

МІНІСТЕРСТВО ОХОРОНИ ЗДОРОВ'Я УКРАЇНИ
ОДЕСЬКИЙ НАЦІОНАЛЬНИЙ МЕДИЧНИЙ УНІВЕРСИТЕТ

Факультет: Міжнародний

Кафедра філософії, біоетики та іноземних мов

ЗАТВЕРДЖУЮ

Проректор з науково-педагогічної роботи

Едуард БУРЯЧКІВСЬКИЙ

« 01 » вересня 2022 р.



МЕТОДИЧНА РОЗРОБКА
ДО ПРАКТИЧНИХ ЗАНЯТЬ
З НАВЧАЛЬНОЇ ДИСЦИПЛІНИ
«ДІЛОВА ІНОЗЕМНА МОВА»

Рівень вищої освіти: другий (магістерський)

Галузь знань: 07 «Управління та адміністрування»

Спеціальність: 073 «Менеджмент»

Освітньо-професійна програма: Управління охороною здоров'я та фармацевтичним бізнесом

Одеса - 2023

Затверджено:

Засіданням кафедри філософії, біоетики та іноземних мов
Одеського національного медичного університету

Протокол № 1 від "28" 08 2023р.

Завідувач кафедри  Володимир ХАНЖИ

Розробники:

старший викладач кафедри Лазор Н.В.

доцент кафедри, к.філол.н., доц. Нагачевська С.А.

ТЕМА 1. РОБОТА І ПРОФЕСІЯ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Робота. Професія”.

Основні поняття: work, job, responsibility, full-time job, part-time job, permanent job, temporary job

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними словосполученнями і фразовими дієсловами: аналіз семантики, лексичної та граматичної сполучуваності.

To find out what someone’s job is, you ask ‘**What do you do?**’

Kerstin talks about her job:

‘I **work for** a large European car maker. I **work on** car design. In fact, I run the design department and I **manage** a team of designers: 20 people **work under** me. It’s very interesting. One of my main **responsibilities** is to make sure that new model designs are finished on time. I’m also **in charge of** design budgets.

‘I **deal with** a lot of different people in the company. I’m **responsible for** coordination between design and production: I **work with** managers at our manufacturing plants.’

2.2. Робота над словосполученнями зі словом “work”: активізація отриманих знань в усному висловлюванні.

Word combinations with ‘work’

If you **work** or **have work**, you have a job. But you don’t say that someone has ‘a work’. **Work** is also the place where you do your job. You don’t say for example, ‘at the work’ or ‘to the work’.

Here are some phrases with ‘work’.

The economy is growing fast and more people are **in work** – have a job – than ever before. The percentage of people **out of work** – without a job – has fallen to its lowest level for 30 years.

Frank talks about his job:

‘I work in a bank in New York City. I **leave for work** at 7.30 every morning. I **go to work** by train and subway. I **get to / arrive at work** at about 9. I’m usually **at work** till 6. Luckily, I don’t get ill very much so I don’t often take **time off work** – away from work due to illness.’

2.3. Types of job and types of work

A **full-time job** is one for the whole of the normal working week; a **part-time job** is for less time than that. You say that someone **works full-time or part-time**.

A **permanent job** does not finish after a fixed period; a **temporary job** finishes after a fixed

period.

You talk about **temporary work and permanent work.**

2.4. Прикметники, які описують характер роботи:

satisfying, stimulating, fascinating, exciting – the work is interesting and gives you positive feelings

dull, boring, uninteresting, unstimulating – the work is not interesting

repetitive, routine – the work involves doing the same things again and again

tiring, tough, hard, demanding – the work is difficult and makes you tired

2.5. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: ***впр. 1.1-1.3. ст.11; впр.2.1-2.2 ст.13 Business Vocabulary in Use***

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування:

I.

If you work, answer these questions.

• What do you do? What are you in charge of?

What are your responsibilities?

• What time do you leave for work? How long does it take you to get to work? What time do you arrive at work? Do you take a lot of time off work?

If you don't work, answer these questions.

• What sort of job would you like to do?

• What sort of routine would you like to have?

• Why do some people prefer to work part-time or to have temporary jobs?

II.

If you work, answer these questions.

• Do you have a nine-to-five job? Do you have to clock on and off? Is there a flextime system in your organization? Are there people who do shiftwork in your company?

• Could you do your job working from home? If so, would you like to?

• What do you like most about your job?

What do you like least?

If you don't work, answer these questions.

• What sort of working hours would you like to have when you start working?

• Would you like to work from home?

• What kind of job would you like? Complete this sentence in five ways to talk about yourself.

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017

2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011

3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University

Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 2.

РЕКРУТИНГ. ПРАЦЕВЛАШТУВАННЯ. ДОСВІД І КВАЛІФІКАЦІЯ ПРАЦІВНИКІВ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Рекрутинг. Працевлаштування. Досвід і кваліфікація працівників”.

Основні поняття: recruitment, hiring, employment agency, headhunter, application form, CV

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними словосполученнями і фразовими дієсловами: аналіз семантики, лексичної та граматичної сполучуваності.

