

**Негосударственное образовательное учреждение высшего образования
«Международный институт экономики и права»
(НОУ МИЭП)**

**Методические указания для проведения практических занятий
по дисциплине «Иностранный язык»**

(для студентов факультета «Экономики и управления»)

Методические указания
составил(и):

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Методические указания для проведения практи-
ческих занятий по дисциплине «Иностранный
язык»

(для студентов ф-та «Экономики и управления»)

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ВВЕДЕНИЕ

Предлагаемое пособие предназначено для самостоятельной работы студентов, обучающихся по программам бакалавриата факультета экономики и управления (по направлению «Менеджмент») МИЭП и составлено с учетом целей и задач основной образовательной программы высшего образования.

Цель изучения дисциплины «Иностранный язык (английский язык)»:

—приобретение способности и готовности к социально-культурной коммуникации через овладение умениями опосредованного письменного и непосредственного устного иноязычного общения;

—овладение материалом в рамках основных тем по специальности, который необходим для дальнейшей профессиональной деятельности;

—повышение общего культурного уровня и уровня владения иностранным языком;

—изучение основного материала в рамках изучаемых тем по специальности, а также терминологии, необходимой для дальнейшей профессиональной деятельности;

—приобретение навыков планирования собственной деятельности;

—приобретение навыков формирования и выражения своего мнения в рамках предложенных тем;

—овладение разными техниками чтения аутентичных текстов на иностранном языке научно-популярной и научной направленности.

Программа курса и практические задания созданы на основе инновационного модульного подхода к овладению иностранным языком обучающимися неязыковых специальностей.

Программа отражает модель обучения в условиях многоуровневой подготовки по английскому языку студентов нелингвистических специальностей, предусматривает продолжение изучения иностранного языка выпускниками общеобразовательных школ и предполагает внедрение современных форм организации учебного процесса, к числу которых относятся и модульная технология, позволяющая включить в учебный процесс на правах обязательного компонента значительную часть учебной деятельности обучающихся в формате самостоятельного овладения иноязычной компетенцией.

Сущность модульной технологии заключается в структурировании учебного процесса с учетом динамики овладения иностранным языком в рамках заранее определенных учебных блоков – модулей.

ПРАКТИЧЕСКИЕ ЗАДАНИЯ

Тема 1. Greetings and introductions.

1. Прочитайте и письменно переведите на русский язык:

Why is small talk difficult for some English learners?

First of all, making small talk is not difficult only for English learners, but also for many native speakers of English. However, small talk can be especially difficult for some learners because making small talk means talking about almost anything – and that means having a wide vocabulary that can cover most topics. Most English learners have excellent vocabulary in specific areas, but may have difficulties discussing topics they are unfamiliar with because of a lack of appropriate vocabulary.

This lack of vocabulary leads to some students' «blocking». They slow down or stop speaking completely because of a lack of self-confidence.

2. Answer the following questions:

1. What is small talk?
2. Why is the skill of making small talk important?
3. What are the situations in which small talk is necessary?
4. What are “the safest topics” for conversation in Great Britain? In the US? In your country?
5. What are the general rules of making a successful small talk?
6. Why is small talk difficult for some English learners?

3. Translate into English (There are a number of phrases and idioms that are only used when telephoning):

- 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 asap.
- Peter: Thanks, bye.
- Frank: Bye.

4. Make up sentences with the following words:

1. to greet,
2. to talk,
3. to get friendship,
4. introduction,
5. to talk,
6. to «break the ice».

5. Переведите на русский язык:

1. In English (as in all languages), there are different ways to greet people in formal and informal situations.

2. It is common to first apologize before interrupting another person, or asking for help if you do not know the person.

3. The use of more formal language is common when speaking to someone you do not know.

4. Each of these questions can help to begin or continue a conversation.

5. Here are a number of phrases used when saying goodbye to friends or family as they depart on trips, both short and long.

6. Найдите предложению из левой колонки его перевод в правой колонке:

- | | |
|---|---|
| a. I have a computer on my desk. | 1. Какие у вас обязанности? |
| b. There is no scanner in your new office. | 2. Какую должность вызываете? |
| c. Are there any employees from England in our company? | 3. На моем рабочем столе есть компьютер. |
| d. What is your position? | 4. В вашем новом офисе нет сканера. |
| e. What are your duties? | 5. В вашей компании есть работники из Англии? |

7. Ответьте на вопросы:

1. What is your name? Are you married? Is your family big?
2. Where are you from? Where do you live?
3. What do you do? What are you? (Which company do you work for?)
4. What is your hobby? What do you do on weekends?
5. What are you good at? What are your plans for future?

Тема 2. Use language as a bonus.

1. Прочитайте и письменно переведите на русский язык:

One billion people speak English. That's 20 % of the world population. It is also one of the leading languages in the world. About 400 million people speak English as their first language. About the same number use it as the second language. It is the language of aviation, international sport and pop music. Nearly 50 percent of all the companies in Europe communicate with each other in English. They use English for their meetings and letters. 75 % of the world's mail is in English, 60 % of the world's radio stations broadcast in English and more than half of the world's periodicals are printed in English.

It is the official language in 44 countries, where it is used in education and administration. They are Great Britain, Canada, the United States of America, Australia, New Zealand and some other countries. In many others it is the language of business, commerce and technology. English is the language of modern computing. Because the Internet makes the world a smaller place, the value of having a common language is greatly increased.

2. Answer the following question:

1. What is the role of English among other foreign languages?
2. How many people speak it?
3. Why has English become a world language?
4. Why do young people want to learn English today?
5. What is the necessity of learning English for a specialist?
6. What is the best way to learn a language?

3. Put in the right word:

country	adjective	person	nation
<i>Russia</i>	<i>Russian</i>	<i>a Russian</i>	<i>the Russians</i>
<i>America</i>		<i>an American</i>	<i>the Americans</i>
<i>Belgium</i>	<i>Belgian</i>	<i>a Belgian</i>	
	<i>Brazilian</i>	<i>a Brazilian</i>	<i>the Brazilians</i>
<i>China</i>	<i>Chinese</i>		<i>the Chinese</i>
<i>Denmark</i>	<i>Danish</i>	<i>a Dane</i>	<i>the Danes</i>

<i>England</i>			<i>the English</i>
<i>France</i>	<i>French</i>		<i>the French</i>
<i>Finland</i>	<i>Finnish</i>	<i>a Fin</i>	<i>the Finns</i>
	<i>German</i>	<i>a German</i>	<i>the Germans</i>
<i>Holland the Netherlands</i>	<i>Dutch</i>	<i>a Dutchman/woman</i>	
<i>Hungary</i>			
<i>Ireland</i>	<i>Irish</i>	<i>an Irishman/woman</i>	
<i>Italy</i>		<i>an Italian</i>	<i>the Italians</i>
<i>Japan</i>			
<i>Norway</i>	<i>Norwegian</i>		
<i>Poland</i>	<i>Polish</i>	<i>a Pole</i>	
<i>Portugal</i>			<i>the Portuguese</i>
<i>Scotland</i>			
	<i>Spanish</i>	<i>a Spaniard</i>	<i>the Spanish</i>
<i>Sweden</i>	<i>Swedish</i>		<i>the Swedes</i>
<i>Turkey</i>		<i>a Turk</i>	

4. Make up sentences according to the model: Paris is the capital of France:

Amsterdam, Athens, Beijing, Budapest, Bucharest, Copenhagen, Dublin, Havana, Helsinki, Kiev, London, Madrid, Sofia, Stockholm, Minsk, Oslo, Teheran, Warsaw, Washington.

5. Вставьте необходимый артикль:

1. You are economist, aren't you?
2. They have ... new expert at our department.
3. We had ... talks yesterday. ... talks were not easy.
4. He has never been on business trip to ... Paris.
5. This is ... complicated issue. We need to look up for some information in ... report.

6. Переведите на русский язык:

1. Волга – сама длинная река в европейской части России.
2. Насколько мне известно, дети любят мороженое.
3. Вот книга, которая вам необходима.
4. Недалеко от моего дома есть стадион.
5. Я хотел бы поехать на экскурсию в Крым.

7. Объясните использование артикля:

The Russian Federation is the largest country in the world. It occupies about one seventh of the earth's surface. It covers the eastern part of Europe and the northern part of Asia. The country is washed by 12 seas and 3 oceans: the Pacific, the Arctic and the Atlantic. In the south Russia borders on China, Mongolia, Korea, Kazakhstan, Georgia and Azerbaijan. In the west it borders on Norway, Finland, the Baltic States, Belorussia, the Ukraine. It also has a sea border with the USA.

There are two great plains in Russia: the Great Russian Plain and the West Siberian Lowland. There are several mountain chains on the territory of the country: the Urals, the Caucasus, the Altai and others. The largest mountain chain, the Urals, separates Europe from Asia.

Тема 3. Travelling on business.

1. Прочитайте и напишите на переводите на русский язык:

Business today is international in character, and business people often have to travel. On a business trip people might meet colleagues and business partners for the first time. Of-

ten, colleagues from different countries experience cultural difficulties, that is, they are surprised by strange, to them, social conventions in a new place. Different cultures do things differently! Management styles also differ from country to country. It's often useful when doing business in a foreign land, to get some advice from a special agency which consults on questions of international business. These days business trips are very important because face to face meetings are more valuable to profitable business than any other type of strategy.

2. Answer the following question:

1. Is a business trip just a part of doing business?
2. What are the reasons to go on a business trip?
3. Do you agree that sightseeing, cultural events and just plain relaxing are a regular part of every business trip?
4. Why are business trips important?
5. Try to explain the statement: Different cultures do things differently!

3. Make up 5-6 sentences using the words:

To travel on business; a business trip; long-term; short-term; a head of a department; a colleague; competitive; sightseeing; cultural events.

4. Give Russian equivalents to the following verbs:

- 1) to sign contracts
- 2) to discuss terms of delivery
- 3) to consult
- 4) to improve one's professional skills
- 5) to provide support
- 6) to represent
- 7) to succeed

5. Образуйте форму множественного числа от существительного:

Office, desk, computer, paper, screen, boss, market, rate, investor, account, tax, businessman, secretary, manager, company, chairman, zone.

6. Ответьте на вопросы по следующей модели:

Модель: Whose papers are these? (Mary) – These are Mary's papers.

1. Whose files are these? (John);
2. Whose computer is that? (Norman);
3. Whose desk is this? (Diana);
4. Whose room is this? (my boss);
5. Whose shelf is this? (my colleague).

7. Переведите на английский язык:

1. У меня есть два компьютера в кабинете.
2. Экран компьютера голубой.
3. Чей это стол? Это мой стол, а тот стол Нормана, моего коллеги.
4. Дайте мне те документы.
5. Я вижу цены разных товаров на экране своего компьютера.

Тема 4. My future profession.

1. Прочитайте и письменно переведите на русский язык:

Before you go about choosing a perfect career, you need to know yourself first. Most of us never spare a moment to know what actually our likes and dislikes are. The first thing you need to determine is what your interests are. Consider your personal likes and dislikes. Do you prefer to work alone or in a group? Would you want fixed office hours or would you like to work from home?

Ask yourself where you want to be in ten years. Does a particular job fulfil this developmental need? Does it provide enough challenges for you to move ahead on your career path? Ask yourself about the environment you want to work in. Do you want to be your own boss? Or would you rather follow the leader? Do you want to work in a fast-paced world, or would you rather do something that moves slowly? Accept your own realities. Know your capabilities. Such questions will definitely help you eliminate the poor matches and assist you focus on the possibilities. Sometimes all this self-analysis leads to nowhere. We end up more confused than we were at the beginning. Then, the best way to deal with the dilemma is to think about consulting a career counsellor. A career development professional will use various tools to help you evaluate your interests, personality, skills and values. He or she will then show you how all these things, combined, play a role in choosing a career. One of the many things you can do to see if a particular career would suit you is to volunteer or take up an internship. Sometimes things don't always appear what they seem.

2. Answer the following question:

1. When did you start to think about your future profession?
2. What professions do you like best of all?
3. Who helped you to make your choice?
4. What do you know about your future profession?
5. What are your parents' professions?
6. What do you know about them?
7. Have you got any traditional professions in your family?
8. Is your future profession interesting and modern?

3. Make up sentences using the verbs:

- 1) to get interested in (заинтересовываться);
- 2) to affect (затрагивать);
- 3) to be concerned (быть заинтересованным);
- 4) to run (управлять);
- 5) to raise money for charities (собирать деньги на благотворительность).

4. Match the expressions:

- | | |
|---------------------------------------|---|
| a) broad outlook | 1) широкая перспектива |
| b) to encourage me in my desire | 2) внезапная вспышка |
| c) to opt | 3) слепой выбор |
| d) a blind choice | 4) выбирать (решить) |
| e) a sudden flash | 5) возникать |
| f) to arise | 6) широкий диапазон, круг, область, сфера |
| g) to justify the hopes of my parents | 7) оправдывать надежды моих родителей |
| h) widerange | 8) поощрять меня в моем желании |

5. Заполните пропуски личными местоимениями:

1. That's my notebook. Can I have...back?
2. Mary and I are good students, our teacher likes...
3. Their tutor gives ... a lot of homework.
4. Who's that businessman? I want to meet...
5. She isn't here. Can I give ...a message?

6. Заполните пропуски, выбрав нужную форму притяжательного местоимения:

1. They will build a new road, ...(her, its) length will be about fifty kilometres.
2. Look at machine. The story of ...(her, its) invention is very interesting.

3. His report is much more interesting than ... (your, yours) or ... (my, mine).
4. You can do it very well without my help, but not without ... (their, theirs).
5. Tell him not to forget his paper, he must not forget ... (her, hers) either.

7. Заполните пропуски указательными местоимениями (this, that, those, these):

1. ... will do.
2. Try one of ...
3. ... students who failed the exam will have to take it again.
4. Sorry to bother you with all ..., but I had to say it.
5. How much are... ?

Тема 5. What is a manager?

1. Прочитайте и письменно переведите на русский язык:

Managing is responsible and hard job. There is a lot to be done and relatively little time to do it. In all type of organizations managerial efficiency depends on manager's direct personal relationships, hard work on a variety of activities and preference for active tasks.

The characteristics of management often vary according to national culture, which can determine how managers are trained, how they lead people and how they approach their jobs. The amount of responsibility of any individual in a company depends on the position that he or she occupies in its hierarchy. Managers, for example, are responsible for leading the people directly under them, who are called subordinates.

2. Answer the questions:

1. What is the traditional interpretation of the term «management»?
2. How do you understand the phrase «Management is getting things done through others»?
3. What do some writers, teachers and practitioners say about the traditional view?
4. What other interpretations of the term “management” are given in the text?
5. What does the focus on leadership skills mean?
6. Does the focus on leadership skills mean a change in the management functions?
7. What may the term “management” mean to most employees?
8. What may the term “management” refer to in nonprofit organizations?

3. Translate into Russian:

1. Image: how the public at large views a company can be very important, and to this end a number of companies have public relations departments that have specific responsibility to improve the image of the company.

2. Each manager is assisted by one employee or a small team.

3. The PR-manager is responsible for relationships between management and personnel.

4. Our company needs experienced personnel with fluent English and good computer skills.

5. Our company provides vocational training for its employees.

6. Do you object to our decision?

4. Fill in the gaps with the words:

1. The success of any company ... on its personnel and management. – a) holds; b) depends; c) charges; d) accounts.

2. A ... is an action or activity done for others for a fee. – a) capital; b) deductions; c) service; d) charge.

3. ... is a public notice, usually printed in a newspaper, of goods for sale or services offered; or of goods or services wanted. – a) interview; b) application; c) advertisement; d) charge.

4. The ... of directors takes the most important decisions on the company's strategy. –
a) deductions; b) board; c) risks; d) reduce.

5. The ... is a person who attempts to start a new business or introduce a new product.
– a) manager; b) personal; c) consumer; d) entrepreneur.

5. Заполните пропуски местоимениями some, any, none и их производными:

1. Have you ... letters for me?
2. We regret there isn't ... thing that can be done.
3. ... of these books are useful but ... are just rubbish.
4. We did not see in the hall.
5. ... was present at the lesson.
6. Is there ... who speaks English here?
7. I don't know ... about his presentation.
8. I'd rather go ... than to stay at home during my holiday.

6. Заполните пропуски местоимениями many, much, a lot of, little, a little, few, a few:

1. I have ... (много) time. ... (мало) was said about it.
2. ... (много) people speak English. ... (мало) people know it.
3. I don't feel lonely in this town, I have ... (немного) friends.
4. Let's wait. We have ... (немного) time.
5. I have ... (little, few) money in the bank.
6. There is ... (a lot of, many) information about Italy in this brochure.

7. Переведите предложения на русский язык:

1. Many people were invited but few came.
2. I have a few books on this subject.
3. He has read the few English books he has.
4. Nearly the whole cargo of wheat has been unloaded to-day. The little that remains will be unloaded tomorrow morning.
5. Gold is one of the few metals which are found in a virgin state.
6. Much water has flowed under the bridge since that time.

Тема 6. Art or science?

1. Прочитайте и письменно переведите на русский язык:

The role of the manager today is much different from what it was one hundred years, fifty years or even twenty-five years ago. For example, the business manager's objective was to keep his company running and to make a profit. Most firms were production oriented. Few constraints affected management's decisions.

Governmental agencies imposed little regulations on business. The modern manager must now consider the environment in which the organisation operates and be prepared to adopt a wider perspective. That is, the manager must have a good understanding of management principles, an appreciation of the current issues and broader objectives of the total economic political, social, and ecological system in which we live, and he must possess the ability to analyze complex problems.

2. Answer the questions:

1. The function of management is becoming more complex. Why?
2. What must management possess nowadays?
3. Management encompasses both science and art. In what can we see it?
4. What must the modern manager consider now?
5. Do you agree that, like the physician, the manager is a practitioner?

3. Match the phrases with the appropriate translation:

to make a profit	о́кружать
to be involved in	принимать; заимствовать
to adopt	сделать прибыль
to encompass	владеть; обладать
to make a choice	быть вовлеченным
to possess	делать выбор

4. Make up 5 sentences using the words:

making a decision – приня́тие реше́ния,
 objective – це́ль, зада́ча,
 production – произво́дство,
 constraint – прину́ждать; сдерживать,
 agency – аге́нтство,
 environment – о́кружение; о́кружающая среда,
 an executive – до́лжностное ли́цо; испо́лнитель; ру́ководитель.

