ...of... 4 to make sure .....
2 to deal ..... 5 to be responsible .....
3 to look .....

LANGUAGE REVIEW

Requests

A **Complete the interviewer's questions from a job interview with words from the box.**

contact	let	moving	send	sharing	start	~~working~~

1 Would you mind ...working... at weekends?
2 Could you ..... us have your previous employer's details?
3 Would you mind ..... our appointment to Monday?
4 Could you ..... in two weeks' time?
5 Could you ..... us as soon as possible?
6 Would you mind ..... an office with three other people?
7 Could you ..... us a copy of your certificates?

B **Match the interviewee's answers to the interviewer's questions in exercise A.**

a) Not at all, as long as it's in the morning. 3
b) Certainly. I'm free to start as soon as you like. ☐
c) Yes. I'll let you know my decision by Friday, if that's all right. ☐
d) Sure. I'll put copies in the post straightaway. ☐
e) That's fine, as long as we all have enough workspace. ☐
f) How often would that be? ☐
g) Well, in fact they're included in my CV. ☐

Past abilities

C **Study the examples. Then complete the dialogues below with *could* or *was able to*.**

- *could* (general ability)
  A: Can you use a PC?
  B: Yes, I can. In fact, I *could* use a PC when I was 10!
- *was able to* (one occasion)
  A: So were you late for the interview?
  B: No. Sue gave me a lift, so I *was able to* get there in time.

1 A: What foreign languages can you speak?
  B: I ..... speak Italian quite fluently when I was a child but I've forgotten a lot.
2 A: What was your greatest achievement in your previous job?
  B: Well, I ..... reorganise the Sales Department in a month.
3 A: What did you like best about your previous job?
  B: My boss really trusted me so I ..... use my own initiative.
4 A: So you worked in Turkey three years ago. Could you give us some details?
  B: Certainly. As a matter of fact, I ..... win a very big contract.
5 A: So how did the interview go?
  B: Fine, I think. I ..... answer all the questions!

WRITING

Curriculum vitae

A **Complete Antonia's CV with the headings from the box.**

Achievements	~~Address~~	E-mail	Experience	Interests	Personal details
Profile	Qualifications	Referees	Special skills	Telephone	

Curriculum Vitae

Antonia Sophia Mehditash

Address [1]	Rua Humberto Madeira 23, P – 3004-520, Coimbra, Portugal
[2]	+351 239 856 207
[3]	a.s.mehditash@netvisao.pt

[4]

An Assistant Marketing Director in a medium-sized company, Orey Tours, seeking a more challenging position with more responsibility. Able to work on own initiative to tight deadlines.

[5]

- Contributed to the development of a successful sales strategy
- Coordinated the work of the sales, marketing and advertising personnel
- Designed Excel spreadsheets for sales records

[6]

- Negotiating contracts with foreign and domestic airlines
- Working as part of a team
- Proficient user of MS Windows, MS Excel, Adobe InDesign, Dreamweaver, JavaScript

[7]

2005 – date	Assistant Marketing Director (Orey Tours, Coimbra)
July – Sept 2004	Work placement at Portugália Airlines (London office)

[8]

2002–2004	MBA at Brentford College (UK / Distance course)
1998–2002	BA in Economics at the University of Coimbra

[9]

Date of birth:	6th June 1979
Driving licence:	Full, clean

[10]

I sing in a choir and play basketball in an amateur team.

[11]

Ana Luisa Santos	Ms Celia Gutlerner
Professor of Economics	Director MBA Programmes
Avenida do Brasil 27	Brentford College
P – 1600 Lisboa	27 Burrard Street
Tel: +351 1 722 0893	Brentford TW9 0AK
Email: alsantos@netcabo.pt	Email: Gutlerner@BCMBA.ac.uk

B **Which heading in the CV in exercise A would you put each of these items under?**

1 2001: IELTS Certificate (Academic) – Overall Band 8 ..... Qualifications .....
2 Designed Orey's website .....
3 Excellent conversational Spanish and some French .....
4 I also enjoy helping other people design their websites. .....
5 Also an excellent team worker. .....

Applying for a job

C **This draft letter of application is not appropriate. Rewrite it using some of the expressions from the Useful language box. Make any other necessary changes.**

Hello
I saw your ad in our local paper last week, so I want to apply for the job of Communications Assistant. I know I am the person you're looking for. I just got various A levels from school and all my friends say they love chatting with me. So write soon and tell me if you want to know more about me.