Recruitment

The process of finding people for particular jobs is **recruitment** or, especially in American English, **hiring**. Someone who has been **recruited** is a **recruit**, or in AmE, a **hire**. The company **employs** or **hires** them and they **join** the company.

A company may recruit employees directly or use outside **recruiters**, **recruitment agencies** or **employment agencies**. Outside specialists called **headhunters** may be used to find people for very important jobs and to persuade them to leave the organizations they already work for. Key people recruited like this are **headhunted** in a process of **headhunting**.

Applying for a job

Fred is an accountant, but he was fed up with his old job. He looked in the **situations vacant** pages of his local newspaper, where a local supermarket was advertising for a new accountant's position. He **applied for** the job by completing **an application form** and sending it in.

Harry is a building engineer. He'd been working for the same company for ten years, but he wanted a change. He looked at jobs with different engineering companies on **a jobs website**. He **made an application**, sending in his **CV (curriculum vitae** – a document describing your education, qualifications and previous jobs, that you send to a prospective employer) and **a covering letter** explaining why he wanted the job and why he was the right person for it.

2.2. Активізація отриманих знань в усному висловлюванні: повідомлення про навички і кваліфікацію

Education and training

Two company managers, Kasia Gutowska and Nils Olsen, are talking.

KG: The trouble with **graduates** – people who've just left university – is that their **paper qualifications** are good. They might have **qualifications in** interesting subjects, but they have no **work experience**. They just don't know how business works.

NO: I disagree. Education should teach people how to think, not **train** them **for** a particular job. One of last year's recruits **graduated from** Oxford University **with a degree in** philosophy and she's doing very well!

KG: Philosophy's an interesting subject, but for our company, it's more useful to do **training in** a practical subject: it's better for us if you **train as** a scientist, and **qualify as** a biologist or a doctor, for example.

NO: Yes, but we don't just need scientists. We also need good managers, which we can achieve through **in-house training** – courses within the company. You know we put a lot of money into **management development**, where managers regularly **go on** specialized **courses** in leadership (see Unit 10), finance (see Unit 38), etc. You need to **acquire experience** – get knowledge through doing things – for that. It's not the sort of thing you can learn when you're 20!

2.3. Лексика, яка використовується в об'явах про вакансії

These words are often used in job advertisements. Companies look for people who are:

methodical, systematic and **organized** – working in a planned, orderly way

computer-literate – good with computers

numerate – good with numbers

motivated – very keen to do well in their job because they find it interesting

talented – very good at what they do

self-starters; they must be **proactive, self-motivated**, or

self-driven – good at working on their own

team players – people who work well with other people

2.4. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 3.1-3.3. см.15; 4.1-4.3 см.17 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування:

If you work, answer these questions.

- Where did you see the jobs advertised?
- What did you send to apply for the job?
- What was the selection procedure?

If you're a student, answer these questions.

- When you applied for your course did you use an online application form or send an application in?
- Did you need to provide referees?
- Did you have an interview?

3. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 3.

ОПЛАТА ПРАЦІ. ТРУДОВІ РЕСУРСИ. МЕНЕДЖМЕНТ І АДМІНІСТРУВАННЯ.

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Оплата праці. Трудові ресурси. Менеджмент і адміністрування. Кар’єрні сходи”

Основні поняття: wages, salary, benefits, overtime, perks, tips, commission, health plan, pension, working conditions

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕНСЬВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Wages, salary and benefits

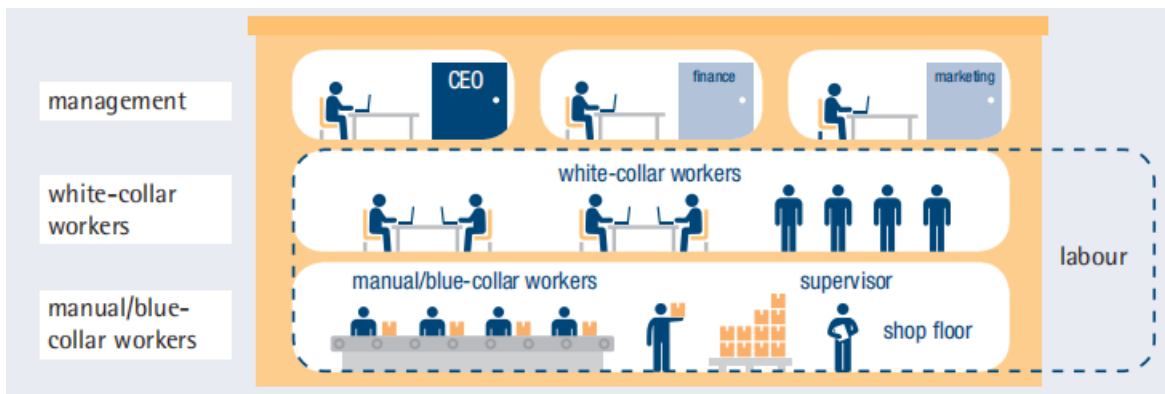
‘My name’s Luigi and I’m a hotel manager in Venice. I get paid a **salary** every month. In summer, we’re very busy, so we do **overtime** – work a lot of extra hours. The pay for this is quite good. Working in a hotel, we also get some nice **perks** – for example, free meals!’