5. Напишите 2-ю и 3-ю форму правильных и неправильных глаголов:

to work		
to read	read	read
to count		
to write	wrote	
to begin		begun
to meet		
to speak		spoken
to send	sent	
to cancel		cancelled
to stop		
to travel	travelled	

6. Переведите предложения и определите роль глагола в предложении (смысловый глагол, вспомогательный глагол, глагол-связка, модальный глагол):

1. They *returned* yesterday.
2. She *is reading* a report now.
3. I *must do* it at once.
4. You *needn't go* there.
5. The box *was* heavy.
6. He *became* a vice-president of our company.

7. Переведите на русский язык:

1. He suggested that the discussion of the question be postponed.
2. If he were here, he would help us.
3. A nation's economy can be divided into three sectors of activity.
4. How does the British government see its role in the UK economy?
5. It is often said these days that we live in a consumer society.
6. The amount of money spent on goods and services has a big impact on the level of economic activity.

Тема 7. Office work and problems.

1. Прочитайте и письменно переведите на русский язык:

Businesses often have a list of 5-10 'mission statements' featured in their brochures, on their websites or hanging in their office detailing the values they hold as a form of communication to their employees, their clients and the public. If you are a potential employee then you should be aware of what the company stands for and how it treats its employees before attending an interview. If you need to use the services of a company you may be interested to know what standards they work towards before choosing to work with them. You may not agree with some of their major policies and this could affect your working relationship. For some companies their treatment of their employees or clients at any given time could affect their share prices and so inevitably have a great influence on the company's success or failure.

2. Make up 5 sentences using the verbs:

To express; to believe; to be aware of; to be complicated; to consider; to be complicated; to provide; to confide.

3. Answer the questions:

1. What is the organizational culture?
2. Why is it important to know about a company's culture?
3. Do you agree or disagree that for some companies their treatment of their employees or clients at any given time could affect their share prices and so inevitably have a great influence on the company's success or failure?
4. What points should be considered to understand a company's culture better?
5. What do on-line companies need to have to survive today?

4. Give Russian equivalents to the following phrases:

1. professional development
2. external communication
3. to treat its employees
4. to affect your working relationship
5. to have a great influence on
6. internal communication
7. public relations
8. equal opportunities

5. Выполните задание по модели, составив отрицательные и утвердительные предложения.

Модель: *Mary is a manager. What is about her sister Jane? (actress) – Her sister isn't a manager. She is an actress.*

1. Miss Reed is a teacher. What is about her sister? (chemist)
2. Peter is a student. What is about Ann? (saleswoman)
3. Tom Smith is a worker. What is about his son? (pilot)
4. Philip is a journalist. What is about Harry? (physicist)
5. Hans is a good dentist. What is about his friend? (musician)

6. Выполните задание по модели to have:

Модель: *I have a good watch. Have you a good watch? – Yes, I have. No, I haven't.*

1. He has some books on this subject.
2. They have no time to go there.
3. We've got a large library at our institute.
4. She has got much important information in her report.
5. I've got an English dictionary.

7. Трансформируйте предложенные конструкции в конструкции there is/there are по модели:

Модель: *A telex is on the desk. – There is a telex on the desk. Is there a telex on the desk? – Yes, there is./ No, there isn't.*

1. The figures are on the display.
2. The changes are in the market.
3. The new prices are for oil and machinery.
4. 10 files are on the shelf.
5. My boss is in the office.

Тема 8. Principles of the management.

1. Прочитайте и письменно переведите на русский язык:

Different scholars offer different sets of principles of management. The most famous are the following fourteen. But the main principle should be read as follows: «there is nothing rigid or absolute in management affairs, it is all a question of proportion». Accordingly, if you view the following list of these principles as a set of important topics and sometimes applicable guidelines for managers, you will be keeping close to the spirit in which they were originally suggested.

2. Make up 5 sentences using the verbs:

to perform; to increase; to suggest; to increase; to enforce; to depend upon; to encourage; to reward; to coordinate; implement; to reconcile.

3. Give Russian equivalents to the following:

1. Sets of principles
2. applicable guidelines for managers
3. the ability of leadership
4. remuneration of personnel
5. personal vanity
6. division of work
7. teamwork
8. reduction in the number of tasks

4. Answer the questions:

1. Do you know the most famous principles of management?
2. What components do the criteria necessary for professional status include?
3. Why do business schools try to integrate academic education with members of the business community?
4. Why is the issue of ‘placing interests of society before personal interests’ less clear-out?
5. Why is ‘a code of conduct’ the weakest point?

5. Упражнение 1. Выполните задание по модели:

Модель: I finish my work at 3. – Do you really finish your work at 3? – Yes, I do./ No, I don’t.

1. The engineers meet customers in the morning.
2. Our manager stays in the office till 9 in the evening.
3. Their secretary comes to the office at 8.
4. I always have English on Tuesdays.
5. The economist of our office finishes his work at 5.

6. Используйте правильную форму глагола в Present Simple и раскройте скобки:

1. We ...you to work in shifts (offer).
2. Our boss always ...professional staff (recruit).
3. This company ...sports cars (advertise).
4. It ...impossible to start your own business when a person ... money (be, not have).
5. What ...the typical job titles in a company (be)?

6. I ...any satisfaction from my present job (not get).
7. Why ...the pay so low for such hard work (be)?
8. There ...some fringe benefits that make this company attractive to me (be).

7. Составьте предложения из следующих слов:

1. brothers, My, company, work, at, electronics, a big;
2. go, the academy, They, generally, to, bus by;
3. the institute, him, It takes, minutes, to, five, get to;
4. hard, English, work, at our, We;
5. your manager finish at 7, his work, sometimes, Does?

Тема 9. Entrepreneurs.

1. Прочитайте и письменно переведите на русский язык:

Entrepreneurship in Russia.

The development of the labour market in Russia today closely follows changes in the structure of production and employment in transition to the market economy.

The law about «State support to small entrepreneurship in the Russian Federation» passed in the State Duma of Russia. This federal law outlines general government policy about state support for small business development in the Russian Federation, and sets out forms and methods of government stimulation and regulation of small business activity.

The development of small businesses depends on entrepreneurial activity of population. Right now more Russian citizens are thinking about starting their own business. But to do so they need to know some basic principles of entrepreneurship. That is why teaching different categories of citizens entrepreneurial skills is very important.

2. Do you agree or disagree with these statements?

1. Material possessions are the natural reward for hard work.
2. Most people are poor because they deserve to be.
3. People should place more emphasis on working hard and doing a good job than on what gives them personal satisfaction and pleasure.
4. Some people say that people get ahead by their own hard work; others say that lucky breaks and help from other people are more important. Which do you think is more important?
5. Who is more admirable: the person who has become rich through hard work, or the one who has inherited the money?
6. Do you think people are more motivated to work harder when they will increase personal profit, or when they are working together toward a common goal?

3. In your opinion, what qualities must a good entrepreneur possess? What kind of person must he/she be? Give your reasons:

accurate, attentive, adventurous, adaptable, aggressive, ambitious, attractive, bright, broad-minded, businesslike, careful, charming, cheerful, disciplined, dominant, easily-taught, efficient, enterprising, energetic, enthusiastic, easygoing, experienced, expert, firm, flexible, forceful, frank, friendly, generous, gentle, helpful, honest, humorous, inventive, independent, intelligent, kind, loyal, logical, mature, mild, modest, natural, open-minded, optimistic, organized, polite, patient, punctual, purposeful, qualified, quick, responsible, reliable, strong-minded, self-confident, self-disciplined, serious spontaneous, sincere, skillful, tactful, talented, tolerant, understanding, wise

4. Have you got what it takes to run your business? Do the questionnaire.

How do you rate as an entrepreneur? For each of the following questions, tick the answer which comes closest to what you feel about yourself.

1. ***Are you a self-starter?***
 - a. I only make an effort when I want to.
 - b. If someone explains what to do, then I can continue from there.
 - c. I make my own decisions, I don't need anyone to tell me what to do.
2. ***How do you get on with other people?***
 - a. I get on with almost everybody.
 - b. I have my own friends and I don't really need anyone else.
 - c. I don't really feel at home with other people.
3. ***Can you lead and motivate others?***
 - a. Once something is moving I'll join in.
 - b. I'm good at giving orders when I know what to do.
 - c. I can't persuade most people to follow me when I start something.
4. ***Can you take responsibility?***
 - a. I like to take charge and to obtain results.
 - b. I'll take charge if I have to but I prefer someone else to be responsible.
 - c. Someone always wants to be the leader and I'm happy to let them do the job.
5. ***Are you a good organizer?***
 - a. I tend to get confused when unexpected problems arise.
 - b. I like to plan exactly what I'm going to do.
 - c. I just let things happen.
6. ***How good a worker are you?***
 - a. I'm willing to work hard for something I really want.
 - b. I find my home environment more stimulating than work.
 - c. Regular work suits me but I don't like it to interfere with my private life.
7. ***Can you make decisions?***
 - a. I am quite happy to execute other people's decisions.
 - b. I often make very quick decisions which usually work but sometimes don't.
 - c. Before making a decision I need time to think it over.
8. ***Do you enjoy taking risks?***
 - a. I always evaluate the exact dangers of any situation.
 - b. I like the excitement of taking big risks.
 - c. For me safety is the most important thing.
9. ***Can you state the course?***
 - a. The biggest challenge for me is getting a project started.
 - b. If I decide to do something, nothing will stop me.
 - c. If something doesn't go right first time I tend to lose interest.
10. ***Are you motivated by money?***
 - a. For me, job satisfaction cannot be measured in money terms.
 - b. Although money is important to me, I value other things just as much.
 - c. Making money is my main motivation.
11. ***How do you react to criticism?***
 - a. I dislike any form of criticism.
 - b. If people criticize me I always listen and may or may not reject what they have to say.
 - c. When people criticize me there is usually some truth in what they say.
12. ***Can you believe what you say?***
 - a. I try to be honest, but it's sometimes too difficult or too complicated to explain things to other people.
 - b. I don't say things I don't mean.
 - c. When I think I'm right, I don't care what anyone else thinks.

13. Do you delegate?

- a. I prefer to delegate what I consider to be the least important tasks.
- b. When I have a job to do, I like to do everything myself.
- c. Delegating is an important part of any job.

14. Can you cope with stress?

- a. Stress is something I can live with.
- b. Stress can be a stimulating element in a business.
- c. I try to avoid situations which lead to stress.

15. How do you view your chances of success?

- a. I believe that my success will depend to a large degree on factors outside my control.
- b. I know that everything depends on me and my abilities.
- c. It is difficult to foresee what will happen in the future.

16. If the business was not making a profit after five years, what would you do?

- a. give up easily
- b. give up reluctantly
- c. carry on

Scoring: Use the key to calculate your total score, then check how you rate as an entrepreneur:

What qualities should a person have to become a successful entrepreneur?

Would you manage to be a director of a prosperous business?

Key

a=0b=2c=4	a=2b=4c=0
a=4b=2c=0	a=0b=2c=4
a=0b=2c=4	a=0b=4c=2
a=4b=2c=0	a=2b=4c=0
a=2b=4c=0	a=2b=0c=4
a=4b=0c=2	a=2b=4c=0
a=0b=4c=2	a=0b=4c=2
a=2b=4c=0	a=4b=2c=0

44 or above

You definitely have the necessary qualities to become the director of a successful business. You have a strong sense of leadership, you can both organize and motivate and you know exactly where you and your team are going.

Between 44 and 22

You may need to think more carefully setting up your own business. Although you do have some of the essential skills for running a business, you will probably not be able to deal with the pressures and strain that are a part of the job. You should perhaps consider taking some professional training or finding an associate who can compensate for some of your weaknesses.

Below 22

Managing your own business is not for you. You are better suited to an environment where you are not responsible for making decisions and taking risks. To operate successfully you need to follow well defined instructions and you prefer work that is both regular and predictable.

5. Переведите на русский язык (обратите внимание на предлог *by*, который в сочетании с существительным или местоимением соответствует в русском языке творительному падежу без предлога):

1. This machine is driven *by electricity*.

2. «Anna Karenina» is written *by Tolstoy*.
3. He improved his pronunciation *by reading* aloud.
4. You will help me *by telling* me all you know about it.
5. The firm violated the contract *by delivering* goods of low quality.

6. Переведите на русский язык (обратите внимание на предлог of, который в русском языке соответствует родительному падежу без предлога):

1. Moscow is the capital *of* Russia.
2. The First World Congress *of Partisans of Peace* was held in Paris at the end *of* April 1949.
3. Some *of* my friends came to see me off.
4. The S.S. "Pskov" sailed from Odessa with a cargo *of* 5, 000 *tones* of wheat.
5. He signed a cheque to the amount *of* 1,000 *roubles*.

7. Переведите на английский язык (обратите внимание на предлог to, который в сочетании с существительным или местоимением соответствует в русском языке дательному падежу без предлога):

1. The teacher explained this rule *to the students*.
2. I wrote a letter *to my father* yesterday.
3. It is not *clear to* me why he behaved like that.
4. This machine is *similar to* another model in our catalogue.
5. Your proposal is *acceptable to* us.

Тема 10. Business ethics.

1. Прочитайте и письменно переведите на русский язык:

Good business ethics should be a part of every business. There are many factors to consider. Many global businesses, including most of the major brands that the public use, can be seen not to think too highly of good business ethics. Many major brands have been fined millions for breaking ethical business laws. Money is the major deciding factor. If the company is making large amounts of money, they may not wish to pay too close attention to their ethical behavior. There are many companies that pride themselves in their correct business ethics, but they are becoming very few in this competitive world.

Business ethics is exactly the same as normal ethics, and that is knowing what is right or wrong, and learning what is right and what is wrong in a business environment.

Managerial ethics are standards of behavior that guide managers. There are three broad categories of ways in which managerial ethics can affect people's work:

1. *Behavior toward employees*: This category covers such matters as hiring and firing, wages and working conditions, and privacy and respect.
2. *Behavior towards the organization*: Ethical issues also arise from employee behavior toward employers, especially in such areas as conflict of interest, confidentiality, and honesty.
3. *Behavior toward other economic agents*: Ethics affect the relationships between the firm and its employees with so-called primary agents of interest – customers, competitors, stockholders, suppliers, dealers, and unions.

2. Answer the questions:

1. Can businesses function without ethics?
2. Does a society dictate a set of rules and conformities to any business?
3. Do you agree that good business ethics should be a part of every business?
4. Are there three or five broad categories of ways in which managerial ethics can affect people's work?
5. What are they? Try to describe them.

6. What other principles may affect situations?

3. Find English equivalents for the following:

- | | |
|--|---|
| a) If we want to hostile take-over, we should have negotiations with their company. | 1. На любом предприятии может возникнуть необходимость провести массовое увольнение. |
| b) Industrial espionage – a form of unfair competition. | 2. Вы у нас самый лучший сотрудник. |
| c) You have the best employee. | 3. Промышленный шпионаж – форма недобросовестной конкуренции. |
| d) Many companies use corporate codes of conduct for better governance and to maintain the reputation. | 4. Многие компании используют корпоративные кодексы поведения для повышения эффективности управления и поддержания репутации. |
| e) Nowadays business conduct asks a lot of knowledge. | 5. Если мы хотим враждебного слияния, нам следует провести переговоры с их компанией |
| f) For any enterprise, it may be necessary to carry out a manslaughter. | 6. В наши дни ведение бизнеса требует много знаний. |

4. Match the words and expressions:

- | | |
|--------------------------------------|---|
| a) business conduct | 1) враждебное слияние компаний, захват |
| b) fiduciary responsibility | 2) промышленный шпионаж |
| c) social responsibility charter | 3) общественная ответственность |
| d) manslaughter | 4) кодекс этики |
| e) customer | 5) поставщик |
| f) hostile take-over | 6) хартия социальной ответственности |
| g) industrial espionage | 7) корпоративное управление |
| h) supplier | 8) массовое увольнение |
| i) ethics code | 9) корпоративное социальное предпринимательство |
| j) corporate governance | 10) ведение бизнеса |
| k) corporate social entrepreneurship | 11) политический вклад, участие |
| l) political contribution | 12) клиент, покупатель |

5. Дайте ответы по следующей модели:

Модель: Must I go there by an early train? (take the 10:30).

1. a) Yes, you must. b) I am afraid, you must.

2. No, you needn't. You may take the 10:30.

1. Must he explain to them how to use this machine? (read the instructions).
2. Must I take your advice? (do as you please).
3. Must I take all my things now? (leave behind what you don't need).
4. Must she pay all the money now? (pay only part of the sum).
5. Must I go to him to discuss the arrangements? (phone).

6. Дайте ответы по следующей модели:

Модель: May I wait for him here?

1. (a) Yes, you may. (b) All right, of course, you may (can).

2. (a) No, you can't. (b) I am afraid you can't.

1. May we postpone the shipment?
2. May we try another method?
3. May we take the delegation about the town now?
4. May we call on you a bit later?

5. May I see your license?

7. **Дайте ответы по следующей модели:**

Модель: Peter can speak English and what about you?

(a) *I can speak English too.*

(b) *I can't. I can speak English (at all).*

1. We can order the goods very soon, and what about you?

2. We can translate political articles without a dictionary, and what about you?

3. She can read fast, and what about them?

4. I can work anywhere, and what about you?

5. He can get a job in their office, and what about you?

Тема 11. Meetings. Holding a meeting.

1. Прочитайте и письменно переведите на русский язык:

Meeting is an essential part of manager's work. They are held for three main reasons: 1) to carry out training, 2) to transmit information, 3) to solve a problem. Read the following recommendations and try to follow them in your life. Before you call the meeting: Decide if the meeting is the best method of achieving the objective; Put the objective in writing; Collect all the information necessary; Select specific items for discussion; Anticipate difficulties, awkward members and prepare documents and courses of action to overcome the difficulties expected; Prepare the agendas with no more than 5 objectives. During the meeting: state the purpose of the meeting; outline the objectives it is hoped to achieve; do not impose your views on the group; direct discussion toward the objectives; develop participation by contrasting different viewpoints; watch the clock and note reaction of members who appear to be losing interest – where opinion is divided a vote is to be taken.