Regards

USEFUL LANGUAGE	
Dear Sir or Madam, With reference to your advertisement in ... I would like to apply for the position of ... I feel I am well qualified for the position because ... I would be happy to give you more details and can be contacted at any time.	Please let me know if there are any other details you need. I enclose a copy of my CV. A full CV is attached. I look forward to hearing from you. Yours faithfully,

Editing

D **Read the text about how to prepare for a job interview.**

In each line **1–6** there is **one wrong word**.

For each line, **underline the wrong word** in the text and **write the correct word** in the space provided.

Before you go for a job interview, make sure that you do your homework. Find out as much as you could about the company, about its history, about what it does, how many people it employ, and so on. During the interview, try to keeping to the point. Give complete answers but do not talk for longer then necessary. Finally, remember that you can ask the interviewer question. This will show that you are really interested for the opportunity.

1 ..... can .....
2 .....
3 .....
4 .....
5 .....
6 .....

UNIT 3 Selling

VOCABULARY **Use the clues to complete the crossword puzzle.**

Across

1 A ..... is something you buy cheaply or for less than the usual price. (7)

6 A money-back ..... is a promise to return the money paid for a product or service if the customer is not satisfied. (9)

7 If the goods you require are out of ....., they are not available. (5)

8 If you buy goods in ....., you buy large amounts of them. (4)

9 Always ..... the small print before you sign a sales contract. (4)

12 Your credit card ..... are the name, number and expiry date on your credit card. (7)

13 A ..... is a person or company that sells goods in large quantities to businesses. (10)

Down

2 A ..... is a company or a person that sells goods to members of the public. (8)

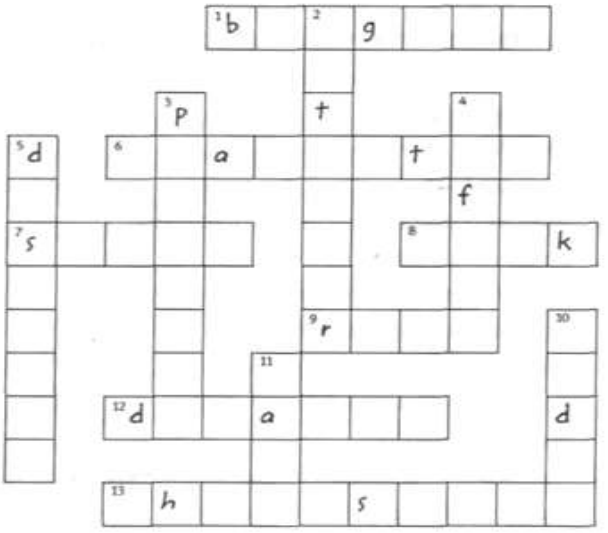
3 ..... is a formal word meaning *buy*. (8)

4 To ..... means to give someone their money back (e.g. because they are not satisfied with what they have bought). (6)

5 To ..... means to send goods to a place. (8)

10 An ..... is a request by a customer for goods or services. (5)

11 A ..... is a large area where there are lots of shops, usually a covered area where cars cannot go. (4)



LANGUAGE REVIEW

Modals

A **Match each sentence to the meaning expressed by the modal in *italics*.**

1 You *should* order online, it's more convenient.
2 We *have to* work very hard to reach our sales targets.
3 You *mustn't* show your PIN to anyone.
4 The supermarket is just down the road so we *don't have to* take the car.

a) It is not necessary.
b) It would be a good idea.
c) It is necessary.
d) Don't do that!

B **Rewrite these sentences using an appropriate modal to replace the words in *italics*.**

1 If you want to be an effective salesperson, *it is necessary to* know how to deal with people.
If you want to be an effective salesperson, you have to know how to deal with people.
2 *It is a good idea* for retailers to dispatch orders quickly.
Retailers .....
3 One of the good things about malls is that *it is not necessary to* walk a lot from one shop to another.
One of the good things about malls is that ..... walk a lot from one shop to another.
4 *It is not a good idea to* talk a lot about yourself.
You .....
5 If you order before 15th April, *it's not necessary* for you to pay until August.
If you order before 15th April, you .....
6 This deal is very important for all of us, *so no mistakes please*!
This deal is very important so we .....!
7 It is against the law to sell these medicines to anyone who hasn't got a prescription.
You ..... a prescription if you want to buy these medicines.

C **Match the sentence halves.**

1 We were all in agreement
2 Her new flat is near her workplace
3 We didn't have any more paper in stock
4 They usually order online
5 They don't have an online catalogue
6 They say some of the goods are damaged

a) which means they don't have to queue!
b) so we'll have to exchange them.
c) so we didn't have to discuss the deal any further.
d) so she won't have to drive to work anymore.
e) so we had to order some more.
f) so we have to ask them to send us one.