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

‘Hi, I’m Catherine, and I’m a saleswoman in luxury goods, based in Paris. I get a **basic salary**, plus **commission** – a percentage on everything I sell. If I sell more than a particular amount in a year, I also get a **bonus**, which is nice. There are some good **fringe benefits** with this job: I get a **company car**, a BMW; there’s a **health plan** to pay the costs of medical treatment if I get ill; and the company makes payments for my **pension** – money that I’ll get regularly after I stop working. So, with the bonuses, the car, the health plan and the pension, I’ve got a very nice **benefits package**. And the **working conditions** are good too: I have a nice office and I don’t have to travel too much.’

2.2. Активізація отриманих знань в усному висловлюванні: розкажіть про ієрархічну структуру компанії, використовуючи малюнок нижче

Employees and management



The people who work for a company are on its **payroll**. They are its **employees, personnel, staff, workers or workforce**. These words can also refer just to the people carrying out the work of a company, rather than the **management** – those leading and organizing the company.

2.3. Словосполучення зі словом “labour”

You use labour to talk about everyone except the management who works for a company, especially a company that makes things.

labour	costs	what companies have to pay for labour, rather than materials, etc.
	dispute	a disagreement between management and labour
	leader	someone in charge of an organization that represents workers
	relations	the relationship between management and employees in general
	shortage	a period when there are not enough people available to work
	unrest	a period of disagreement between management and employees

2.4. Career paths

Many people used to work for the same organization until they reached **retirement**, the age at which people **retire** – end their working life. **Career paths** were clear: you could **work your way up the career ladder**, getting promotion to jobs that were more **senior** – more important with greater responsibility. You would probably not be **demoted** – moved to a less senior job.

2.5. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 5.1-5.2. см.19; 6.1-6.3 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування:

I.

In what order of attractiveness would you put these benefits in relation to your job or one that you would like to have? Give your reasons.

salary

share options

company car

performance-related bonus

commission

pension
health plan
II.

Answer these questions about the company you work for or would like to work for. Look at the company website to help you.

- Where is its head office? How many sites does the company have? How many employees?
- Do people have their own offices or are there open-plan offices? Which do you or would you prefer to work in?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 4. ВИДИ ЗАЙНЯТОСТІ. ПРОБЛЕМИ НА РОБОЧОМУ МІСЦІ. МЕНЕДЖЕРИ, КЕРІВНИКИ, ДИРЕКТОРИ. ЛІДЕРСТВО

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Види зайнятості. Проблеми на робочому місці. Менеджери, керівники та директори. Лідерство”.

Основні поняття: outsource, freelancer, in-house personnel, contractor, flexibility, glass ceiling, equal opportunities

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

In-house staff or freelancers?

Companies that downsize often **outsource** many jobs previously done by **in-house personnel**: outside companies clean the offices, transport goods, and collect money from customers. This allows the companies to concentrate on their main business activities. **Downsized** companies use more **freelancers** – independent people who work for several different companies – or they may ask **contractors** to work for short periods on **temporary contracts**. They often expect **flexibility**, with people moving to different jobs when necessary: but for many employees, this means **job insecurity** – the feeling that they may not be in their job for long.

The way that an employee is doing their job is discussed at **performance reviews** – regular meetings with their manager.

Leaving a company

To leave a company, you can **resign** or **hand in your notice**.

If you do something wrong and are forced to leave a company, you are: **dismissed, terminated, fired or sacked / given the sack**.

If you've done nothing wrong, you are: **laid off, made redundant** or **offered early retirement**.

2.2. Активізація отриманих знань в усному висловлюванні: проблеми на робочому місці

If people are treated differently from each other in an unfair way, they are **discriminated against**.

If a woman is unfairly treated just because she is a woman, she is a victim of **sex discrimination**. In many organizations, women complain about the **glass ceiling** that prevents them from getting further than a particular level.