2. Translate the following sentences. Pay attention to the words in bold:

1. A compensation package for an executive leaving a company is also known as a *golden goodbye, golden handshake, or golden parachute.*

2. Compensation for someone leaving a company may be referred to as *a compensation payment, compensation payoff, or compensation payout.*

3. Apart from salary, an executive's *compensation package* can include *bonuses* (extra payments, sometimes, but not always, related to the firm's performance) and *benefits* and *perks* (ranging from *share options*, the right to buy the company's shares at an advantageous price, to a chauffeur-driven car).

4. When talking about executive pay, *compensation* can refer, confusingly, to two different things: what top executives get for running a company and what they get on leaving a company.

5. Middle managers are those in the hierarchy between senior management and *front-line managers* or *line managers*, the people managing employees.

6. When people lose their jobs, they *are dismissed* or *made redundant*.

7. *Remuneration* is also used to talk about executives' salary and benefits.

3. Give the English equivalents to the following:

квалификационные требования; должностная инструкция; делегирование; полномочия; дополнительные выплаты; норма управляемости; расширение поля деятельности; система подчиненности; менеджеры высшего звена; среднее звено управления; эффективность; результативность (рентабельность); вербовка (набор); отставка; увольнение.

4. Translate into English:

1. Собрание коллектива должно проводиться как минимум раз в год или при появлении необходимости.

2. В ходе дискуссии обычно обсуждаются наиболее сложные и интересующие проблемы.

3. Основа любого строительства – подготовительные работы.

4. Принятие решений – умственный процесс, приводящий к выбору действий среди нескольких альтернатив.

5. Разъясните повестку дня в самом начале собрания, а затем переходите непосредственно к основной цели.

6. Итак, подведите итоги этого собрания.

5. Упражнение 1. Запишите словами:

a) numbers: 6; 73; 112; 152; 0; 1, 045; 80; 9, 854.

b) telephone numbers: 213-57-83; 426-11-35; 157-18-20.

c) phrases: exercise 5; page 312; bus 102; text 6; room 302.

6. Переведите на английский язык порядковые числительные:

первый, третий, пятый, двадцатый, двадцать второй, тридцать шестой, сорок седьмой, девяностый.

7. Запишите даты:

June 1, 1905; May 9, 1945; February 4, 1995; October 3, 1101; April 12, 1961; March 8, 1900.

Тема 12. Management and managers defined.

Грамматика.

Возвратные местоимения на английском языке (*Reflexive pronouns / self-pronouns*).

1. Случаи употребления возвратных местоимений. Общие сведения.

2. Различия с русским языком.

Задание 1. Translate into Russian in writing:

Management is a set of activities, including planning and decision making, organizing, leading, and controlling, directed at an organisation's human, financial, physical, and information resources, with the aim of achieving organisational goals in an efficient and effective manner.

The last phrase in our definition is especially important because it highlights the basic purpose of management – to ensure that an organisation's goals are attained in an efficient and effective manner.

By efficient, we mean using resources wisely and without unnecessary waste. For example, a firm like Honda that produces high-quality products at relatively low costs is efficient. By effective, we mean doing the right things. Honda also makes cars with the styling and craftsmanship that inspire consumer confidence.

Задание 2. Give English equivalents to Russian phrases in brackets and fill the gaps:

1. There are many definitions of _____. (управление)

2. _____ are the broad, long-range targets of the organisation. (цели)

3. After planning, the second management function is _____, the process of arranging resources to carry out the organisation's plans. (организация)

4. _____ managers need to analyze the jobs in a company before they can choose the right people to do this jobs. (людские ресурсы)

5. An organisation collects employees in departmental groups according to the _____ of their activities or responsibilities. (характер)

6. Managers are the people, who are responsible for _____ in the companies. (достижение цели)

Задание 3. Choose the correct word to complete each sentence:

1. Management is a complex _____ – much more complex than that definition leads us to believe.

- a. job
- b. process
- c. decision

2. Human resources include managerial talent and _____ .

- a. data
- b. labour
- c. money

3. Information resources are usable _____ needed to make effective decisions.

- a. money
- b. nature
- c. data

4. A firm like Honda that produces _____ products at relatively low costs is efficient.

- a. high-quality
- b. expensive
- c. unreliable

Задание 4. Answer the following questions:

1. What is the definition of management?
2. Is management a complex process?
3. What activities does management include?
4. What role does management play in achieving the goal of any organisation?
5. What is efficient and effective manner of achieving organisational goal?

Задание 5. Переведите и объясните какие местоимения использованы в предложениях:

1. We should ask ourselves how we shall do the job.
2. We use our own components in the manufacturing process.
3. Paul designed the system himself.
4. They make life difficult for themselves.
5. The company said it was impossible on legal grounds to dissolve itself.
6. Its shares rose 0.002 per cent.
7. Its stocks fell 3,100 tones.

Задание 6. Используйте необходимое по смыслу возвратное местоимение:

Образец: I went on holiday alone. – I went on holiday by myself.

1. The only thing I can recommend to achieve success is to treat _____ with self-criticism.
2. She likes living by _____.
3. Are you going on holiday by _____?
4. Can he do it by _____?
5. But you _____ saw it!

Задание 7. Вставьте необходимое возвратное местоимение вместо выделенных слов:

1. I understand that your company has an office in Buenos Aires. And where is *his office*?
2. My office is in the south of the city. And where is *your office*?
3. Mary called in. She left two letters, for me and for John. This is John's letter and where is *my letter*?
4. My boss can speak two foreign languages and *her boss* doesn't know any foreign languages.
5. Her explanation of the network was very simple but *my explanation* aroused a lot of their questions.
6. His suggestion was approved. Nobody liked *her suggestion* and did not support it.
7. Their sales representatives are very experienced people. But *our representatives* are rather young people but they are learning fast.
8. Their goods are much more expensive than *your goods*.

Тема 13. What does it take to be a manager?

Грамматика.

Имя прилагательное (*Adjective*).

1. Имя прилагательное. Общие сведения.
2. Типы прилагательных и их употребление.

Задание 1. Translate into Russian in writing:

Managers usually earn more money than employees in non-management jobs. People become managers because they are leaders and good leaders are respected. So, being a manager has prestige. Because managers are leaders, they have more influence than other employees on how the company is run. That is, managers have more power than other employees do in planning organising, directing, and controlling company resources. Managers have varied duties and make decisions about many kinds of things.

Managers get the blame when things go wrong, even if another employee caused the problem. Managers are also often targets for criticism. When managers do make mistakes, they can be more costly than other employees' mistakes because their decisions affect many workers. Managers get a lot of pressure to do things right the first time.

Задание 2. Read the text below on Frank's work. Fill each of the gaps using the words below the text:

Frank's Employee Assessment record shows how inadequate Bookmark's career _____ is. Admittedly, Frank is not an ideal employee. He is not always punctual, and when he does get to work his behaviour is often _____. His telephone manner can sometimes be rude and he rarely does anything on his own _____. His attitude to work will have to change if he wants _____. But he isn't stupid, he has some useful _____ and some of his personal _____ could be valuable. His chief even considers that he has the _____ to handle more responsibility.

*initiative, potential, promotion, qualifications, qualities, structure,
unsatisfactory*

Задание 3. Match the words and make up 5-6 sentences with some of them:

<i>to evaluate</i>	<i>ответственный</i>
<i>responsible</i>	<i>оценивать</i>
<i>to accomplish</i>	<i>выполнять</i>
<i>to train</i>	<i>сравнивать</i>
<i>to determine</i>	<i>устанавливать</i>

to be available
to compare
to establish

быть в наличии
определять
обучать

Задание 4. Answer the following questions:

1. What qualities must a manager have?
2. What are the advantages of being a manager?
3. Why do managers need the interpersonal skills?
4. Which functions and skills seem to occupy the most of the manager's staff?
5. If you were offered a job with management responsibilities, would you take it?

Задание 5. Переведите предложения, обращая внимание на прилагательные:

1. The new working environment is very stressful.
2. Their new policy of energy conservation has proved very economical.
3. The company feels very confident about their move into the US. They regret that the market has turned sour — just after its earlier success.
4. With the present volatility in the markets, share prices have run wild over the last few days.
5. In the wider market, leading shares closed sharply lower.
6. The increase of real incomes in Finland has during this decade been many times higher than in the rest of the euro area.
7. The picture is, however, not all that rosy with regard to future development.

Задание 6. Приведите эквиваленты на русском языке для следующих словосочетаний:

1. low-wage countries
2. low-income developing countries
3. year-on-year GDP
4. quarter-on-quarter rate of growth
5. high-tech products
6. home-produced products
7. newly-issued shares

Задание 7. Выполните задания:

а). Переведите следующие прилагательные и объясните как они образованы: strategic, scientific, characteristic, basic, monopolistic, qualitative, quantitative, productive, excessive, favourable, regulatory, competitive.

в). Образуйте прилагательные с помощью суффикса –al (либо его вариантами): industry, agriculture, technology, commerce, structure, analysis, nation, essence, substance.

с). Переведите прилагательные и приведите как можно больше синонимов:

1. конкурентоспособный
2. научный
3. постоянный
4. временный
5. резкий
6. постепенный
7. эффективный
8. независимый
9. сложный
10. современный

Тема 14. WHAT IS ECONOMICS AND WHO CARES?

Грамматика.

Имя прилагательное (*Adjective*). Степени сравнения.

1. Односложные прилагательные. Способы образования.
2. Многосложные прилагательные. Способы образования.

Задание 1. Translate into Russian in writing.

Economics deals with fundamental, often life-or-death issues. That is why economics is important. Its challenge lies in its mysteries: We don't know when the next expansion or recession will come. We don't know if a federal tax cut will help the economy grow. We don't know which new technologies should be encouraged and which ones won't pan out. And, tragically, we don't know how to overcome poverty, hunger, crime, and other evils rooted in economic reality. But economics is the branch of the social sciences most concerned with these matters, and it is the one that's well equipped to help us deal with them.

Задание 2. Match the parts of the sentences and write them down:

Economics ...

<i>can predict</i>	<i>understand government policies, business development, and consumer behaviour.</i>
<i>provides context</i>	<i>in the areas of getting and spending money</i>
<i>deals with</i>	<i>the likely results of economic activity.</i>
<i>is concerned with human behavior</i>	<i>fundamental, often life-to-death issues.</i>
<i>is well equipped to help us</i>	<i>for making decision in your business, professional and financial life.</i>

Задание 3. Match the following words and make up 5-6 sentences with:

forecast
evidence
long range trends
to be involved
stock exchange
variable
outcome
challenge
pattern

прогноз
быть вовлеченным
переменная
свидетельство, факт
трудная задача
результат, исход
образец, принцип
долгосрочные тенденции
фондовая биржа

Задание 4. Guess the words.

1. Things that we cannot live without are called _____
2. Things which give us pleasure and joy are called _____
3. When people do not have enough of something they suffer from _____

4. Everything that is made in a society is called _____ and _____
5. _____ is the process of making things.
6. _____ is the process of dividing things among people.

Задание 5. Вставьте сравнительную и превосходную форму для следующих:

profitable *more profitable* *the most profitable*

capable

interesting

advanced

reliable

expensive

easy

good

Задание 6. Переведите предложения.

1. A most important advantage of the small firm over the large organisation is its flexibility.
2. The most common way of measuring a firm's size is to use the number of people employed.
3. The easiest form of exchange at that time was barter.
4. The outflow of foreign currency is greater than the inflow.
5. A most important cause of economic growth is the increase in technical knowledge.
6. The faster the minerals are used up, the sooner the supplies will be exhausted.
- 7 With lower demand, European companies will invest less and hire fewer workers.

Задание 7. Переведите на английский язык:

1. Это предельно короткий срок поставок.
2. Они настаивали, что их цена очень низкая.
3. Эти события на бирже были очень серьезными и привели к созданию хаоса на рынке недвижимости.
4. Многие полагают, что повышение налогов было необоснованным.
5. Все его замечания были несущественными.

Тема 15. WHAT IS A MARKET?

Грамматика.

Наречие в английском языке (*Adverb*).

1. Наречие. Общие сведения.
2. Степени сравнения наречий.

Задание 1. Translate into Russian in writing.

Markets are subdivided into two major markets: *consumer* and *industrial*. Markets are categorized by who buys the products and for what purpose the purchase is intended. *The consumer market* consists of individuals who buy products known as consumer products for their personal use. *The industrial market* consists of firms, government agencies, and other institutions that buy products to use either in operations or in making other products. These purchases, which amount to billions of dollars' worth of goods each year, directly or indirectly support the production of consumer goods and other industrial items. Examples of industrial goods are iron ore, office supplies, drill presses, packaging machinery, and most computers.

Задание 2. Translate and make up sentences with the following words:

authority

purchase

to subdivide

government agencies

industrial items

fertilizer

Задание 3. Answer the following questions:

1. What is a market? How is a market defined?
2. Who does the consumer market consist of?
3. What does the industrial market consist of?
4. How do industrial products differ from consumer products?
5. Who sets prices on goods and services?

Задание 4. Read the text on marketing. Fill each of the gaps using the words below the text:

Any company that enters a new overseas market needs to know as much about that market as it can. It looks first at the country as a whole, the location of the major urban centers and the _____ of the population that lives in them. Marketing people usually want to know not gross income, but disposable income per head. They also want the figures for several years; if they can identify _____, they can extrapolate these into the future and _____ what people will be earning and spending a year or five years from now.

forecast, proportion, trends

Задание 5. Переведите предложения, обращая внимание на наречия:

1. Many people are paid monthly by cheque or directly into the employee's bank account.
2. State education, health services, services of law, order and defense are paid for publicly, not privately.
3. The costs of goods and services supplied by the government sector are financed mainly by taxation.
4. He said he had never heard of melamine.
5. Beijing this week acknowledged that local companies had illegally shipped rice protein and wheat gluten that contained melamine.
6. Shares dropped sharply in anticipation of strong growth.

Задание 6. Образуйте наречия от следующих прилагательных:

hard
logical
careful
reasonable
perfect
terrible
incredible

Задание 7. Вставьте необходимое по смыслу слово и переведите предложения:

1. The profit forecast is (*real, really*) (*good, well*).
2. (*Poor, poorly*) sales were caused by a drop in confidence.
3. The (*present, presently*) board has (*insufficient, insufficiently*) experience.
4. The President sounded (*optimistic, optimistically*) about the prospects for growth.
5. He spoke (*enthusiastic, enthusiastically*) about the new products.
6. They sell these (*new, newly*) generation installations (*profitable, profitably*).
7. Their wages are (*normal, normally*) paid (*week, weekly*) in cash.

Тема 16. LAWS OF MARKET ECONOMY.

Грамматика.

Глагол (*Verb*). Простое прошедшее время в английском языке (PastSimpleTense).

1. Общие сведения. Образование. Примеры.
2. Правила употребления и слова-подсказки времени PastSimpleTense.

Задание 1. Translate into Russian in writing.

The market system of economic organization is also commonly described as a free enterprise or laissez-faire, or capitalist system. We shall use all these terms to stand for a market economy. Strictly speaking the pure market of laissez-faire system has never existed. Whenever there has been some form of political organization, the political authority has exercised some economic functions (e.g. controlling prices or levying taxation). It is useful, however, to consider the way in which a true market system would operate because it provides us with a simplified model, and by making modifications to the model we can approach the more realistic situations step by step.

The framework of a market contains six essential features: private property, freedom of choice and enterprise, self-interest, competition, the price system, the role for government.

Задание 2. Read the definitions and translate the words into Russian:

- | | |
|------------------|--|
| 1. Laissez-faire | a. the policy of allowing companies and the economy to operate without government control; |
| 2. aid | b. interest in yourself and how to gain advantages for yourself; |
| 3. self-interest | c. a factory where different substances are removed from oil to make it pure; |
| 4. assets | d. help; |
| 5. oil-refinery | e. smth such as money or property that a person or company owns; |
| 6. entrepreneur | f. smb who uses money to start businesses |

- | | |
|--------------------|--|
| 7. fiscal policy | and makes business deals; |
| 8. monetary policy | g. government policy which deals with money supply and interest rates.
h. government policy in the sphere of budgeting and taxes; |

Задание 3. Guess which feature of market economy each statement is about.

1. It is the dominating motive of economic activity.
2. It is the principle difference between market and command systems.
3. It is very limited.
4. It governs the process of distribution.
5. It makes prices lower.

Задание 4. Match 1-6 with a-f to make meaningful phrases:

- | | |
|------------------|---|
| 1) to have | a) to maximum profits |
| 2) to be free | b) prices close to costs |
| 3) to lead | c) the right to own, control and dispose of real assets |
| 4) to keep | d) to buy, hire, and sell |
| 5) to cause | e) to laws and government regulations |
| 6) to be subject | f) changes in market prices |

Задание 5. Напишите три формы глаголов:

to lose

to suffer

to reveal

to fall

to recover

to suggest

to be

to take

Задание 6. Переведите предложения:

1. Hu Jintao, China's president, presided over the signing of a 20 year agreement between Petro China and Royal Dutch Shell.

2. France and Germany launched a plan of their own more than two years ago.
3. Washington rejected North Korea's claim.
4. Its move reflected policymakers' optimism.
5. The impact of the US subprime mortgage crisis on the European economy proved limited.
6. The company refused to give information about a failed attempt to set up a branch.
7. At this week's conference the president called this policy a success.
8. The Portuguese president was keen to put the limits on European integration.

Задание 7. Постройте предложения по образцу с необходимыми изменениями:

Например: They resolved the dispute last week. – They didn't resolve the dispute last week.

1. They pledged to remove these barriers.
2. The company adopted this strategy at its annual meeting last year.
3. They complained about the use of its trademark name.
4. The businessmen forged some kind of secret verbal deal.
5. They were partners for a few years.
6. Their criticism was fierce.

Тема 17. THE BASIC KINDS OF ECONOMIC SYSTEMS.

Грамматика.

Глагол (*Verb*). Простое будущее время в английском языке (Future Simple Tense).

1. Общие сведения. Правила образования.
2. Употребление Future Simple Tense, примеры предложений.

Задание 1. Translate into Russian in writing.