D **Complete the table with the verbs from the sentence halves a–f in exercise C.**

Past	Present	Future
.....	don't have to	.....
.....	.....	.....

WRITING

Placing an order

A **Complete the online order form with items from the box.**

5	10	50	83.23	155	1,581.27
Edinburgh		T-shirts	Tim Atkinson		~~Unit price~~

BEBOP TENNISGEAR * SECURE ONLINE ORDER FORM**

Quantity	Item	Code	Unit price [1]	Total cost
1	Ball machine	BM/709	€ 750	€ 750
.....[2]	'Champion' rackets	RCH43	€ 55	€ 550
50	'Tournament' balls	TB	€ 3.10	€ .....[3]
.....[4]	'Regular' balls	RB	€ 2.49	€ 124.50
.....[5]	Gear bags	B27-H	€ 10	€ 50
10	.....[6]	T/12	€ 3.50	€ 35
			Gross total	€ 1,664.50
			Discount @ 5%	€ .....[7]
			Net amount due	€ .....[8]

Name: .....[9]

Company: Atkinson's Ultimate Sports Centre

Address: 45 Dalston Gardens

.....[10]

Post code: EH5 5EY

Phone: 0131 548 8937

E-mail: atkinson@btinternet.com

THANK YOU!

Replying to an order

B **These phrases are often used when replying to an order. Complete them with words from the box.**

deliver	doing	hesitate	~~placing~~	receipt

- Thank you for .....placing.....[1] an order with (name of the company).
- Thank you for your order of (date).
- We confirm .....[2] of your order dated (date).
- Shipping normally takes two to three days / a week / etc.
- We can .....[3] within a week / a month / etc.
- Do not .....[4] to contact us if you need further information / details.
- If you have any queries, please contact us.
- We look forward to receiving further orders from you.
- Looking forward to .....[5] business with you again.

C **Choose one from each pair of items in the box to complete this formal e-mail.**

We look forward to doing / We hope we can do	All the best / Yours sincerely
things / goods	Dear / Hello	Thanks / Thank you	Just to say / We confirm

To: atkinson@btinternet.com
Cc: bebopaccounts@easynet.co.uk
Subject: Your order 21/GT06

.....[1] Mr Atkinson,

.....[2] for your order of 21st June.

.....[3] that you have ordered the following items from our online catalogue:

1	Ball machine	BM/709
10	'Champion' rackets	RCH43
50	'Tournament' balls	TB
50	'Regular' balls	RB
5	Gear bags	B27-H
10	T-shirts	T/12

We are now dealing with your order.
The sum of €1,581.27 has been charged to your credit card and the .....[4] will be shipped on 24th June.

If you have any queries, please contact us at bebopsales@easynet.co.uk.

.....[5] business with you again.

.....[6],

Neelum Singh

Editing

D ***Read the text about writing business e-mails.***

In most of the lines **1–9** there is **one extra word** which does not fit. Some lines, however, are correct.

If a line is **correct**, put a tick (✓) in the space provided.

If there is an **extra word** in the line, write that word in the space provided.

Basically, the rules for writing business e-mails and letters are the same:
be clear, be so polite and do not write more than you have to. Over the
past ten years, business correspondence has generally become a simpler
and more informal, and this tendency is even more visible in e-mails. But
some things they have not changed. Clarity of layout is still important so
you should to use paragraphs and space them out. Grammar and spelling
too need to be accurate and if you want to make a good impression on
your business partners. Even the best spellchecker cannot find all the
mistakes you make so always to check your e-mails carefully.

1 .....✓.....
2 .....so.....
3 .....
4 .....
5 .....
6 .....
7 .....
8 .....
9 .....

ПИТАННЯ ДЛЯ САМОКОНТРОЛЮ

1. Підготовка співробітників. Удосконалення професійних якостей.
2. Професійні обов‘язки: очікування і реальність.
3. Письмові запити. Заява.
4. Телефонні навички ділового спілкування.
5. Започаткування власної справи.
6. Фінансовий старт-ап (стартовий капітал).
7. Технології розширення бізнесу.
8. Презентації.
9. Підготовка до участі в конференції.
10. Організація та проведення конференції.
11. Ділові зустрічі.
12. Інтернет: нові можливості.
13. Дизайн вебсайтів.
14. Управління персоналом.
15. Офшор та аутсорсінг: за і проти.

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6. http ://www.homeenglish.ru/
7. http ://www.native-english.ru/
8. http://www.englishood.com/
9. http://www.5english.com/
10. http://www.digitalpublishing.de/english/
11. http ://www.fluent-english.ru/
12. http://www.testmagic.com/
13. http://english-language.euro.ru/
14. http://www.english.language.ru/