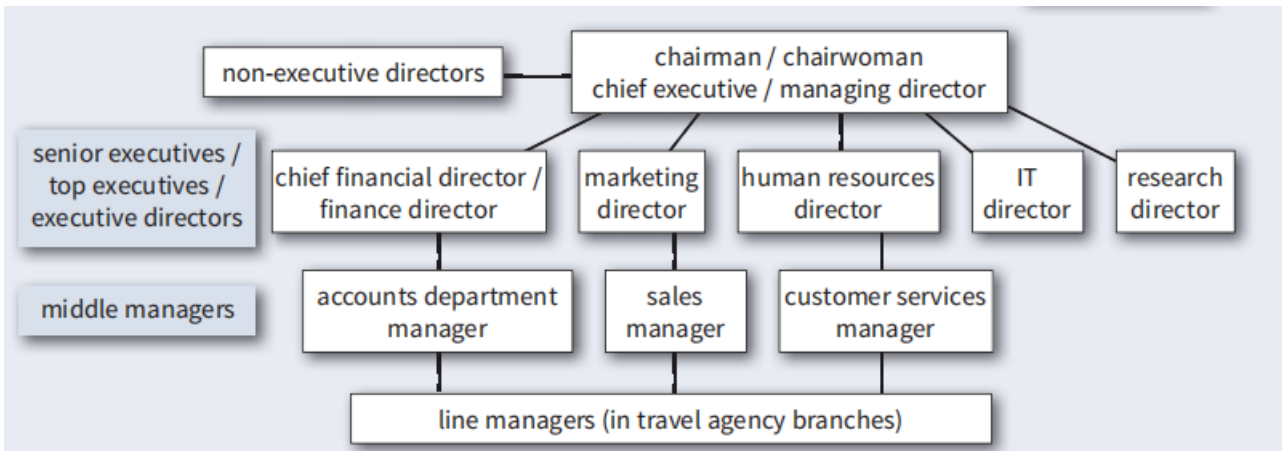
If someone is treated unfairly because of their race, they are a victim of **racial discrimination** or **racism**. Offensive remarks about someone's race are **racist** and the person making them is a racist.

Equal opportunities, positive discrimination or affirmative action is when help is given in education and employment to groups who were previously discriminated against.

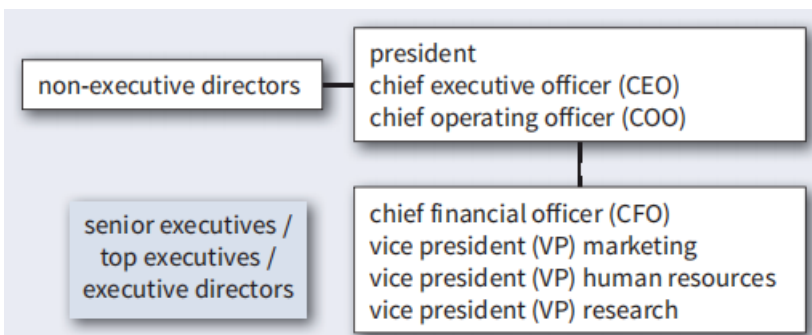
Some companies have a **dignity at work policy** covering all the issues described in A and B.

2.3. Management organigram: describe the chart

Managers and executives: UK



Managers and executives US



2.4. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 7.1-7.3 см.21; впр. 8.1-8.2. см.25; 9.1-9.2 см.27 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Письмове завдання

I.

If you work, draw an organigram of your organization and practise describing it to a new colleague.

II.

If you don't work, think of a job you would like in an organization and write about why you would be good at the job.

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011

3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 5. ОРГАНІЗАЦІЇ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Організації”.

Основні поняття: enterprise, self-employed, multinational, corporation, state-owned, government-owned, bureaucracy

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Business and businesses

Business is the activity of producing, buying and selling goods and services. A **business, company** or **firm**, or more formally a **concern**, is an organization that sells goods or services. Large companies considered together are referred to as **big business**.

You can talk about a company or a particular activity as an **enterprise**, especially to emphasize its risk-taking nature.

Businesses vary in size, from the **self-employed** person working on their own, through the **small or medium enterprise (SME)** to the large **multinational** with activities in several countries.

A large company, especially in the US, is a **corporation**. The adjective is **corporate**, used to talk about a big company – or big companies in general. **Corporate** is often used in these combinations:

corporate	culture	the way a company's employees think and act
	ladder	the different levels of management in a company
	headquarters	a company's main office
	logo	a symbol used by a company on its products, advertising, etc.
	image	all the ideas, opinions, etc. that people have about a company
	profits	the money made by companies

2.2. Активізація отриманих знань в усному висловлюванні: комерційна діяльність, типи підприємств

Commerce

Commerce is used:

- to refer to business in relation to other fields: ‘literature, politics and commerce’.
- for government departments that deal with business: **US Department of Commerce**.
- in the names of organizations that exist to help business: **chambers of commerce**.
- to refer to business on the internet: **electronic commerce or e-commerce**.

The adjective commercial describes money-making business activities: for example, **commercial airline, commercial artist, commercial disaster**.

Enterprise

In 1970s Britain, there were **state-owned** or **government-owned companies** in many different industries, such as car manufacturing. Some industries, such as coal and electricity, had been **nationalized** – they were entirely state-owned. In the 1980s, the Thatcher government believed that **nationalized companies** were inefficient, so many of them were **privatized** by selling them to investors. Supporters of **privatization** believed that **bureaucracy** – the system for running government departments, with its rigid rules and slow decisions – was not good for business: state-run companies were too **bureaucratic**.

Enterprise is used in a positive way to talk about business, emphasizing the use of money to invest in new activities with a certain amount of risk involved. **Enterprise** is often used in these combinations:

free private	} enterprise	business activity owned by individuals rather than the state
enterprise	{ culture	when people are encouraged to make money through their own activities and not rely on the government
	{ economy	an economy where there is an enterprise culture
	{ zone	part of a country where business is encouraged because there are less strict laws, lower taxes, etc.