The basic types of economic systems are traditional, command and market. Traditional system is the system in which people do things the way they have always done them. They rely on the same tools and methods used by their parents. There is little or no change in such systems because most people methods are based on habit, custom and religious belief. Individuals are not free to make decisions according to what they want to have. Traditional system is not as widely spread as it was before. Though it is still a major force in some areas on the west coast of Canada, in Latin America, Africa and Middle East. In a command system, the basic economic decision of what and how to produce and distribute is made by a central authority. The members of the society in the system obey. The central authority consists of one person or a small group who control factories, equipment and land. This system is still powerful in China and Cuba and recently our country and the countries of Eastern Europe operated under strong command system.

Задание 2. Translate the following words and make up 5-6 sentences with them:

unlimited

limited

inhabitant

habit

to evaluate

to obey

measure

tools

Задание 3. Answer some questions about economic systems:

1. *Why is there no change in traditional system?*
2. *Who makes the basic decision in command system?*
3. *How do you understand that interaction of consumers and producers makes market system work?*
4. *How do economists evaluate people's standard of living?*

Задание 4. Translate into English using the words from the text:

1. *Дефицит ресурсов заставляет людей ограничивать свои желания и потребности.*
2. *Правительство заставляет членов общества подчиняться. Оно навязывает свои решения.*
3. *Производство товаров и услуг зависит от взаимодействия потребителя и производителя.*
4. *В командной системе все изменения в экономике зависят от правительства.*
5. *Правительство занимается повышением уровня жизни населения.*
6. *Эта компания занимается проблемой распределения.*
7. *Традиционная система основана на обычаях, традициях и верованиях.*
8. *Количество ресурсов влияет на объём производства.*

Задание 5. Постройте отрицательные предложения по образцу:

Например: They will be able to come to an agreement. – They will not be able to come to an agreement, as newspapers write.

1. They will resume the talks in the very near future.
2. He will be a prominent reform minded economist.
3. The Party will accept defeat in the country's national elections.
4. China will sign its first ever long-term loan agreement next week.
5. Power production will outpace this year's figures.
6. This tendency will prevail in most countries.
7. They will form a special committee for this purpose.

Задание 6. Переведите предложения:

1. The experts believe the company will implement the reduction of energy and pollution emission.
2. The company expects global sales will rise between zero and 5 per cent this year to as much as \$43.6bn.
3. The Federal Reserve will take action before the middle of the year.

4. Brussels will call for legislation to force carmakers to improve the fuel efficiency of fleets.
5. It is highly unlikely that the government will allow the crisis at Alitalia to get out of hand.
6. It will place economic foundation for peace in the Middle East.
7. Reformists and pragmatists will encourage him to take these steps.
8. They will try to revise banking regulations.
9. It will not be easy for the president to steer the nation on a different course.

Задание 7. Дайте ответы в соответствии с образцом:

Например: When do you think they will sign the protocol? – Most probably they will sign it next week.

1. When do you think they will open their first store in the city?
2. How many companies will participate in the project?
3. What will their profit be, to their estimation?
4. What do you think about the possibility of their doing more business in Europe?
5. Are they afraid of losing their share of the market?
6. Who will participate in the talk?
7. When will the negotiations start?

Тема 18. MAJOR DIVISIONS OF ECONOMICS.

Грамматика.

Глагол (*Verb*). Настоящее продолженное время в английском языке (Present Continuous Tense).

1. Общие сведения. Правила образования.
2. Present Continuous Tense: употребление с примерами предложений.

Задание 1. Translate into Russian in writing.

Economics has deep roots in, and close ties to social philosophy. An issue of great importance to philosophers, for example, is distributional justice. Why are some people rich and others poor, and whatever the answer, is this fair? A number of nineteenth century social philosophers wrestled with these questions and out of these thoughts economics as a separate discipline was born. The easiest way to get a feel for the breadth and depth of what you will be studying is to study briefly the way economics is organized. First of all, there are two major divisions of economics: microeconomics and macroeconomics. Microeconomics deals with the functioning of individual industries and the behaviour of individual economic decision-making units, single business and households. Macroeconomics is a branch of economics that deals with large factors, such as gross national product, national income distribution, prices, savings, and national level of investment.

Задание 2. Give English equivalents to Russian phrases in brackets and fill the gaps:

1. Economics has _____ in, and close ties to _____. (глубокие корни, социальная философия)
2. Economics _____ exclusively with the problems like _____. (имеет дело, инфляция, безработица)
3. There are two major divisions of economics: _____ . (микроэкономика и макроэкономика)
4. Microeconomics deals with _____. (функционирование отдельных отраслей промышленности)
5. Macroeconomics deals with _____. (основные классы и социальные группы)
6. To get out of the crises in which our national economy is it is necessary to _____. (начать борьбу с инфляцией и безработицей)

7. Nowadays there are so many _____. (отдельные предпринимательские фирмы)

Задание 3. Complete each sentence with the correct word:

1. Economics has deep roots in, and close ties to _____.
a. history
b. social philosophy
c. biology
2. Microeconomics explores the decisions that individual businesses and _____ make.
a. producers
b. farmers
c. consumers
3. Another big question that microeconomics addresses is who gets the things that are _____.
a. sold
b. produced
c. built
4. Wealthy households get more output than do _____ households.
a. rich
b. reliable
c. poor

Задание 4. Answer the following questions:

1. Are you interested in economics? If so, why?
2. How many years have you already studied economics? Have you got a feel for the breadth and depth of what you have studied?
3. What problems does economics deal with?
4. Why do you think, some people are poor and others are rich? How can you explain this social phenomenon?
5. Which two main divisions of economics do you know?
6. What do microeconomics and macroeconomics deal with?
7. Are there really a lot of people in our country, who lead a miserable existence?
8. If you were a President what would you do to get Russia out of crisis?

Задание 5. Поставьте глаголы в скобках в Present Continuous:

1. They (*to modernise*) railways and (*to build*) new motorways.
2. The company (*to suffer*) a serious fall in the demand for their products.
3. The demand for this type of goods (*to increase*) steadily.
4. The productivity of labour (*to increase*).
5. The living standards of the population (*to improve*).
6. RTL, Europe's largest broadcaster, (*to work*) with private equity backers on a possible offer for ITV.
7. The American hotel company (*to examine*) possible locations of new luxury hotels in Boston, Chicago, Moscow, as well as in China and the Middle East.
8. The proposal (*to gain*) support in the European parliament.
9. Yet some pillars of this policy still (*to stand*).

Задание 6. Напишите ответы (используйте слова в скобках):

1. What are they planning now? (a new project)
2. With what department are you (the Research and working at the moment? Development department)
3. What are they currently installing? (a new network)
4. How many contracts are they (two, as newspapers say) negotiating at present?
5. Where are they advertising these goods? (on TV and in magazines)

Задание 7. Переведите на английский язык:

1. Какие у них сейчас планы?
2. С какими фирмами они работают?
3. Что они рекламируют в этом журнале?
4. Какие отделы они расширяют?
5. Над чем они сейчас работают?

Тема 19. SUPPLY AND DEMAND.

Грамматика.

Глагол (*Verb*). Прошедшее длительное время в английском языке (PastContinuousTense).

1. Общие сведения. Правила образования.
2. Употребление PastContinuousTense: примеры предложений.

Задание 1. Translate into Russian in writing.

Basically, the theory of supply and demand holds that when people want a good or service very much, they will be willing to pay a higher price for it; when the price rises, manufacturers will be willing to supply it in greater quantity. People will usually have to pay more for something they want that's in short supply; but if the product is widely available, the sellers will have to settle for lower prices. In other words, the quantity supplied and the quantity demanded is continuously interacting, and the balance between them at any given moment is reflected by the current price on the open market.

In broad terms, the forces of supply and demand combine with the profit motive in a free-market system to regulate what is produced and in what amounts.

Задание 2. Due to the information from the text try to give the definitions of the following concepts:

1. What is 'supply'?
1. What is "demand"?
2. What is "the law of supply"?
3. What is "the law of demand"?

Задание 3. Answer the following questions:

1. How do supply and demand interact to establish prices?
2. What does the law of supply state?
3. What does the law of demand state?
4. Does the shortage of goods or services cause prices to rise?
5. What does the term 'supply' mean?

Задание 4. Переведите предложения:

1. In truth, however, the European Union was already running out of ideas on what to do about the neighbours.

2. Inflows of capital were lagging behind.
3. The rate of employment was rising.
4. Life expectancy was going up.
5. Even before this summer there were anecdotal reports that prices were falling across many parts of this sector.
6. Agents were reporting that the transactional prices paid for 'secondary properties' – such as old shopping centres in poor locations — were 10 per cent below their peak of last autumn.
7. Three quarters of airports in China were lossmaking at that time.

Задание 5. Вставьте необходимую форму глагола (PastContinuous или PastSimple):

1. They (*to review*) safety procedures when the accident (*to happen*).
2. While the workers (*to clean*) the tanks the chemicals (*to pollute*) the river.
3. The plant (*to operate*) at full capacity when the explosion (*to happen*).
4. The company (*to turn off*) the supply because the pipe (*to leak*).
5. As the equipment (*to get old*) the manager (*to decide*) to replace it.
6. The market mistook the statement for a signal that the central bank (*to prepare*) to cut interest rates.
7. Analysts estimated that the average steel export prices (*to jump*) more than 60 per cent in the first quarter.
8. They (*to understand*) these industries (*to threaten*) to undermine the country's economic growth.
9. To cope with congestion and booming aviation they (*to start*) constructing new airports about two years ago.

Задание 6. Задайте вопросы к предложениям:

1. They were discussing the price problem at that moment.
What
2. The company was simultaneously having negotiations with their competitors.
With whom
3. The market was expanding very quickly.
Was
4. The domestic capital market was growing at a high pace.
What market
5. The economy was recovering very slowly.
Was
6. The prices were steadily increasing during this period.
Were
7. This time last year they were negotiating with Turkey.
With whom

Задание 7. Translate into English:

1. Когда интересы покупателей и продавцов находятся в равновесии, устанавливается равновесная цена.
2. Потребители – это те, кто обеспечивает спрос на товары и услуги.
3. Чем больше спрос на товар, тем выше цена.
4. Предложение – это объем или количество товара и услуг, которые производители желают и могут предложить покупателям за определенную цену.

5. На рынке всегда действует закон спроса и предложения.

Тема 20. ENTREPRENEURSHIP IN BUSINESS.

Грамматика.

Глагол (*Verb*). Будущее длительное время в английском языке (Future Continuous Tense).

1. Общие сведения. Правила образования.

2. Случаи употребления Future Continuous Tense: примеры предложений.

Задание 1. Translate into Russian in writing.

Entrepreneurs are good planners. Successful entrepreneurs can look into the future and make plans to reach their goals. Successful entrepreneurs are also flexible. Some people call this "enplaning."

Flexibility is the ability to change quickly to handle unforeseen problems.

Entrepreneurs are willing to make decisions. Owning a business can be lonely. When a person is the only owner, he or she makes all the decisions. If the business fails, that person is the one to suffer the consequences. When the business succeeds, however, so does the owner.

Entrepreneurs have self-confidence and stamina. Entrepreneurs need to believe in their ability to accomplish their goals.

Задание 2. Do you agree that:

1. – entrepreneurs are unique and relatively rare individuals?
2. – entrepreneurs are money-driven?
3. – entrepreneurs are born not made?
4. – entrepreneurs are high risk-takers?
5. – entrepreneurs are highly independent individuals?

Задание 3. Answer the questions:

1. What does entrepreneurship mean?
2. What are some of the reasons that people become entrepreneurs?
3. Why is it important for entrepreneurs to have self-confidence and stamina?
4. If you were to become an entrepreneur and open your own business, what type of business would you choose? Why?
5. What traits do you have that might help you be a successful entrepreneur?
6. What is the chief risk involved in owning your business?

Задание 4. Match English proverbs, sayings and idiomatic expressions with their Russian equivalents:

- | | |
|---|--|
| a) Business before pleasure. | 1. Человек должен распоряжаться деньгами, а не деньги человеком. |
| b) To bring one's eggs(goods, pigs)to a bad market. | 2. Деньги, потраченные на образование, окупаются. |
| c) Money spent on the brain is never spent in vain. | 3. Потерпеть неудачу, провалиться. |
| d) Money is a good servant, but a bad master. | 4. Делу время, потехе час. |

Задание 5. Поставьте глаголы в FutureContinuousTense (напишите чем эти люди будут заняты завтра с 9 до 10.30 утра):

1. We / have/ talks with our new partners.
2. They / discuss/ the terms of delivery.
3. Our expert / exam/ the new model.
4. He / talk/ about the assembly shopwith the chief engineer.
5. The Vice-president / study/ catalogues and quotations of our new suppliers.

Задание 6. Переведите на русский язык:

1. So during this time, for example at 11.30, Tom will be having the meeting.
2. Will you be using your PC this evening?
3. This time next week I'll be at the Conference. I'll probably be giving a report.
4. I'll be going to our subsidiary later. Can I take the papers?
5. Will you be passing the bank when you go out?

Задание 7. Задайте по 3-4 вопроса к следующим предложениям:

1. Don't come at nine, I will be meeting the delegation from Italy in a few minutes.
2. Don't worry! I will be doing the work myself later.

Тема 21. PRIVATE ENTERPRISE SYSTEM.

Грамматика.

Глагол (*Verb*). Способы выражения будущего времени.

- 1). Передача действия в будущем с помощью *will* и *tobegoingto*;
- 2). Различия между Present SimpleTense и Present ContinuousTense для выражения будущего действия.

Задание 1. Translate into Russian in writing.

In the private enterprise system, the person who takes the chance in starting the business by investing is guaranteed the right to all profits. This right is what attracts people to begin businesses, and it is the ultimate goal of business. Not all entrepreneurs are successful, but there is an opportunity to start a business and reap the rewards.

The Right to Compete. Under the private enterprise system people have the freedom to compete with others. Competition along with profit is the cornerstone of the private enterprise system. Competition puts one company against another in the struggle to attract and retain the consumer. Companies compete by developing better products, altering prices, developing unique advertising programs, and having the product or service where and when the consumer wants it.

The private enterprise system, as do all economic systems, requires resources for its business to produce goods and services.

Задание 2. Answer the following questions:

1. What principles or rights is private enterprise based on?
2. Who owns the resources necessary for production and businessesunder the private enterprise system?
3. What are the forms of business ownership?
4. How do you understand the right to freedom of choice in the privateenterprise system?
5. Who is guaranteed the right to all profit in the private enterprise system?
6. What is the ultimate goal of any business?
7. How do companies compete?
8. How do you understand the right to profit?

Задание 3. Give English equivalents to Russian phrases in brackets and fill the gaps:

1. The right to private property _____ land, buildings, equipment. (включать)
2. _____ also provides the right to freedom of choice. (система частного предпринимательства)
3. The resources used to _____ are the factors of production. (предоставить товары и услуги)
4. There are three basic forms of business ownership: _____. (индивидуальная собственность, товарищество, корпорация)
5. The ultimate goal of any business is _____. (прибыль)
6. _____ along with profit is the cornerstone of the private enterprise system. (конкуренция)
7. Small-business _____ must follow several steps before offering a product or service to the public. (владельцы)
8. In the private enterprise system the person who takes the chance in starting the business by investing is guaranteed the _____ to all profit. (право)

Задание 4. Choose the correct word to complete each sentence:

1. The private enterprise system provides the right to _____ of choice.
 - a. development
 - b. freedom
 - c. introduction
2. _____ attracts people to begin business, and it is ultimate goal of business.
 - a. competition
 - b. success
 - c. profit
3. _____ along with profit is the cornerstone of the private enterprise system.
 - a. wealth
 - b. competition
 - c. freedom
4. There are three basic forms of business ownership: sole proprietorship, _____, corporation.
 - a. company
 - b. franchise
 - c. partnership

Задание 5. Переведите на русский язык:

1. The negotiations are going to be very difficult.
2. They are going to analyse the results of the financial year next Monday.
3. The company is going to subcontract part of the assembly next year.
4. Laconte & Cie are going to open a plant in Rouen.
5. There is no way this situation can continue. The manager is going to insist on a different strategy.
6. There is going to be a new range of products very soon.
7. What are they going to do about the supply problem?
8. At what project are they going to work next year?

9. They are not going to interfere in these company's affairs.

Задание 6. Продолжите вопросы предложениям:

1. They are going to provide funding for this project.
Are they really
2. The company is going to make a big investment in this industry.
Who
3. They are going to set a joint venture.
When
4. The government is going to establish a new special economic zone?
Where
5. The company is going to replace the foreign investor.
With whom
6. The board is going to entrust him with the control functions.
Why
7. They are going to insist on this appointment.
What

Задание 7. Переведите на английский язык:

1. Они не будут вмешиваться в наши дела.
2. Фирма хочет открыть офис в этом городе.
3. Мы проанализируем результаты финансового года.
4. Они хотят получить заказ на это оборудование.
5. Мы собираемся увеличить поставки.
6. Кому вы хотите доверить эту работу?
7. Когда вы планируете сделать эти инвестиции?
8. Когда они собираются назначить эту встречу?

Тема 22. BANKING SERVICES.

Грамматика.

Глагол (*Verb*). Настоящее совершенное время (Present Perfect Tense).

1. Общие сведения. Правила образования.
2. Особенности употребления Present Perfect Tense.

Задание 1. Translate into Russian in writing.

Banks are in the business of managing money. Several types of banks provide different services. Saving banks are usually specialized in savings accounts. They loan money to individuals, for example to buy houses.

Commercial banks are usually large businesses that provide a wide range of services, including accepting deposits, transferring money, making loans and providing trust services. Commercial banks primarily serve business but also offer their services to individuals.

One of the primary services of a bank is accepting deposit, or sums of money placed in accounts. Another important service provided by banks is the transferring of money from one person or business to another.

Задание 2. Due to the information from the text try to give the definition of the following concepts:

1. What is "demand deposit"?

2. What is “time deposit”?
3. What is “a withdrawal”?
4. What is “interest”?

Задание 3. Give English equivalents to Russian phrases in brackets and fill the gaps:

1. When you put money into any type of bank account, you are making a _____. (вклад)
2. The process of removing money from a bank account is called a _____. (снятие денег со счета)
3. When you deposit money into a checking account, you are making a _____. (вклад до востребования)
4. The advantage of a time deposit is that you will earn _____ on it. (процент)
5. There are four main types of _____ and they are different. (заем)
6. People or businesses _____ money from a bank to buy homes, office buildings, manufacturing facilities, and other properties, which cost a lot of money. (занимать)
7. The bank uses the money of depositors to _____ to others. (давать в займы)
8. Banks sell many different services, all of which _____ managing money. (включать)

Задание 4. Answer the following questions:

1. What services do banks provide to their customers?
2. What types of banks are there in the United States of America and in Russia?
3. What is the difference between a demand deposit and a time deposit?
4. What is the difference between savings accounts and checking accounts?
5. Is it profitable to keep money in bank? Why?
6. For what purpose do people borrow money from banks?
7. What helps the bank to earn a profit?
8. What is the process of taking money out of savings account called?