2.3. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 11.1-11.3. см.31; 12.1-12.3 см.33 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Письмове завдання

Write short reports about the issues below. Research them on the internet if necessary.

- How big is the public sector in your country? Do people who work in it have good working conditions compared to those in the private sector?
- In your country, which of these industries are in the public sector, and which are in the private sector? Which have been privatized?

bus transport	electricity supply	postal services
rail transport	telephone services	water supply

3. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006

3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 6. ВИРОБНИЦТВО І ПОСЛУГИ. МАРКЕТИНГОВІ ДОСЛІДЖЕННЯ. ІННОВАЦІЇ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Виробництво і послуги. Маркетингові дослідження. Інновації”.

Основні поняття: manufacturing industry, service industry, market research, survey, field trials, focus groups

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Here are some of the manufacturing industries that make up the manufacturing sector .		Here are some of the services or service industries that make up the service sector .	
aerospace	planes and space vehicles	call centres (BrE) call centers (AmE)	dealing with orders, complaints, etc. from customers by phone
cars (BrE) automobiles (AmE)	cars	catering	restaurants, bars, etc.
computer hardware	computers, printers, etc.	computer software	instructions for computers
construction	buildings	financial services	banking, insurance, etc.
defence (BrE) defense (AmE)	weapons	healthcare	medical care
electronics	mobile phones, etc.	leisure	cinemas, sport, etc.
food processing	canned, frozen, etc. foods	media	books, newspapers, film, television
household goods	washing machines, refrigerators, etc.	property (BrE) real estate (AmE)	buying, selling and managing buildings
pharmaceuticals	medicines	retail	shops
steel	a strong metal used in the manufacturing of machinery and cars	telecommunications	phone, internet services
textiles	cloth and clothes	tourism	travel and holidays

2.2. Активізація отриманих знань в усному висловлюванні: **Маркетингові дослідження**
Market research

In designing products and services, market research – finding out what people really want – is very

important.

There are five ways of carrying out market research:

► **Surveys** are of four types:

1. **In-person surveys** can show an example or **sample** of a new product, but they are expensive.
2. **Telephone surveys** are less expensive, but people do not like to be **called up** and asked questions.
3. **Mail surveys** have **low response rates** because few people send the surveys back; they are inexpensive, however.
4. **Online surveys** are simple and inexpensive, but usually unpredictable as there is no control over the **pool** or selection of people that **take part in** this kind of survey.

► **Focus groups** usually last 1–2 hours. A **moderator** uses specially prepared questions to ask a group. It takes at least three groups to get accurate results.

► **Personal interviews** usually last about an hour – they are normally recorded. As with focus groups, not doing enough interviews gives inaccurate results.

► **Observations** involve observing consumers in action by videoing them in stores, watching them at work, or observing how they use a product at home.

► **Field trials** involve placing a new product in selected stores to test customer response under real-life selling conditions.

2.3. *Innovation and invention.* Словотворчі суфікси і морфологічна характеристика слова

Verb	Noun: concept (uncountable)	Noun: thing (countable)	Noun: person
design – to make plans or drawings for how something is to be made	design	a design	a designer
develop – to make a new idea become successful, for example by making or improving a product	development	a development	a developer
innovate – to think of new ideas, methods, products, etc.	innovation	an innovation	an innovator
invent – to design and make something for the first time	invention	an invention	an inventor

2.3. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 13.1-13.3. см.35; 14.1-14.3 см.37; 15.1-15.2 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Письмове завдання

Write short reports about the issues below. Research them on the internet if necessary.

- How big is the public sector in your country? Do people who work in it have good working conditions compared to those in the private sector?
- In your country, which of these industries are in the public sector, and which are in the private sector? Which have been privatized?

bus transport electricity supply postal services
rail transport telephone services water supply

5. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 7. ВИРОБНИЦТВО. МАТЕРІАЛИ І ПОСТАЧАЛЬНИКИ. БІЗНЕС-ФІЛОСОФІЇ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Виробництво. Матеріали і постачальники. Бізнес-філософії”.

Основні поняття: product, produce, craft industry, labour-intensive, assembly line or production line, cost-effective, computer-assisted manufacturing

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Products

A **product** can be: something natural, e.g. wood, oil, paper; something made to be sold, e.g. cars, computers, clothes; a service, e.g. broadcasting, insurance.

Produce (uncountable) normally refers to agricultural products such as crops or fruit.

Noun: things	Noun: company or country	Verb	Noun: activity
(manufactured) products / goods (see Unit 17)	maker / manufacturer / producer	make / manufacture / produce	manufacture / manufacturing / production
(agricultural) produce / products	producer	produce	manufacture / manufacturing / production
services	provider	provide	provision

Mass production

Car production started in **workshops** where each car was individually **hand-made**.

Producing cars like this was a **craft industry**. It was very **labour-intensive** – it took a lot of work to produce each car.

Then, in 1913, Henry Ford had the idea of an **assembly line** or **production line** at the Ford **manufacturing plant** in Detroit: a team of workers were responsible for each part of the manufacturing process, which meant that the plant could make cars in very large numbers – it could **churn** them out.