Задание 5. Переведите предложения на русский язык:

1. The strategy has started to produce results.
2. These changes have affected employment in engineering and agriculture.
3. By contrast, consumption has lagged behind.
4. The participants have agreed that external imbalances often reflect international problems.
5. They have announced measures to achieve this objective.
6. There has been a significant increase in the importance of Japan as a source of imports.
7. For more than 30 years the policy towards its neighbours has been straightforward.

Задание 6. Вставьте глагол в нужной форме:

For our sector, recent times (were, have been) difficult. However, it is clear that we are not alone. The world economy (have suffered, has suffered) a downturn and all sectors of industry (have experienced, has experienced) difficulties. But this year we (already saw, have already seen) signs of improvement; I am sure you know that especially in Asia there (was, has been) increased growth and this will benefit us greatly.

Задание

7. Объясните использование того или иного времени в следующих предложениях:

1. They have recruited six new workers this year.
2. They recruited six new workers at the beginning of May.
3. She has worked as Purchase Manager but now she wants to retire.
4. She worked as Purchase Manager a few years ago.

5. The company has operated from this site for five years but now wants to change the location.
6. The company operated from this site last year.
7. ABN has already launched an offensive to convince shareholders that it was right.
8. They launched this campaign a few weeks ago.

Тема 23. WORLDBANK.

Грамматика:

1. Особенности употребления и основные функции глагола в английском языке.
2. Повторение пройденного грамматического материала.

Задание 1. Translate into Russian.

The official title of the institution is the International Bank for Reconstruction and Development (IBRD). The Bank has also paid increasing attention to the evaluation of previous lending. Recently, moreover, it has acceded to the requests of the American secretary of the treasury to help to ease the huge, outstanding, largely commercial-bank debt. The day-to-day affairs of the Bank are determined, however, by executive directors who live permanently in Washington, D.C. They hire a president, who, in turn, hires a staff. By tradition, rather than law, the president of the Bank is an American, usually a banker, proposed by the President of the United States.

Because of the size of their subscriptions, five nations – the United States, Japan, Germany, the United Kingdom, and France – are entitled to appoint executive directors; the remaining seventeen directors are elected by some combination of the votes of the other nations. There are 170 member nations.

Задание 2. Answer the following questions:

1. What is World Bank?
2. What is the procedure of getting a loan from the World Bank?
3. What are the latest trends in the policy of the World Bank?
4. How is the voting power determined?
5. What are the largest subscribers of the World Bank?

Задание 3. Translate into Russian:

1. The official title of the institution is the International Bank for Reconstruction and Development (IBRD).
2. A country must be judged creditworthy.
3. They hire a president, who, in turn, hires a staff.
4. The IDA has the same officers and staff as the World Bank.
5. Today, the World Bank Group is a far cry from what it was when the World Bank began in 1946 under President Eugene Meyer—with three floors of rented office space at 1818 H Street NW and a few dozen employees.

Задание 4. Define the following:

- a) intergovernmental organization
- b) borrowing country
- c) prospects for repayment
- d) member's subscription
- e) day-to-day affairs
- f) concessionary assistance
- g) ThirdWorld

Задание 5. Вставьте *тапу* или *итич* и переведите предложения:

1. We have not got _____ faith in this innovation at the moment.
2. _____ of the older products have been withdrawn.
3. They are very helpful. Nothing is too _____ trouble for them.
4. It's never a good idea to make too _____ changes at one time. It's better to take things step by step.
5. There aren't as _____ opportunities in the former Eastern European countries as _____ business people seem to think.
6. There have been so... developments since our last meeting that I'd better begin by summarizing the present position.
7. Too _____ time is wasted on planning projects which never actually realize.
8. Not too _____ customers know this, so keep it to yourself, but she has already handed in her resignation.

Задание 6. Вставьте глаголы Present Perfect:

1. They recently (manage) to settle a serious financial problem.
2. All right, we (agree) on the method of payment, but what about a small discount?
3. This week our R and D department (set up) a research team to test the new hand cream.
4. _____ you (find out) any information about our target customer?
5. Since the day I joined this consulting firm I (gain) a lot of useful experience.
6. They already (accept) our proposal but they (not send) us a draft contract yet.
7. This year our total sales (rise) by 10%.
8. Mr. Tanaki and Mr. Furt just (exchange) business cards, they are very pleased with the conference.

Задание 7. Вставьте глаголы Past Continuous или Past Simple:

1. While she (work) in London she (start) to direct the European sales network.
2. We (see) the Ford assembly plant when we (be) in the USA.
3. The company first (sell) machinery to Latin America but later on they (begin) to trade on a global scale.
4. There (be) a huge range of products on display at the trade fair in Paris.
5. A few years ago we (build) a manufacturing plant in Indonesia.
6. The corporation (launch) its overseas operations to increase profits and gain new markets.
7. I (leave) my credit card at home, so I (pay) cash.
8. Mr. Harper started working in this company in 2013. At that time he (work) as a middle manager; now he is Vice President.

Тема 24. ESSENTIALS OF MARKETING.

Грамматика:

Прошедшее совершенное время в английском языке (Past Perfect Tense).

1. **Правила и примеры образования предложений в данном времени.**
2. **Особенности употребления и основные функции прошедшего совершенного времени в английском языке.**

Задание 1. Прочитайте и письменно переведите на русский язык:

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. In simple terms, it means the movement of goods and services from manufacture to customer in order to satisfy the customer and to achieve the company's objectives.

What is the 'the marketing mix'? The marketing mix is made up of four components, sometimes called the four Ps. These are: product, price, placement and promotion.

The marketing strategies of determining product, price, placement and promotion are not planned in isolation. Marketing analysts often look at a combination of these four factors (the marketing mix).

Задание 2. Answer the following questions:

1. What is "a product"?
2. What is "a promotion"?
3. What is the definition of "a marketing mix"?
4. Can you define the term "marketing"?
5. What is meant by "SWOT"?
6. Why are firms becoming more customer-oriented and less product-oriented?

Задание 3. Translate into English:

1. consumer's preference
2. the length of the payment period
3. the four Ps
4. opportunities and threats of the market
5. lack of competition
6. company's strengths and weaknesses

Задание 4. Make up sentences with the following words:

1. bargain
2. to charge a price
3. distribution channel
4. launch
5. pricing policy
6. point of sale

Грамматика.

Задание 5. Задайте все типы вопросов к следующему предложению:

She confirmed they had finished the meeting.

Задание 6. Переведите на английский язык:

1. Он сказал, что мы встречались несколько лет назад.
2. К 1950 году он уже закончил университет.
3. Мы закончили работу к твоему приходу.
4. Она сказала, что видела его накануне.

5. Он подтвердил, что он завершил подготовку к новому проекту.

Задание 7. Соотнесите следующие предложения на английском языке с их переводом на русском языке:

1. The director of finance inquired if the agreement had been signed .	a. Он подтвердил, что они завершили процесс покупки компании.
2. He confirmed they had completed the acquisition of the company.	b. Запишите то, что мы только что суждали.
3. She said she had seen him the previous day.	c. Он поднялся со стула, на котором дел (непосредственно перед тем, как встал).
4. He rose from the chair on which she had been sitting .	d. Финансовый директор спросил, подписано ли уже соглашение.
5. Put down what we have just been discussing .	e. Она сказала, что видела его накануне.

Тема 25. MAJOR MARKETING FUNCTIONS.

Грамматика:

Будущее совершенное время в английском языке(Future Perfect Tense).

1. Правила и примеры образования предложений в данном времени.
2. Особенности употребления и основные функции будущего совершенного времени в английском языке.

Задание 1. Прочитайте и письменно переведите на русский язык:

The marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors. This concept is a relatively recent business philosophy. The marketing concept has been started in colorful ways, such as “Find a need and fill it”; and “We’re not satisfied until you are”. What are major marketing functions according to this business philosophy?

Exchange Functions: All companies such as manufacturers, wholesalers, and retailers buy and sell to market their merchandise.

1. Buying includes such functions as obtaining raw materials to make products, knowing how much merchandise to keep on hand, and selecting suppliers.
2. Selling creates possession utility by transferring the title of a product from a seller to a customer.

Задание 2. Answer the following questions:

1. Can you name the two main exchange functions?
2. What does buying include?
3. Name the two main distribution functions.

4. Why is storing goods necessary?
5. What is the role of financing in marketing?
6. Why is risk taking a constant reality of marketing?

Задание 3. Translate into English:

1. merchandise
2. flow of goods
3. mode of transport
4. delivery schedule
5. product-liability
6. gathering

Задание 4. Make up sentences with the following words and word combinations:

1. function
2. raw materials
3. to involve
4. to provide
5. to borrow
6. risk taking

Грамматика.

Задание 5. Задайте все типы вопросов к следующему предложению:

You **will have spent** much effort before you can finish your project.

Задание 6. Переведите на английский язык:

1. Pete will have completed his work by 4 o'clock tomorrow.
2. She will have changed her mind by the end of the evening.
3. We will have seen all the places of interest by the end of our holiday.
4. The guests will have left before his boss come.
5. They will have bought the new equipment by autumn.

Задание 7. Дополните предложения, используя глаголы в Future Perfect, например: *By the end of month I will have finished writing a report.*

1. By three o'clock tomorrow _____.
2. By the time he rings me up _____.
3. By the time the programme starts _____.
4. When she arrives back home _____.
5. By the end of this year _____.

Тема 26 MANAGEMENT.

Грамматика:

Настоящее совершенное длительное время (Present Perfect Continuous Tense).

1. Правила и примеры образования предложений в данном времени.

2. Особенности употребления и основные функции настоящего совершенного длительного времени в английском языке.

Задание 1. Прочитайте и письменно переведите на русский язык:

Management is the process of achieving organizational goals through engaging in the four major functions of planning, organizing, leading, and controlling. This definition recognizes that management is an ongoing activity, which entails reaching important goals, and involves knowing how to perform the four major functions of management.

The four major functions of management form the basis for the managerial process. A manager's working knowledge and key management skills also are important factors that contribute to high performance (achieving goals).

To understand how management can influence in an organization, we need to define the organization. It is useful to keep in mind that the management process applies not only to profit-making organizations but also to not-for-profit organizations. A not-for-profit organization (sometimes called a nonprofit organization) is an organization whose main purposes center on issues other than making profits.

Задание 2. Answer the following questions:

1. What role does management play in any business?
2. What does planning involve?
3. What is organizing and controlling?
4. What does the day-to-day direction and supervision mean?
5. What is motivating function for?
6. Is decision-making important? Why?

Задание 3. Translate into English:

1. to require ongoing communication with
2. problem-solving
3. interpersonal
4. to evaluate alternative plan
5. to establish at higher organizational levels
6. supervision of employees

Задание 4. Make up sentences with the following words:

1. to have charge of
2. to make sure
3. judgment
4. hunch
5. to make decisions
6. to motivate

Грамматика.

Задание 5. Задайте все типы вопросов к следующему предложению:

We **have been preparing** for our exam since morning.

Задание 6. Переведите на английский язык:

1. Mike has been writing his translation for an hour.
2. My sister has been learning Italian since she was ten.
3. I've been looking for this document for two hours.
4. They have been discussing this problem since 2 o'clock.
5. We have been talking for an hour.

Задание 7. Задайте вопросы:

1. They have been arguing for two hours.
2. He's been preparing for the meeting all day long.
3. Sam has been working on the project for several years.
4. Our manager has been taking the delegation since morning.
5. The scientists have been working on this problem since the beginning of time.

Тема 27. THE CONCEPT OF MANAGEMENT AND THE MISSION OF A MANAGER.

Грамматика:

Отличия времён Present Perfect Continuous Tense и Present Perfect Tense.

1. Правила и примеры образования предложений в данных временах.

2. Особенности употребления и могут ли Present Perfect Continuous и Present Perfect заменять друг друга?

Задание 1. Прочитайте и письменно переведите на русский язык:

Today people are considered the most important resource in companies. If they perform effectively, companies will succeed. When companies are successful, there is better utilization of resources, less stress among employees, less chaos in society, and a better quality of life for all. So, management can be defined as *working with and through other people to accomplish the objectives of both the organization and its members*.

As we can see, the definition of management places greater emphasis on the human being in the company rather than the company itself; focuses attention on the objectives and results of the activities, rather than just the activities; points out that the accomplishment of the members' personal objectives should be integrated with the accomplishment of the organizational objectives. We can make a conclusion that management is both a science and an art.

Задание 2. Answer the following questions:

1. What is management?
2. What is the mission of a manager?
3. Is management a very exciting and rewarding career?
4. What does it offer?
5. What does management include?
6. Can we make a conclusion that management is both a science and an art?

Задание 3. Translate into English:

1. run a business
2. vocational field

3. personal objectives
4. organizational objectives
5. manager
6. functions of planning

Задание 4. Make up sentences with the following words:

1. business
2. to plan
3. company
4. manager
5. to lead
6. career

Грамматика.

Задание 5. Задайте все типы вопросов к следующему предложению:

I feel tired as I **have been working** on the report for several hours.

Задание 6. Поставьте глаголы в скобках в Present Perfect Continuous или Present Perfect:

1. Sorry I'm late. That's all right. I (no to wait) long.
2. Look at my hands. They are dirty. I (to work) in the garden.
3. Our manager (to chose) applicants for two hours. He (to chose) only two persons.
4. This young man (to write) books since he was 20. He (to write) 10 books so far.
5. Ann (to travel) in Europe for three months. She (to see) three countries so far.

Задание 7. Задайте вопросы:

1. We have been talking for an hour.
2. His secretary has been learning German since last year.
3. I've been looking for this document for two hours.
4. Mike has been writing his translation for an hour.
5. They have been discussing this problem since 2 o'clock.

Тема 28. THE FOUR FUNCTIONS OF MANAGEMENT.

Грамматика:

Прошедшее совершенное длительное время Past Perfect Continuous Tense.

1. Правила и примеры образования предложений в данном времени.
2. Особенности употребления и основные функции прошедшего совершенного длительного времени в английском языке.

Задание 1. Прочитайте и письменно переведите на русский язык:

Taking corrective action when goals are not met is another management task. Controlling also involves monitoring customer satisfaction. Your marketing manager can measure the success of your comic book by studying sales figures and reviews. You might find out your comic book sold well in certain parts of the country but sold poorly in others. If your comic book is more popular with adults than children, you might want to develop a new marketing plan.

A challenge for many managers, especially in small businesses, is dealing with multiple objectives, each at a different functional level. For example, suppose your company's manager

discusses plans to produce a new comic book with the marketing and production teams. The manager directs the marketing team to research the national and global markets for comic books. The manager also tells the production team to prepare to produce the new product.

Задание 2. Put in the prepositions and translate into Russian:

1. Most managers carry ____ four different functions ____ management: planning, organizing and staffing, leading, and controlling.
2. Some managers may primarily focus ____ one or two ____ them.
3. Planning involves figuring ____ the resources.
4. Managers are responsible ____ making sure employees have all the tools they need ____ do their jobs well.
5. Managers also have ____ delegate ____ work.
6. Management can be defined as working ____ and through other people to accomplish the objectives ____ both the organization and its members.

Задание 3. Translate into English:

1. осуществлять кадровое обеспечение
2. достигать требуемых показателей
3. определять (вычислять) количество необходимых ресурсов
4. принимать на работу и обучать работников
5. финансовые и производственные показатели
6. делегировать (передавать).

Задание 4. Make up sentences with the following words:

1. a challenge
2. to deal with multiple objectives
3. a customer satisfaction
4. small businesses
5. to suppose
6. to develop a marketing plan

Грамматика.

Задание 5. Задайте все типы вопросов к следующему предложению:

He **has been living** in London for five years.

Задание 6. Поставьте глаголы в скобках в Past Perfect Continuous Tense:

1. They said they (to translate) the contract for three hours yesterday.
2. He was working, when I came in, and he obviously (to work) for a long time, because he was very tired.
3. Yesterday he found the paper which he (to look for) for several days.
4. She said that she (to travel) for two months last year.
5. When we saw him, he was working in the garden, and he obviously (to work) for a long time as he (to work) a lot.

Задание 7. Заполните таблицу.

Verb	Noun
to cooperate	cooperation
to focus	focus

	training
to arrange	
to resolve	
	creature
	initiative
to delegate	
	inspiration
to monitor	
to accomplish	

Тема 29. EDUCATIONAL REQUIREMENTS FOR MANAGERS.

Грамматика: Конструкции *should have* и *should have done*.

1. Особенности употребления конструкции *should have* в английском языке.
2. Особенности употребления конструкции *should have done* в английском языке.

Задание 1. Прочитайте и письменно переведите на русский язык:

For students interested in getting into management trainee programs in major corporations a Master's degree in Business Administration (MBA) is a common requirement. An MBA gives the best opportunity for these top programs.

Apart from major corporations (or majors), many other organizations have management trainee programs that college graduates can enter. Such programs are advertised at college fairs or through college job placement services. These programs include classroom instruction and might last one week or as long as one year. Training for a department store manager, for example, might include working as a salesperson in several departments, in order to learn about the store's business, before being promoted to assistant manager.

Задание 2. Answer the following questions:

1. What are the educational requirements for a career in management?
2. Does an MBA give the best opportunity for management trainee programs?
3. Where are such programs advertised at?
4. What do such programs include?
5. How long do they last?
6. It is well-known that experience may be the only requirement needed to obtain a position of a manager in small organizations, isn't it?

Задание 3. Translate into English:

1. to set standards for work
2. to obtain resources
3. to guide people
4. to resolve conflicts,
5. to make long-term plans
6. to monitor customer satisfaction

Задание 4. Make up sentences with the following verbs:

1. to influence employees
2. to evaluate performance
3. to coordinate resources
4. to set objectives
5. to solve problems
6. to cut the staffing

Грамматика.

Задание 5. Задайте все типы вопросов к следующему предложению:

Mark **should have sent** his coworkers a reminder by email.

Задание 6. Переведите на русский язык:

1. I should have let Jessica know what had happened but I forgot.
2. Kathy shouldn't have left work yet. I'll call her office.
3. Marion should have got the letter today. I expect she'll call us about it later.
4. The price on the packet is wrong. It should be 20 dollars.
5. He shouldn't have sent that report to the boss. So there is still time to make some changes.

Задание 7. Переведите на английский язык:

1. Мне не стоило покупать ее.
2. Нам не стоило есть в фаст-фуде.
3. Он не должен был оставлять ключи в доме.
4. Я не должен был забыть отправить письма.
5. Им следовало взять с собой деньги.

Тема 30. CREATING EFFECTIVE JOB DESCRIPTIONS.

Грамматика: Инфинитив в английском языке – Infinitive.

1. Употребление, функции, формы инфинитива в английском языке.
2. Функции инфинитива глагола в английском языке: примеры предложений.

Задание 1. Прочитайте и письменно переведите на русский язык:

Review the job description periodically to make sure it accurately reflects what the employee is doing and your expectations of results from the employee. Use the job description as a basis for the employee development plan. An effective job description establishes a base so that an employee can clearly understand what they need to develop personally, and contribute within your organization. Develop job descriptions to provide employees with a compass and clear direction.

When writing the job description don't confuse tasks with requirements and qualifications. A task is what the person or people you hire actually do: take orders over the phone, deliver pizzas, keep your computer network up and running and so on. Qualifications are the skills, attributes or credentials a person needs to perform each task, such as possess a driver's license, have an upbeat personality, be familiar with computer networking, and so on.

Задание 2. Answer the following questions:

1. How do you explain the saying "The job description is the bread and butter tool of hiring"?
2. What are the benefits of correctly written job description?
3. Who can participate in development of job description?
4. What can help to perform the job analysis?
5. What are the components of job description?
6. What is the difference between tasks and requirements?

Задание 3. Translate into English:

1. описание должностных обязанностей
2. необходимый инструмент
3. понести расходы
4. выполнять задание некомпетентно
5. сфера ответственности
6. устранять недоработки

Задание 4. Make up sentences with the following words:

1. clear direction
2. employee development plan
3. requirements and qualifications
4. evaluation process
5. personnel action reports

Грамматика.

Задание 5. Задайте вопросы к следующим предложениям:

1. It is very expensive to make this flat over.
2. I need some time to look these compositions over.
3. He must be still reading this contract.
4. He must reread this agreement once again.
5. I am sorry to have told him this secret.

Задание 6. Какую роль выполняет инфинитив в следующих предложениях:

1. To work late at night was very dangerous. – Работать поздно вечером было очень опасно.

2. She was glad to have moved to another city. – Она была рада, что переехала в другой город.

3. Who will be the first to start working here? — Кто первым начнет здесь работать?

4. You are too young to work here. – Ты еще слишком молода, чтобы здесь работать.

Задание 7. Переведите на английский язык:

1. Купить новое оборудование и запустить рекламу на телевидении за один месяц – это очень дорого.

2. Клиенты должны быть осведомлены о нашей экологической позиции.

3. Они сократили пятьдесят сотрудников, чтобы сэкономить.

4. Вам следует заставить этого сотрудника извиниться перед покупателем.

5. Мы заключили это соглашение, чтобы укрепить деловые и культурные связи между нашими странами.

Тема 31. WRITING A GOOD JOB AD.

Грамматика:

Активный и пассивный залог в английском языке:

1. Употребление Active voice и Passive voice.

2. Способы перевода предложений в пассивном залоге.

Задание 1. Прочитайте и письменно переведите на русский язык:

Job information

You need to tell the potential applicant exactly what the job is. Make sure you detail exactly the level of responsibility and the main duties, but sell the challenges and what the job may lead to in the future. If the job has become vacant because the previous incumbent has been promoted, then slip that in.

Again, look at this example:

Sales manager needed. Will manage sales team of three, covering conference and hotel side of the business.

Yawn. Now compare it with this:

Sales manager needed. Heading up a team of dedicated sales staff, you will be responsible for a budget of \$1m a year covering

our award-winning conference hotel. We plan to double the size of our facilities in the next two years and need you to help us grow the team to 12. Our last sales manager has been transferred to the head office to cover the whole country. Can you step into his shoes?

Qualifications and hiring criteria

You need to tell the reader all the skills, qualifications and attributes you think anyone filling your vacancy will need. It will filter out a lot of people who aren't what you want.

You still need to apply the hard sell, but many companies put lots of buzzwords in this part that sound good but are of little practical use.

Задание 2. Answer the following questions:

1. What two considerations should you keep in mind when writing the job ad?
2. How does the job description help you to write the job ad?
3. What are the usual elements of the job's ad?
4. Why is it important to tell the applicant all the skills, qualifications and attributes necessary for the job?
5. How can the issue of salary be approached in the job ad?
6. What kind of extra information can you ask for in the job ad?

Задание 3. Translate into English:

1. объявление о вакансии
2. препятствовать подаче заявления о приеме на работу
3. обязанности общего характера
4. разрекламировать сложные, перспективные задачи
5. навыки, квалификация и качественные характеристики
6. слова, не несущие смысловой нагрузки

Задание 4. Make up sentences with the following words:

1. hard facts
2. bemused
3. track record
4. attribute
5. challenges
6. hard sell

Грамматика.

Задание 5. Задайте все типы вопросов к следующему предложению:

The delegates **will be met** at the station.

Задание 6. Используйте пассивный залог в следующих предложениях, например: *Workers build roads. – Roads are built by workers.*

1. The local council builds a lot of new buildings.
2. The mayor's office will open a new civic centre next month.
3. Landscape designers will create new parks.
4. Construction companies will open new hotels next year.
5. Designers will modernize old plants and factories.

Задание 7. Переведите на русский язык:

1. We are interested in buying these goods.
2. Everybody went on working.
3. On coming to the office he got down to work.
4. We regretted having done it.
5. The contract was signed by the president of the company.

Тема 32. A JOB INTERVIEW.

Грамматика:

Причастие в английском языке – Participle I.

- 1. Образование причастия настоящего времени.**
- 2. Функции причастия настоящего времени.**

Задание 1. Прочитайте и письменно переведите на русский язык:

During the interview, it is appropriate to smile and to conduct yourself in a confident and positive manner. Never chew gum or smoke during the interview.

The applicant is prepared to answer questions about education and previous jobs. The interviewers ask questions about the applicant's personal background, family and hobbies. It is expected that applicants talk profoundly, confidently, and truthfully about their work experience, skills, goals, and abilities. Analyze your strengths and weaknesses, personal aspirations and values. Remember: employers are less interested in the status and title of your previous job and more in what you have done and can do.

Job applicants who can show they are capable, well-prepared, punctual, polite, and honest have a better chance of getting the job they're looking for.

Задание 2. Answer the following questions:

1. Is the employment interview the most important part of your job hunt?
2. What must an applicant demonstrate in the interview?
3. How do the job hunters prepare for the interview?
4. What may be a deciding factor of whom to hire?
5. What should an applicant do (or don't) during the interview?
6. What is needed to be shown during the interview in order to get the job you're really looking for?

Задание 3. Translate into English:

1. обращаться за работой
2. резюме
3. вакансия
4. претендент (кандидат)
5. производить впечатление
6. судить по внешности

Задание 4. Make up sentences with the following words:

1. advertise
2. title of your previous job
3. background
4. applicant
5. personal aspirations
6. appropriate

Грамматика.

Задание 5. Переведите на русский язык:

1. Having set the discount rate, the Central Bank controls the money market.

2. Frankly speaking I find your report very boring.
3. The houses being built in our district are said to be comfortable.
4. Seeing him on the other side of the office, I called him.
5. Having finished the work, she called the customer.

Задание 6. Образуйте от данных глаголов причастия настоящего времени и составьте с ними предложения:

1. to excite
2. to promise
3. to advance
4. to understand
5. to translate

Задание 7. Переведите на английский язык:

1. Покупатели, стоявшие в конце очереди, очень шумели.
2. Это – улица, ведущая к заводу.
3. В кресле сидел молодой человек, ожидающий собеседования.
4. Хорошо зная английский язык, он перевёл условия контракта без словаря.
5. Товары, экспортируемые этой компанией, не соответствуют нашим требованиям.

Тема 33. PREPARATIONS BEFORE THE INTERVIEW.

Грамматика: Причастие в английском языке – Participle II.

1. Образование причастия прошедшего времени.

2. Функции причастия прошедшего времени.

Задание 1. Прочитайте и письменно переведите на русский язык:

Prepare a script. Don't underestimate the value of preparing several questions beforehand. Your human resources department may even have a set of prepared questions to use as a guide. Too often, busy managers (is there any other kind?) forget until it's too late what they wanted to ask. Ask open-ended questions as well as ones that might elicit a more detailed response. For example, you may say, "Tell me what led you to apply for this position." Later, you could ask, "We're very deadline oriented here; could you tell me about experiences during which a deadline might have been difficult to meet?" And then listen carefully to the responses. Try to ask a good mix of questions — those that give insight into behavior, elicit opinion, demonstrate experience, and reveal background. When the interview is over you should have a fairly good sense of the person's likes and dislikes, along with their strengths and weaknesses.

Задание 2. Answer the following questions:

1. What skills do you need to conduct a successful interview?
 1. Why is it important to review a candidate's paperwork beforehand?
 2. Why is it important to prepare questions beforehand?
 3. What should you know about the applicant after the interview is over?

4. Why is it important to know a skill set required for the position?
5. When does it not make sense to stick to the schedule of the interview?

Задание 3. Translate into English:

1. слишком хорошо, чтобы быть правдой
2. испытывать недостаток необходимых навыков
3. задавать целенаправленные вопросы
4. придерживаться чего-либо
5. прервать, “свернуть” собеседование (зд.)
6. сильные стороны и способности

Задание 4. Make up sentences with the following words:

1. right fit
2. to redirect a conversation
3. screening process
4. to elicit a response
5. deadline oriented
6. to meet a deadline

Грамматика.

Задание 5. Переведите на русский язык:

1. The goods produced by the company are in great demand.
2. Customers can get information of all the produced goods in the catalogue.
3. The firm which produced the equipment stopped producing it two months ago.
4. The firm which produced the equipment made a good profit.
5. The 19th century economists thought capital only to comprise wealth produced by industry in the past. Wealth, such as land and ore, not having been produced, was not included in capital.

Задание 6. Переведите на английский язык:

1. Проводя денежно-кредитную политику, центральный банк может влиять на денежную массу в стране.
2. Достигнув значительного экономического роста в последнее десятилетие, правительство увеличило богатство общества в целом.
3. При фантастическом богатстве природными ресурсами страна стала одной из бедных стран сегодня.
4. Валовой внутренний продукт в Китае увеличился вдвое, достигнув нескольких миллиардов долларов.

Задание 7. Выберите необходимую форму причастия:

1. I borrowed some money from my friend _____(promising/promised) to return it as soon as possible.
2. We're competing quite successfully with other firms _____(established/establishing) in the market.
3. I think that customers are always looking for new products _____(based/basing) on new technology.
4. I'm sure we have the capacity to produce the _____(needing/needed) product.
5. The attention _____(paid/paying) to every employee in our company is very important.

Тема 34. CONDUCTING JOB INTERVIEW.

Грамматика:

Типы вопросов.

1. Вопросы к подлежащему и к объекту (SUBJECT & OBJECT QUESTIONS).
2. Особенности употребления предлогов в вопросах.
3. Вопросы-отрицания (NEGATIVE QUESTIONS).

Задание 1. Прочитайте и письменно переведите на русский язык:

Remember an interview is a two-way process. The company finds out as much as possible about you, and you find out as much as possible about the company.

So, that's what you need to do before the interview. Now, the interview itself. There are some more guidelines to remember here. Guideline number four, dress smartly. A suit or something formal is best. Five, arrive in good time. Arriving late for the interview is the worst thing you can do. Rule number six, create a good first impression. Remember, first impressions are very important. Start the interview with a smile, a firm handshake, and a friendly manner.

Guideline number seven? Try to stay positive and relaxed during the interview. I know that's difficult. People don't usually feel relaxed during an interview, but remember, your body language gives the interviewer a lot of information about you. You want that information to be positive, not negative. Number eight – don't give only "Yes" or "No" answers. Talk freely about yourself, give reasons for your opinions, and explain why you're interested in the job. Nine – ask questions. Remember the checklist of questions you prepared before the interview. Show you're interested! Finally, guideline number ten: learn from the interview. Analyze your performance afterwards and think how you can improve the next time!

Задание 2. Answer the following questions:

- 1) Is the employment interview the most important part of your job hunt?
- 2) What must an applicant demonstrate in the interview?
- 3) How do the job hunters prepare for the interview?
- 4) What may be a deciding factor of whom to hire?
- 5) What should an applicant do (or don't) during the interview?
- 6) What questions and information is the interviewer interested in?

Задание 3. Fill in the application form (the **Job seeker's portfolio** includes: a resume, an application letter, an application form and letters of recommendation, revised and neatly printed):

Model: Sample of application form (пример анкеты)

Personal

NAME *Victor Klimov*

ADDRESS *10 Zolia St., Ap.7*

Phone (044) 513-26-17 (home)

DO YOU HAVE A VALID DRIVER'S LICENCE Yes No

MARITAL STATUS *married* # OF DEPENDENTS *1 daughter*

EDUCATION *higher*

Name of school

Year graduated

Course Taken or Degree

Moscow University

2005

M. Sc. in Economics

LANGUAGES

Russian

Excellent

Good

Fair

English

Excellent

Good

Fair

EXPERIENCE (Give present or last position first)

COMPANY *Alpha*

ADDRESS

17 Proreznaya St.

TYPE OF BUSINESS INDUSTRY EMPLOYED (Month & Year)
Information Technologies From *March 2005* To *July 2007*
 POSITION (S) HELD SUPERVISOR'S NAME
Manager *Alexander Popov*
 DESCRIBE YOUR DUTIES
Negotiations, purchase of equipment
 WHY DID YOU LEAVE
The company has moved to Sevastopol
 COMPANY ADDRESS
 TYPE OF BUSINESS INDUSTRY EMPLOYED (Month & Year)
 From To
 POSITION (S) HELD SUPERVISOR'S NAME
 DESCRIBE YOUR DUTIES
 WHY DID YOU LEAVE
 PERSONAL REFERENCES
 Name *A. Popov* Address *5 Tolstoy St.* Phone(home) *245-4757*

Задание 4. Study and make up your own resume.

Sample of resume (резюме):

John H. Mill
 38 Park Avenue, Ap. 50
 New York, N.Y. 11298
 Tel. (312) 493-8335

OBJECTIVE A position as a bookkeeper.
 SUMMARY 12 years of experience in every routine work this field.
 Perfect knowledge of computers and statistics.
 QUALIFICATINS Make up all kinds of financial reports, balances and production plan-
 ning.
 EXPERIENCE
 1990 – 1995 FRISCO DOCKS, Inc.
 San Francisco, California.
 Deputy Chief of Planning, Commerce Dpt.
 In charge of account books, statements, new ideas in planning.
 1980 – 1990 SAKHA Co, Ltd.
 New York.
 Accountant. Prepared accounts and balance sheets of every kind.
 EDUCATION LONDON SCHOOL OF ECONOMICS
 London, Great Britain, Bachelor (Ec.).
 PERSONAL Arrived in the United States, January, 1980.
 British subject. Married, one child.
 REFERENCES Available upon request.

Грамматика.

Задание 5. Вставьте необходимый предлог в следующих предложениях(вопросах):

Where does he come _____? (from/about)
Who will you write _____? (in /to)
What did you read _____? (about/on)

Who did you play _____?(with/ about)
Who did you buy this _____? (on/ for)

Задание 6. Преобразуйте следующие вопросы в вопросы-отрицание, например:

Do you **not** know Helen? – **Don't** you know Helen?

1. Do you think people are motivated to work harder when they will increase personal profit or when they are working together toward a common goal?
2. Do you have a college degree or vocational training for the job you hold now?
3. Did you have to work to earn money as a child, teenager or a student?
4. Do you provide consulting services?
5. Can you tell me what your long-range goals are?

Задание 7. Ответьте на вопросы:

1. Where did you learn about this vacancy?
2. We have a lot of applicants for this job, why should we hire you?
3. How long do you plan to stay in this job if we hire you?
4. What qualities should a real boss possess?
5. What has been your most valuable experience?

Тема 35. ПОВТОРЕНИЕ ПРОЙДЕННОГО МАТЕРИАЛА.

Задание 1. Прочитайте и переведите на русский язык:

Job interview

Interviewer: Hello, Miss Jones. Thank you for coming. Please, sit down.

Applicant: Thank you.

Interviewer: Firstly, Where did you see the advert for this post?

Applicant: I saw it in last Friday's *Evening Post*.

Interviewer: Mmmm. Now, have brought your CV with you?

Applicant: Yes, here you are.

Interviewer: Thank you. Could you tell me a bit about your qualifications?

Applicant: Of course. I left school with 2 "A" levels in English and French. Then I did a diploma at Crewe College.

Interviewer: What sort of diploma is that?

Applicant: It is a secretarial and business diploma.

Interviewer: Fine. Could you tell me about any relevant experience you have?

Applicant: Yes. I worked at Francobank for 2 years, as a personal secretary to the director.

Interviewer: Would you mind telling me why you left?

Applicant: Well, the salary was fairly good, but there were no promotion prospects, so I decided to resign and look for something more challenging.

Interviewer: I see. Now, if you were be offered a post would you be able to start straight away?

Applicant: Yes, of course.

Interviewer: Excellent. Now, is there anything you would like to know about us?

Applicant: Yes. I have a few questions. Could you please tell me what the working hours will be?

Interviewer: Of course. The normal office hours are 9 a.m. to 5 p.m., with an hour for lunch. But we are quite flexible about this.

Applicant: That sounds fine. Could you tell me what salary I could expect?

Interviewer: Well, the starting salary is \$800 a month before tax. After 6 months, the salary increases by 20%.

Applicant: Oh, that sounds good.

Interviewer: Well, do you have any more questions you'd like to ask?

Applicant: No, I don't think so. When could I expect to hear from you?