Today, the same system is used in manufacturing, but with the addition of **industrial robots**. The machines are expensive but very **cost-effective** – they produce a lot in relation to what they cost. These robots are part of the **CAD/CAM** system of **computer-assisted** (or **computer-aided**) **design and manufacturing**.

2.2. Активізація отриманих знань в усному висловлюванні: Матеріали і постачальники

Inputs

Dyson makes vacuum cleaners. It takes **raw materials** like steel and plastic, and makes some of the **components** – or **parts** – used in its products. (Other components are made by other companies.)

Here are some typical combinations:



Materials and parts are just some of the **inputs**. The others are **labour** – workers and managers – and **capital** – money. **Knowledge** is also important because Dyson is a leader in vacuum technology.

Vacuum cleaners that are in the course of being made are **work-in-progress**. At any one time, Dyson has **goods** worth millions of dollars in its factories and warehouses; these are both the materials and components used to make its products, and its **finished goods** – the products that have been made.

Quantities of raw materials, components, work-in-progress and finished goods in a particular place are **stocks**.

2.3. Business philosophies: underline key words

Mass customization

Production lines are good for mass production – producing large numbers of similar products. Manufacturers try to make standard products, with few variations, that as many people as possible will want to buy. Standardization is the most important factor.

Custom-built or tailor-made products, where each product is made to meet the specifications, requirements or needs of a particular customer, are more expensive to produce, of course.

The management thinker Joseph Pine and others talk about the possibilities of mass customization, where products are made in large quantities, but each one is made to the specifications of the buyer – the person or organization buying it. Dell Computers, where each computer is made for a particular buyer, is the best-known example of this.

2.4. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: впр. 16.1-16.3. см.41; 17.1-17.3 см.43; 18.1-18.3 см.45 Business Vocabulary in Use

3. ПІДСУМКИ ЗАНЯТТЯ

Письмове завдання: напишіть есе з обґрунтуванням вашої точки зору

Are hand-made products better than mass-produced products?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 8. ПОКУПЦІ, ПРОДАВЦІ І РИНОК. РИНКИ І КОНКУРЕНТИ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Покупці, продавці і ринок. Ринки і конкуренти”.

Основні поняття: customer, client, customer base, client base, clientele, user, end-user, consumer, buyer, purchaser, industrial buyer, seller, vendor

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Customers and clients

People who buy IBM's products and services are IBM's **customers** or **clients**.

Foster and Partners, a big architectural firm, has clients, rather than customers. **Client** often refers to people and organizations who buy the services of professionals such as accountants, lawyers, etc. IBM's customers considered as a group make up its **customer base**. Foster and Partners' clients considered as a group form a **client base**. These are slightly technical expressions, used for example in business journalism.

People who buy a company's or a professional's products or services, especially expensive or exclusive ones, are its **clientele**.

You can also talk about the **users** of a product or service who may not be the organizations who actually buy it. The expression **end-users** refers especially to people who use products, particularly computer equipment and other technology. These expressions are often used in contrast to the producers and distributors of a product. For example, IBM sells products through various channels, but the end-users are the employees of the companies that buy its products.

People who buy products or services for their own use are **consumers**, especially when considered as members of large groups of people buying things in advanced economies.

Buyers, sellers and vendors

A person or organization that buys something is a **buyer** or **purchaser**. But these terms are also used to talk about someone in a company or shop responsible for buying goods that it uses or sells. These people are also **buying managers** or **purchasing managers**.

An **industrial buyer** is an organization that buys things for use in producing its own goods or services.

A person or organization that sells something is a **seller**. In some contexts, for example selling property, they are referred to as the **vendor**. (Business journalists and lawyers may also refer to people selling products, rather than services, as vendors.) People selling things in the street are **street vendors**. A **vending machine** is a machine from which you can buy coffee, cigarettes, etc.

2.2. Активізація отриманих знань в усному висловлюванні: частотні дієслова, пов'язані з роботою компаній на ринку

Companies and markets

The market for a particular product is the people/organizations that buy it, or might buy it.

Buyers and sellers of goods or services in a particular place form a market

If a company	} a market,	<u>enters</u>	it starts selling there for the first time.
		<u>penetrates</u>	it starts selling, or sells more and more, there.
		<u>abandons</u>	
		<u>gets out of</u>	it stops selling there.
		<u>leaves</u>	
		<u>withdraws from</u>	it is the most important company selling there.
		<u>dominates</u>	it becomes the main company selling there.
		<u>corners</u>	it is the only company selling there.
<u>monopolizes</u>			
<u>drives another company out of</u>	it makes the other company leave the market, perhaps because it can no longer compete.		

2.3. Competitors and competition: underline key words and explain their meaning

Companies or products in the same market are competitors or rivals. Competitors compete with each other to sell more, be more successful, etc.

The most important companies in a particular market are often referred to, especially by journalists, as key players.

Competition is used to talk about the activity of trying to sell more, be more successful, etc. When competition is strong, you can say that it is intense, stiff, fierce or tough. If competition isn't strong, it may be described as low-key.