Interviewer: We have a few more people to see, but we hope to reach a decision by Friday. We'll be in touch by the end of the week.

Applicant: Thank you for your time. Goodbye.

Interviewer: Goodbye. And thank you.

Задание 2. Answer the following questions:

1. What is your present employment?
2. What are your long-range goals?
3. What are your strengths and weaknesses?
4. What do you find a fair salary?
5. What do you do for a living? How do you earn for a living?
6. Which is more important to you: status or money?

Задание 3. Translate into English:

1. Выбор профессии – есть серьезный шаг в жизни каждого молодого человека.
2. Мой друг хочет устроиться на более высокооплачиваемую работу.
3. Вы случайно не знаете когда он работает(часы работы)?
4. Знание хотя бы одного иностранного языка – серьезное преимущество среди других претендентов в поиске работы.
5. Вам стоит научиться ставить четкие цели и добиваться их.
6. Какие факторы могут повлиять на ваш выбор?

Задание 4. Translate into Russian:

1. We need a team of creative persons to make our company competitive in the world market.
2. New employees should be placed with their immediate supervisor who explains the business and requirements.
3. I was responsible for the planning and organization of large conferences.
4. Before the interview find out as much as possible about the company.
5. You have excellent references from your previous job.
6. Many employers make judgments about the appearance that may be a deciding factor of whom to hire.

Грамматика.

Задание 5. Переведите на английский язык следующие предложения:

1. Что касается меня, мне кажется, что я достаточно общительный человек, вот почему я предпочитаю работать с людьми, а не с цифрами.
2. Ваш будущий уровень жизни будет полностью зависеть от избранной вами профессии.

3. Перед собеседованием на работу вам надо узнать необходимые требования для кандидатов.
4. Если вы хотите стать успешным человеком, вам следует подумать о карьерном развитии.
5. Подобные торговые ярмарки помогают улучшить наши отношения с различными странами.

Задание 6. Вставьте необходимое по смыслу слово:

depends, interfere, provide, hold, required, charge, object, hired, advertises, join

1. What position do you _____ in your company?
2. The success of any company _____ on its personnel and management.
3. If you insist I won't _____ with your job.
4. I'll be glad to _____ any information you may need and I hope to be invited to an interview.
5. Do you _____ to our decision?
6. I think with your experience you have a good chance to be _____.

Задание 7. Переведите письменно:

1. The International Monetary Fund has carried out a research recently.
2. The manager whom I complained to about the service has refunded part of our bill.
3. If we received the documents tomorrow, we should start loading the goods on Monday.
4. He won't finish his work in time unless he works hard.
5. He may know everything about this project, but doesn't want to tell us.

Тема 36. Parts of business activity.

1. Translate the following abstract in writing.

One definition of business is the production, distribution, and sale of goods and services for a profit. To examine this definition, we will look at its various parts.

First, production is the creation of services or the changing of materials into products. One example is the conversion of iron ore into metal car parts. Next these products need to be moved from a factory in Detroit, for example, to a car dealership in Miami.

Third is the sale of goods and services. Sale is the exchange of a product or service for money. A car is sold to someone in exchange for money. Goods are products which people either need or want; for example, cars can be classified as goods. Services, on the other hand, are activities which a person or group performs for another person or organization.

Задание 2. Match the words:

a).trade	1).ремонтировать
b).marketplace	2).оставаться
c).distribution	3).создание прибыли
d).definition	4).рынок
e).to benefit from	5).определение
f).to repair	6).распространение
g).making a profit	7).торговля

h).to remain

8).извлекать пользу из

Задание 3. Translate into English and make up sentences with any of the following words:

- 1). широкий круг людей
- 2). означать(подразумевать)
- 3). обмен
- 4). услуга
- 5). производство
- 6). распространение
- 7). товары
- 8). отдел связи с общественностью

Задание 4. Answer the following questions:

- 1).What is the definition of business?
- 2). What does production involve?
- 3).What is known as distribution? Can you give an example?
- 4). What is profit?
- 5). How do goods differ from services?
- 6). In general, what do companies do with their profits?

Задание 5. Переведите на русский язык:

1. Tomorrow he is going to pass his last exam.
2. We'll be going for a holiday in July.
3. This summer I'll swim and sunbath every day.
4. This teacher will be examining the students in Room 15.
5. We won't be going for a walk in the evening, we'll be preparing the report.

Задание 6. Переведите на английский язык, обращая внимание на разные способы передачи будущего времени:

1. У вас завтра будет много работы? – Да.
2. Какие экзамены вы сдаёте в конце первого курса?
3. Завтра вечером я буду обсуждать эту проблему с Томом.
4. Сколько вы собираетесь оставаться здесь?
5. Наши партнёры приезжают сегодня вечером. Кто будет встречать их?

Задание 7. Задайте вопросы о планах на будущее и дайте ответы на них (используйте “to be going + Infinitive” и следующие слова и словосочетания):

Tonight, at the weekend, in summer, during the holiday, tomorrow, next month, after the exams, next year, when you graduated from the institute, in class tomorrow, next.

Тема 37. AIMS OF BUSINESS ACTIVITY.

1. Translate the following abstract in writing.

Creating an economic surplus or profit is, therefore, a primary goal of business activity, but it is important to realize that a business will have other aims. These includes:

Survival: most of the time firms will not be worried about this. However, particularly, in times of economic difficulty – such as recession – surviving will become an important short-term aim of the firm. In order to survive, the firm may have to make workers redundant and close some of its factories.

Growth: not all firms want to grow continually but growth is closely associated with survival. Very often, particularly for firms in highly competitive situations, e.g. computing and electronics, growth and development are the only way to ensure survival. Furthermore, shareholders and employees may benefit from the growth of the company.

Image: how the public at large views a company can be particularly important, and to this end a number of companies have public relations departments that have specific responsibility to improve the image of the company.

2. Translate into Russian and make up 5 sentences using the words:

- 1.economic surplus
- 2.primary goal
- 3.highly competitive situations
- 4.recession
- 5.short-term aim
- 6.expenses
- 7.to make redundant
- 8.tarnished image

3. Translate into Russian:

- 1. The objective of running any business is to make money, and the first requirement in order to start up a new business is, likewise, money.
- 2. When a business has been formed, a number of important decisions will have to be made, such as what premises are to be used and what plant and machinery will be needed.
- 3. The successful integration of people and materials requires good management, and the more effectively this is done, the better for business.
- 4. The development of small businesses depends on entrepreneurial activity of the population.
- 5. Right now more Russian citizens, and a considerable part of them women, are thinking about starting their own business.
- 6. The company will gain a better image in the host country because it creates jobs.

4. Match the definitions:

a) growth	1). the firm may have to make workers redundant and close some of its factories.
b) image	2). is closely associated with survival.
c) survival	3). how the public at large views a company.

Задание 5. Поставьте глагол в соответствующую форму (I тип условных предложений).

- 1. If you (have) any questions, you may come up to me.
- 2. If she (be) more attentive, she (not to lose) her papers.
- 3. He (make) a report on Monday if he (have) time.
- 4. If you (look through) the task properly, you (not to make) any mistakes.

5. Tell him to ring me up if you (see) him.
6. If I lend you \$100 when you (to repay) me?

Задание 6. Переведите предложения на русский язык.

1. The police will arrest him if they catch him.
2. Someone will steal your car if you leave it unlocked.
3. If you don't go away I'll send for the police.
4. I'll be very angry if he makes any more mistakes.
5. If he goes on telling lies nobody will believe a word he says.
6. Unless you are more careful, you will have an accident.

Задание 7. Переведите предложения на английский язык.

1. Я дам вам эти журналы при условии, что вы вернете их на следующей неделе.
2. Он не окончит свою работу вовремя, если он не будет усердно работать.
3. Мы будем благодарны, если вы нам пришлете ваш каталог.
4. Если вы его увидите, попросите его позвонить по телефону.
5. Мы будем обязаны, если вы подтвердите (будете любезны подтвердить) получение этого документа.
6. Если завтра у меня будет возможность, я заеду к вам в офис.

Тема 38. FORMS OF BUSINESS ORGANIZATIONS.

1. Translate the following abstract in writing.

Business organizations are established to meet wants in society. Private businesses are formed mainly to provide for material wants (i.e. goods and services) and commercial wants (i.e. banking, insurance) in society. Government Organizations, on the other hand, tend to satisfy society's desire for defense, law and order, education and social welfare.

The most common forms of private business organizations are sole proprietorships, partnerships and corporations.

A business owned and controlled by one person is a sole proprietorship. Sole proprietorships are the oldest, simplest, and most common of all types of businesses. As in the case of sole proprietorships, partnerships are concentrated in businesses that require relatively small amounts of money to start and operate.

A partnership is a business that is owned and controlled by two or more people. A partnership begins when two or more people agree to operate a business together (e.g. small retail stores, farms, construction companies). A corporation is a business organization that is treated by law as if it were an individual person. A corporation, however, is owned by stockholders. Stockholders are individuals who invest in a corporation by buying shares of stock. A corporation may be either publicly owned or closed.

Задание 2. Match the expressions:

a). stock	1). государственные ценные бумаги
b). to establish	2). фирмы по торговле недвижимостью
c). to set an aim	3). мелкие магазины розничной торговли
d). to make a profit	4). учредить, основывать
e). real estate firms	5). акционерный капитал
f). small retail stores	6). ставить цель
g). stocks	7). получать прибыль

Задание 3. Translate into Russian and make up sentences with any of the following words:

- 1). public organization
- 2). to provide professional services
- 3). to hire workers
- 4). to pay taxes
- 5). board of directors
- 6). competitive
- 7). business organization
- 8). to set very definite and clear aims

Задание 4. Answer the following questions:

- 1). What aims are business organizations established for?
- 2). What is the main goal of government organizations?
- 3). Can you name some common forms of private business?
- 4). What do we call a sole proprietorship? Give an example.
- 5). What is the reason to set a partnership? What types can it be?
- 6). What is a partnership contract? What is it for?
- 7). What is the definition of a corporation? Give the types of them.
- 8). What is the importance of stockholders and shareholders in the corporation?

Задание 5. Поставьте глагол в соответствующую форму (II тип условных предложений).

1. If I (know) his address I'd give it to you.
2. If he (clean) his windscreen he'd be able to see where he was going.
3. If I (drive) your car into the river you (be able) to get out?
4. If I (win) a big prize in a lottery I'd give up my job.
5. If he knew that it was dangerous he (not come).
6. I could get a job easily if I (have) a degree.

Задание 6. Переделайте условные предложения I типа в условные предложения II типа, выполнив необходимые преобразования.

1. The police will arrest him if they catch him.
2. Someone will steal your car if you leave it unlocked.
3. If you don't go away I'll send for the police.
4. I'll be very angry if he makes any more mistakes.
5. If he goes on telling lies nobody will believe a word he says.
6. Unless you are more careful, you will have an accident.

Задание 7. Дайте совет по образцу, используя второй тип условных предложений.

Например: I can't go to sleep at night.

You: If I were you, I would take a walk before going to sleep.

1. I feel bored with everything. – If I were you,
2. Sally asked me to lend her \$1000. – If I were you, ...
3. I am so tired! – If I were you,
4. I am thinking of buying a new car. – If I were you, ...
5. They've got no arguments. – If I were you, ...
6. The witnesses of the accident have disappeared. – If I were you, ...

Тема 39. FUNCTIONS OF MONEY.

1. Translate the following abstract in writing.

Money as a measure of value. Since commodities are exchanged through the medium of money, their relative prices determine what one commodity is worth in terms of other commodities. A commodity's valuation of this commodity or that will change as tastes and fashions change or as the community grows richer. The prices at which goods exchange for money and money exchanges for goods will reflect these changes. Money acts as a measure of value.

Money as a unit of account. If a man is in business, it is necessary for him to compute the value of the various stocks of goods that he possesses. These goods can be of different kinds and yet some common unit is needed in which to assess their value. Money, acting as a unit of account, can serve these purposes. In both households and businesses, it is necessary to look ahead and to calculate future income and expenditure, in short to use a system of budgeting.

2. Answer the following questions:

1. How many and what functions does money have?
2. What is the simplest function of money?
3. What does the act of barter involve?
4. What do relative prices determine?
5. All the early money commodities were very inadequate stores of value, weren't they? Why?
6. Can you name any ways of the storing of value without loss?
7. What purposes can money serve as a unit of account?
8. Who is it necessary to use a system of budgeting for? What does it mean?

3. Translate into Russian and make up sentences with some of the following words:

1. to split
2. to reflect
3. to grow richer
4. through the medium
5. to assess
6. investments
7. unit of account
8. to spread

4. Match the expressions:

a). to replace	1) приобретать
b). to separate	2) отделять
c). to obtain	3) расходы
d). expenditure	4) будущий доход
e). future income	5) заглядывать вперед
f). to look ahead	6) заменять

Задание 5. Поставьте глагол в соответствующую форму (III тип условных предложений).

1. I shouldn't have believed it if I (not see) it with my own eyes.
2. If I (realize) what a bad driver you were I wouldn't have come with you.
3. If I had realized that the traffic lights were red I (stop).

4. You (not get) into trouble if you had obeyed my instructions.
5. He would have been arrested if he (try) to leave the country.
6. You (save) me a lot of trouble if you had told me where you were going.

Задание 6. Переделайте следующий рассказ по образцу, используя третий тип условных предложений.

Например: If Mike hadn't slept until twelve yesterday, he wouldn't have failed the exam.

Mike has failed his exams. Yesterday he slept until twelve. Instead of revising he went skateboarding with his friends. He fell down and hurt his leg. He spent three hours at hospital. He came home at nine. He was tired and angry. He fell asleep in front of the TV. He was late for his exam. The professor got very angry. Mike couldn't answer the questions properly. He asked for another examination card. The professor told him to come again autumn.

Задание 7. Переведите на русский язык следующие предложения.

1. Если бы я видел его вчера, я бы спросил его об этом.
2. Если у вас возникнут проблемы, можете обратиться к нам за консультацией.
3. Если бы мы работали вчера больше, наша работа была бы готова.
4. Я позвоню вам, если найду его адрес.
5. Если бы я не пошел к ним вчера, мы бы не обсудили с ним этот вопрос.
6. Если бы у меня был словарь, я бы перевел этот документ сегодня.

Тема 40. MARKETING MANAGEMENT.

1. Translate the following abstract in writing.

Although a primitive trading economy can be carried on without the use of money, history suggests that at an early stage of development, something – and it does not really matter what that “something” is – will begin to perform the various functions of money. Indeed, it is true, that an economy cannot progress at the primitive stage called the barter system.

It is convenient, to explain the need for the introduction of a form of money, by looking at the situation which precedes it. The situation is usually known as a system of barter. Under the barter system trade is difficult, but not impossible. The first problem is the “double coincidence of wants”.

It means that not only must one man have goods which a second man wants but also that the second man must have goods which the first is willing to take in exchange.

2. Translate into Russian and make up sentences with some of the following words:

1. money commodity
2. exchange
3. obstacle
4. barter deal
5. quantity
6. quality
7. to matter
8. to perform

3. Match the expressions:

a). various	1). разнообразие
b). it is convenient	2). удобно

c). variety	3). различный
d).early stage	4). верно, что
e).it is true	5). ранний этап

4. Answer the following questions:

- 1).What are goods and services exchanged for?
- 2). What is money used for?
- 3). What base was the monetary system built on in many countries?
- 4). Is it true, that an economy cannot progress at the primitive trading stage?
- 5). Can you explain the need for the introduction of a form of money?
- 6). What is known as a system of barter?
- 7). What is the “double coincidence of wants”?
- 8). What is the main drawback of a barter system which makes this system impracticable?

5. Соотнесите с переводом:

1. I wish I could do smth / I wish I could have done smth.	a) Жаль, что ты никак не бросишь работать!
2. I wish I could go to the meeting.	b) Да когда же она замолчит!
3. I wish I could have gone to the meeting.	c) Да когда же этот дождь прекратится!
4. I wish it would stop raining!	d) Жаль, что я не смог прийти на собрание.
5. I wish she'd be quiet.	e) Жаль, что я не могу пойти на собрание.
6. I wish you would stop working!	f) Я сожалею, что не могу сделать это; Я сожалею, что не мог сделать это.

6. Переведите на русский язык, обращая внимания на оттенки значений в каждом случае.

1. I wish I knew what to do about the problem.
2. I wish you didn't have to go so soon.
3. I wish I hadn't said it.
4. I wish I had studied harder at school.
5. I wish I was on a beach.

7. Переведите на английский язык:

1. Жаль, что я не говорю по-итальянски.
2. Жаль, что идет дождь.
3. Жаль, что ты завтра уезжаешь.
4. Жаль, что я не взял фотоаппарат.
5. Жаль, что я его не видел.

Тема 41. FINANCIAL MANAGEMENT.

1. Translate the following abstract in writing.

Financial control means the directing and monitoring of the financial resources within the business. In order to make financial control possible it is first necessary to set objectives and targets within which each department is expected to work. The process is known as budgeting and is central to financial management.

A budget is a financial expression of intentions or expectations. However, common to all budgets is that they relate to the future and that they are therefore based upon forecasts rather than facts. This is in contrast to the balance sheet and the profit and loss account, which relate to the business past performance.

2. Translate into Russian and make up sentences with some of the following words:

1. borrowed funds
2. budgetary process
3. assets and liabilities
4. debtor policy
5. solvent
6. source of finance
7. trading activities
8. application of funds

3. Match the expressions:

<ol style="list-style-type: none"> a). balance sheet b). cash flow forecasting c). to supplement cash flow d). current liabilities e). to raise the finance f). to budget g).system of stock control h). profit and loss account 	<ol style="list-style-type: none"> 1). увеличить поток денежных средств 2). счет прибылей и убытков 3). система управления запасами 4). составлять бюджет 5). бухгалтерский баланс 6). краткосрочные обязательства 7). привлекать фонды (получать) 8). прогноз движения денег
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4. Answer the following questions:

- 1). What does the term “financial control” mean?
- 2). What are the main advantages of budgeting the business?
- 3). What factors are to be taken into account while choosing the method of finance?
- 4). What are the main stages of budget preparation?
- 5). Why is the process of budgeting considered central to the financial management?
- 6). What is common to all budgets?