The competition refers to all the products, businesses, etc. competing in a particular situation, seen as a group.

2.4. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: **впр. 19.1-19.3. см.47; 20.1-20.3 см.49 Business Vocabulary in Use**

3. ПІДСУМКИ ЗАНЯТТЯ

Read this description of a language training market. Answer the questions.

In Paris, 500 organizations offer language training to companies. However, 90 per cent of sales are made by the top five language training organizations. The market is not growing in size overall. Organization A has 35 per cent of the market, and faces stiff competition from B which has about 25 per cent of the market and from C, D and E who have 10 per cent each, but who are trying to grow by charging less for their courses.

1 How many competitors are there in this market?

- 2 Is competition in the market strong?
- 3 Who is the market leader?
- 4 Who are the two key players?
- 5 Who mainly takes up the competition, from the market leader's point of view?
- 6 If one competitor increases its market share, can the others keep their market share at the same level?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 9. МАРКЕТИНГ. МАРКЕТИНГ-МІКС: THE 4 Ps. ПРОДУКТИ І БРЕНДИ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Маркетинг, маркетинг-мікс: the 4 Ps. Продукти і бренди”.

Основні поняття: market, marketing concept, profitability, marketing plan, benefits, the 4 Ps, marketing mix, brand, generic product, own-brand product

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Marketing

Marketing is the process of

planning – identifying future needs for –

designing – developing and making –

pricing – deciding the price for –

promoting – informing customers about –

distributing – making available –

goods/services in order to satisfy

customer needs profitably

The **marketing concept** should be shared by everyone in an organization – all managers and employees, not just those in the **marketing department**, should think in these terms of **profitability** through satisfying customer needs.

Companies point out how the special **features** – important characteristics and qualities – of their products and services possess particular **benefits** – advantages – in relation to the needs of the people who buy them.

Non-profit organizations have other goals, such as persuading people to give money to help people in poor countries, but these organizations also use the techniques of marketing. This is **social marketing**.

In some places, even totally different organizations such as government departments think about – or at least talk about – their activities in terms of the marketing concept.

2.2. Активізація отриманих знань в усному висловлюванні: частотні дієслова, пов'язані з маркетинг-міксом

The four Ps are:

product – deciding what to sell

price – deciding what prices to charge

place – deciding how the product will be distributed and where people will buy it

promotion – deciding how the product will be supported with advertising, special activities, etc.

A fifth P which is sometimes added is **packaging** – the materials used to protect and present a product before it is sold.

The four Ps are a useful summary of the **marketing mix** – the activities that you have to combine successfully in order to sell.

The next four units look at these activities in detail.

To **market** a product is to make a plan based on a particular marketing mix and put it into action. The **marketing plan** for a new product or service shows how this can be realized.

A **marketer** or **marketeer** is someone who works in this area.

Marketer can also be used to describe an organization that sells particular goods or services

2.3. Word combinations with 'product'

product	catalogue (BrE) catalog (AmE)	a list of a company's products (see Unit 18)
	mix portfolio	a company's products considered together and in relation to one another
	line range	a company's products of a particular type
	lifecycle	the stages in the life of a product and the number of people who buy it at each stage
	positioning	how a product is seen, or how a company would like it to be seen, in relation to its other products and/or to competing products
	placement	when a company pays for its products to be used or seen in films and TV programmes

2.4. **Brands and branding:** підкресліть і поясніть ключові слова тексту

A company gives a brand or brand name to its products so that they can be easily recognized. This may be the name of the company itself: in this case, you can talk about the make of the product, for example LG. For many products, you refer to the make and model – the Ford (make) Ka (model), the Sony Vaio or the Canon EOS.

Some brand names become names for the whole product category – for example Hoover for vacuum cleaners or Biro for pens.

Brand awareness or brand recognition is the degree to which people know a particular brand. All the ideas that people have about a particular brand are its brand image. A brand manager is in charge of the marketing of goods or services with a particular brand.

Branding is creating brands and keeping them in customers' minds through advertising, product and package design, and so on. A brand should have a clear brand identity so that people think of it in a particular, hopefully positive, way in relation to other brands.

Products that are not branded – those that do not have a manufacturer's brand name – are generic products or generics.

A product sold by a retailer with its own name rather than the name of its manufacturer is an own-brand product (BrE), or own-label product or store brand (AmE).

2.5. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 21.1-21.2. см.51; 22.1-22.3 см.53 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування

- What are typical product placements in a particular film or TV show that you know?
- What are the most famous brands of chocolate, soft drinks, breakfast cereal and fast food in your country

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 10.
ЦІНОУТВОРЕННЯ І ДИСТРИБУЦІЯ. ПРОСУВАННЯ ТОВАРІВ НА РИНКУ.
ІНТЕРНЕТРЕСУРСИ У МАРКЕТИНГУ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Ціноутворення і дистрибуція. Просування товарів на ринку. Інтернет ресурси у маркетингу”.