5. Переведите на русский язык:

1. If you reach the summit of this mountain, we will be proud of you.
2. When you reach the corner of the street, you’ll see my house.
3. If he invites me, I will buy a present.
4. If you don’t hurry, we will miss the train.
5. When they come, he will start a lesson.
6. Unless you apologize to her, she won’t forgive you.
7. Unless he comes in time, the meeting will be started without him.
8. I will tell you everything as long as you keep it secret.

6. Преобразуйте предложения по образцу, используя UNLESS (заменяющее IF):

Например: If you don’t hurry, we will miss the train. = Unless you hurry, we will miss the train. – Если ты не поторопишься, мы опоздаем на поезд.

1. When they come, he will start a lesson.
2. If he invites me, I will buy a present.
3. When you reach the corner of the street, you’ll see my house.

4. If you don't hurry, we will miss the train.
5. If you reach the summit of this mountain, we will be proud of you.

7. Преобразуйте предложения по образцу, используя в условной части слова **provided (that), providing и **as long as** (заменяющие **IF**= перевод: **если; при условии, что; если только; в том случае, если**).**

*Например: При условии, что вы не будете шуметь, папа разрешит вам играть в саду.
– Provided that you don't make noise, father will allow you to play in the garden.*

1. If you reach the summit of this mountain, we will be proud of you.
2. When you reach the corner of the street, you'll see my house.
3. If you don't hurry, we will miss the train.
4. When they come, he will start a lesson.
5. If he invites me, I will buy a present.

Тема 42. WORKING CAPITAL.

1. Translate the following abstract in writing.

The items which change continually during the normal trading activities of the business are known collectively as the business's working capital. Working capital can be defined as the current assets available to the business minus any current liabilities on these assets. Current liabilities are the short-term debts of the business which will have to be paid in the near future from current assets.

To ensure the efficient operation of the business, working capital needs to be carefully managed. This involves a system of stock control, a debtor policy and cash flow forecasting.

Businesses require finance for a wide variety of reasons and most businesses can obtain finance from a number of different sources. Therefore, decisions have to be made regarding the most appropriate source of finance. The provision of advice concerning the best method of financing different aspects of business activity is one of the key responsibilities of the Finance Department.

Задание 2. Make up sentences with the following words:

1. continual flow of money
2. current assets
3. existing liabilities
4. to prevail
5. solvent
6. working capital

Задание 3. Translate into Russian and ask questions:

1. Working capital can be defined as the current assets available to the business minus any current liabilities on these assets.

2. The sale of business's goods (or services) generates finance which is used to purchase more materials, pay wages and so on in order to generate more production, more sales and more income.
3. The sale of business's goods (or services) generates finance which is used to purchase more materials, pay wages and so on in order to generate more production, more sales and hence more income.
4. Businesses require finance for a wide variety of reasons and most businesses can obtain finance from a number of different sources.

Задание 4. Answer the following questions:

1. What process is called a continual flow of money through the business?
2. Which items are known collectively as the business's working capital?
3. What is the definition of 'working capital'?
4. Why does working capital need to be carefully managed?
5. Can you name one of the key responsibilities of the Finance Department?

5. Определите какую функцию выполняет герундий (Gerund) в следующих предложениях и соотнесите:

1. Travelling is a very adventurous thing.	a) обстоятельство
2. His task was translating an article.	b) дополнение
3. He left without saying a word.	c) именная часть сказуемого
4. I don't mind staying.	d) подлежащее
5. I like her way of doing this.	e) определение

6. Переведите на русский язык:

1. Making mistakes is very unpleasant.
2. I don't like working slowly.
3. On being told the news, she turned pale.
4. Can you remember having seen the man before?
5. After being corrected by the teacher, the student's papers were returned to them.
6. It goes without saying.
7. He talked without stopping.
8. Have you finished writing?

7. Определите формы герундия:

1. having been read	a) Indefinite Active (неопределенный в действительном залоге)
2. having read	b) Indefinite Passive (неопределенный в страдательном залоге)
3. being read	c) Perfect Active (совершенный в действительном залоге)
4. reading	d) Perfect Passive (совершенный в страдательном залоге)

Тема 43 DECISION – MAKING.

1. Translate the following abstract in writing.

Decision-making is a key management responsibility. Some decisions are of a routine kind, they are made fairly quickly, and are based on judgment. Because a manager is experienced, he knows what to do in certain situations. Other decisions are often intuitive ones. They are not really rational. The manager may have a hunch or a gut feeling that a certain course of action is the right one. He will follow that hunch and act accordingly. Many decisions are more difficult to make since they involve problem-solving. Very often, they are strategic decisions involving major courses of action which will affect the future direction of the enterprise. To make good decisions, the manager should be able to select, rationally, a course of action.

The work of managers is to ensure that staff work efficiently in an organization.

2. Match the phrases:

1. to perform functions	a). достигать целей компании
2. to perform to maximum potential	b). соответствовать целям
3. to vary depending on the situation	c). меняться в зависимости от ситуации
4. to fit into the objectives	d). определять обязанности
5. to determine duties	e). выполнять максимально используя свои возможности, потенциал
6. to achieve the company goals	f). выполнять функции

3. Translate into Russian:

1. Decision-making and problem-solving involves much more than the final choice among possible courses of action.
2. It involves detecting the occasions for decision – the problem that have to be dealt with.
3. It involves developing possible problem solutions – courses of action – among which the final choice can be made.
4. Discovering and defining problems, elaborating courses of action and making final choices are all stages in the decision-making process.
5. Some people find it hard to make decision and they're afraid of making the wrong one, and the result is they let things slide whenever they can.
6. The decision not to decide may be as risky as the decisions to act – for if a problem is ignored, it may become more serious than it was at first.

4. Match the terms with their definitions:

1. An estimate of what will happen in the future	a) risk
2. Knowledge about how something works	b) to organize
3. Chance of failure	c) know-how
4. To plan and operate something so that it works efficiently	d) forecast

5. Переведите, обращая внимание на правила согласования времен (The Rules of the Sequence of Tenses):

1. He knew the company planned to take a controlling stake in Asia EC.
2. He doubted if their profits had fallen 38 per cent.
3. He was sure they would mount a counter-bid.
4. They understood there were multiple opportunities for acquisitions.

- They believed that China and India would account for 60 per cent of the expected sales.

6. Подчеркните глаголы и объясните в каком времени указан данный глагол в предложении:

- He knew that GDP stand for Gross Domestic Product.
- He remembered that the strike broke out on September 28.
- She knew that the conference will start on July 12 (If July 12 is yet to come).
- She said she was going to do some shopping.
- He asked me if I had been winning more games lately.

7. Переведите на английский язык:

- Я знал, что он работает в иностранной компании.
- Они спросили меня, не делал ли я доклад в других компаниях в последнее время.
- Он знал, что она без сомнения встретится с представителями компании.
- Она сказала, что собирается поменять место работы.
- Мы видели, что он разговаривает с менеджером компании.

Тема 44. LINE AND STAFF POSITIONS.

1. Translate the following abstract in writing.

Organisation structure is very important because it provides an efficient work system as well as a system of communication. Historically, line structure is the oldest type of organization structure. The main idea of it is direct vertical relationships between the positions and tasks of each level, and the positions and tasks above each level.

For example, a sales manager may be in a line position between a vice-president of marketing and salesman.

Thus a vise-president of marketing has direct authority over a sales manager. A sales manager in his turn has direct authority over a salesman.

The line chain of command simplifies the problems of giving and taking orders.

When a business grows in size and becomes more complex, there is a need for specialists. In such case administrators may organize staff departments and add staff specialists to do specific work.

2. Match the phrases:

1. staff positions	a) занимать должность
2. line positions	b) иметь прямую власть над кем-либо
3. to recruit personnel	c) набирать штаты
4. to hold a position	d) штатные должности при горизонтальном разделении труда
5. to have direct authority over	e) линейные должности при вертикальном разделении труда

3. Translate into Russian and make up sentences with any of the following expressions:

- to have charge of
- to make sure
- staff, personnel
- to be tired in with the company product
- to require ongoing communication with
- relationship

4. Translate into Russian:

1. Often a group of managers rather than an individual works on a particular project.
2. It is possible to divide the organizing function into two stages: determining positions and their associated duties and then staffing those positions.
3. By improving the quality of work life through satisfaction of fundamental and personal employee needs, managers attempt to direct the behavior of workers toward the company goals.
4. Managers perform various functions, but one of the most important and least understood aspects of their job is proper utilization of people.
5. In order to adequately and efficiently perform management functions, managers need interpersonal, organizational, and technical skills.

Задание 5. Преобразуйте предложения из косвенной в прямую речь.

- 1) My friends said that they had finished the work.
- 2) He told me that he had bought the newspaper the day before.
- 3) He said that he had lost the key.
- 4) They said that they were going to leave the next day.
- 5) He told us that he was writing a letter to his parents.
- 6) He said he understood French very well.

Задание 6. Преобразуйте предложения с прямой речью в косвенную.

- 1) He asked me: "Do you live in Moscow?"
- 2) We asked him: "Are you busy now?"
- 3) They asked her: "Will you go to the theatre?"
- 4) He asked me: "Have you read this book?"
- 5) I asked him: "Can you play chess?"
- 6) They asked me: "Did you go to the seaside last summer?"
- 7) She asked the child: "Are you sleeping?"
- 8) We asked him: "Have you finished your work?"

Задание 7. Переведите следующие предложения на английский язык.

- 1) Она попросила позвонить ей завтра.
- 2) Джон попросил меня не помогать ему переводить статью с английского на русский.
- 3) Они сказали, что лекция начнётся в 5 часов.
- 4) Том спросил, сколько раз в неделю я занимаюсь английским.
- 5) Она спросила меня, был ли я когда-нибудь в Бостоне.
- 6) Преподаватель попросил студентов открыть книгу на 2-й странице.
- 7) Он спросил меня, когда мы снова встретимся.

Тема 45. LEADERSHIP.

1. Translate the following abstract in writing.

Leadership is an important issue of managership: the ability to lead effectively is one of the keys to being an effective manager. Doing the entire managerial job demands that a manager is an effective leader.

Managers must exercise all the functions of their role in order to combine human and material resources to achieve objectives. The key to doing this is a degree of authority to support managers'

actions. The essence of leadership is followership. In other words, it is the willingness of people to follow that makes a person a leader.

Leadership and motivation are closely interconnected. By understanding motivation, we can appreciate better what people want and why they act as they do. Leadership may not respond to subordinates' motivations but also arouse or dampen them by means of the organizational climate they develop.

Both these factors are as important to leadership as they are to managership.

2. Answer the following questions:

1. Why should the terms "managership" and "leadership" be distinguished? Do they mean the same thing?
2. What does managerial work demand?
3. What must managers do to achieve objectives?
4. What is the essential part of leadership?
5. Why is it important for a leader to understand motivations of the people?
6. How do leaders influence the performance of their subordinates?

3. Translate into Russian:

1. Without followers a manager cannot become a leader.
2. Leaders should respond to subordinates' motivation.
3. Followership is very important both for management and leadership.
4. People tend to follow those who appreciate their desires and needs and provide a means for accomplishing them.
5. Leadership and managership are interconnected: a good manager must be an effective leader.
6. Managers should be supported in their actions by subordinates, who are willing to follow them.

4. Translate into English:

1. Необходимо различать термины «лидерство» и «руководство».
2. Лидерство и руководство взаимосвязаны: способность вести за собой является основным качеством хорошего руководителя.
3. Лидеры должны действовать так, чтобы помочь людям максимально применить свои потенциальные возможности.
4. Лидерство определяется как процесс влияния на людей таким образом, чтобы они с готовностью и энтузиазмом стремились к достижению общих целей.
5. Лидеры действуют и в неорганизованных группах, а руководители бывают лишь там, где есть организационные структуры.

5. Переведите на русский язык предложения, содержащие сослагательное наклонение глагола:

1. Had I seen him yesterday, I would have asked him about it.
2. If I were you I should have gone to bed earlier before the exam.
3. Why should I go there?
4. If only he were free!
5. If we had been at the hospital, we should have helped you with your medical insurance.
6. It is necessary that all people care of their future.

6. Переведите на английский язык:

1. Если бы я был в офисе, я бы помог вам с подготовкой доклада.

2. Если бы только они знали это!
3. Пора было уже решить свои проблемы.
4. Жаль, что я еще давно не закончил этот проект!
5. Необходимо, чтобы все заботились о своем здоровье.

7. Перефразируйте следующие предложения, употребляя «I wish»:

Например: It's a pity you are busy. – I wish you were not busy.

1. It's a pity you are not with us these days.
2. My friend regrets not having entered the university.
3. I am sorry I made you upset by telling you this news.
4. What a pity you don't know enough English.
5. It's a pity that you did not send for us last night.
6. He was sorry not to have had enough time to finish his paper.

Тема 46. LEADERSHIP STYLES.

1. Translate the following abstract in writing.

Leadership styles can be classified on the basis of how leaders use their authority. The three basic styles are described as autocratic, democratic and free-rein leader.

The autocratic leader is defined as one who commands and expects compliance, who is dogmatic and positive, and who leads by the ability to withhold or give rewards and punishment.

The democratic, or participative, leader consults with subordinates on proposed actions and encourages participation from them.

This type of leader is seen as ranging from the person who does not take action without subordinates' concurrence to the one who makes decisions but consults with subordinates before doing so.

The third type of leader uses his or her power very little, if at all, giving subordinates a high degree of independence, or free rein, in their operations.

2. Answer the following questions:

1. How are leadership styles classified?
2. What are the three main leadership styles?
3. What kind of a leader is the autocratic leader?
4. Why is the democratic leader also called participative?
5. What are the types of democratic leaders?
6. What is the role of the free-rein leader in the group performance?

3. Match the words and phrases:

1) free-rein	a) отказывать (в чем-либо); воздерживаться (от чего-либо)
2) compliance	b) властный, самодержавный
3) autocratic	c) строго контролировать; держать в узде кого-либо
4) the rein of government	d) свободный тип управления; бесконтрольный
5) to withhold(withheld)	e) бразды правления
6) to keep a tight rein on smb.	f) подчинение(правилам, законам)

4. Translate into Russian:

1. Authoritative leaders insist on having their own way and take things personally when others disagree.
2. The relationship between leaders and followers appears to be the most important element in determining the leader's influence in the small group.
3. A manager can have power over another person if the other person believes the manager can provide or withhold rewards.
4. Managers influence people in many ways.
5. Both types of influence are important and are needed to assist in the accomplishment of organizational goals.

5. Переведите на русский язык:

1. It's a pity you should have finished your report.
2. If we had had to choose, we should have come to another country.
3. The teacher advised that the girl should be sent to a musical school.
4. It's a pity you should have fallen ill.
5. Had I seen him yesterday, I would have asked him about it.

6. Определите какие формы *Subjunctive I* или *Subjunctive II* использованы в следующих предложениях и соотнесите:

1. Had I seen him yesterday, I would have asked him about it.
2. I suggest that we all go to the concert.
3. The teacher advised that the girl should be sent to a musical school. It is necessary that all people care of their health.
4. It is necessary that all people care of their health.

7. Переведите на английский язык:

1. Если бы я был на вашем месте, я бы посоветовался с родителями.
2. Если бы вы помогли мне решить эту проблему, я был бы вам очень благодарен.
4. Жаль, что у нас было мало уроков. Если бы мы больше поработали, мы бы лучше знали язык.
5. Если бы вы не прервали нас вчера, мы бы закончили работу в срок.
6. Она сожалела, что не рассказала нам эту историю раньше.

Тема 47. WHERE AND HOW TO HIRE AN EMPLOYEE?

Повторение пройденного материала.

Тексты(чтение, перевод, умение отвечать на вопросы к текстам).

1. Translate the following abstract in writing.

The employer can use different valuable sources to hire an employee, for example, employment agencies, consulting firms, placement offices and professional societies. He can also advertise in a newspaper or in a magazine and request candidates to send in resumes.

The employer has two sets of qualifications to consider if he wants to choose from among the applicants.

He must consider both professional qualifications and personal characteristics. A candidate's education, experience and skills are included in his professional qualifications.

2. Answer the following questions:

1. What is your present employment?

2. What are your long-range goals?
3. What are your strengths and weaknesses?
4. What do you find a fair salary?
5. What do you do for a living? How do you earn for a living?
6. Which is more important to you: status or money?

3. Translate into English:

1. Выбор профессии – есть серьезный шаг в жизни каждого молодого человека.
2. Мой друг хочет устроиться на более высокооплачиваемую работу.
3. Вы случайно не знаете когда он работает (часы работы)?
4. Знание хотя бы одного иностранного языка – серьезное преимущество среди других претендентов в поиске работы.
5. Вам стоит научиться ставить четкие цели и добиваться их.
6. Какие факторы могут повлиять на ваш выбор?

4. Translate into Russian:

1. We need a team of creative persons to make our company competitive in the world market.
2. New employees should be placed with their immediate supervisor who explains the business and requirements.
3. I was responsible for the planning and organization of large conferences.
4. Before the interview find out as much as possible about the company.
5. You have excellent references from your previous job.
6. Many employers make judgments about the appearance that may be a deciding factor of whom to hire.

5. Раскройте скобки, укажите время глагола:

1. He (know) several foreign languages.
2. I (learn) English at school.
3. Usually the lessons (begin) at 9 o'clock.
4. Our grandparents (live) now in Moscow.
5. He often (visit) them last year.
6. As a rule, I (go) to my school by bus.
7. She (work) abroad next year.
8. Your children usually (ask) many questions.

6. Вставьте необходимую форму глагола (Present Continuous или Past Continuous):

1. Why you (not to attend) the lecture on Saturday? Professor B.(to speak) about UFO and other mysterious objects.
2. When the telephone (to ring) I (to bake) a cake and (to ask) Mary who (to do nothing at the moment to answer the call).
3. When the taxi (to arrive) I still (to pack) my things.
4. What you (to do) in the evening yesterday? – I (to watch) TV and my wife (to wash up).
5. When the clock (to strike) nine she (to run) up the stairs to her office because the lift (not to work).

7. Задайте любой тип вопроса к предложению:

1. He was translating the text from 5 p.m. to 6 p.m. yesterday.

2. The plane was taking off at 7 p.m.
3. I was reading a newspaper when he came to the library.
4. The whole family was having dinner when the telephone rang.
5. We were walking home when the rain started.

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