Основні поняття: price, pricing, low-priced, high-priced, list price, discount, upmarket, downmarket

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

**2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК
ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:**

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Pricing

The owner of Allmart Stores talks about its prices:

‘As you know, our goods are **low-priced** and this permanently **low pricing** means we **charge** low prices all the time. Our competitors say their goods are more **expensive** because they provide customer service. But we believe that our customers are interested in **cheap** goods and don’t want to pay extra for service.

‘It is true that we have **loss-leaders** – these are cheap items which are there to attract customers. We have a policy of selling our goods below the ‘official’ **list price** or **recommended retail price**. This policy of **discounting** – selling at a **discount** to the list price – has been very successful.’

The owner of Luxmart says:

‘Allmart’s goods are **cheap** – low-priced but not of high quality. Our top quality goods are **high-priced**, I agree, but we have high levels of customer service. In fact, most of our goods are **mid-priced** – not cheap and not expensive. But Allmart are **undercutting** us on some products – selling the same ones at lower prices than us.’

2.2. Word combinations with ‘price’

price	{	boom	when prices are rising quickly, to the benefit of sellers
		controls	government efforts to limit the amount by which prices increase
		cut	a reduction
		hike	an increase, especially one not wanted by the buyer; used by journalists
		war	when competing companies reduce prices in response to each other
		tag	a label attached to goods, showing the price; also means ‘price’

2.3. Активізація отриманих знань в усному висловлюванні: частотні дієслова, пов’язані з різними сегментами ринку

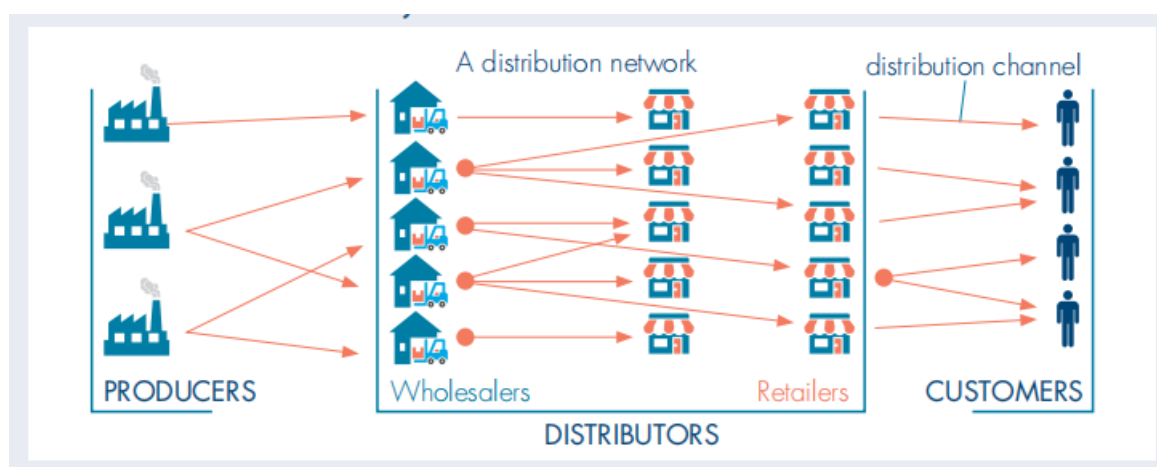
Upmarket and downmarket

Products exist in different **models**. Take skis for example. Some are **basic** and others more **sophisticated** and **exclusive**. The cheapest skis are **low-end** or **bottom-end**. The most expensive ones are **high-end**, **top-end** or **premium** products – designed for very experienced users (or people with a lot of money!). The cheapest **entry-level** skis are intended for beginners who have never bought skis before. Those in between are **mid-range**. When you buy more sophisticated skis to replace basic ones, you **trade up** and **move upmarket**.

If you buy cheaper skis after buying more expensive ones, you **trade down** and **move downmarket**.

To say that something is **downmarket** often shows disapproval. For example, if a publisher takes a newspaper downmarket, they make it more popular, less cultural, etc. in an attempt to increase the number of readers.

2.4. Distribution: wholesalers, retailers and customers. *Опишіть рисунок*



Kinds of shops

A shop (BrE) or store (AmE) may be referred to technically, for example by a maker of goods, as a retail outlet or sales outlet. Here are some types of shop:

- chain store – a shop that is part of a group of shops, all with the same name
- convenience store – a shop in a town that is open long hours
- Discounter – a wholesaler or retailer with very low prices
- department store – a very large shop, usually in a town centre
- hypermarket – a very large shop with a wide variety of goods, usually outside a town
- supermarket – a very large shop, selling mainly food

2.5. Словниковий мінімум до підтеми “Реклама. Просування торвару на ринку”

Advertising

A series of **advertisements** for a particular company, product, etc. is an **advertising campaign**.

A television advertisement is also called a **commercial**.

A person or business that **advertises** is an **advertiser**. An organization that designs and manages advertising is an **advertising agency**.

Another form of advertising is **sponsorship**, where companies **sponsor** events like concerts and sports events, by paying some of their costs or paying for their products to be displayed.

Promotional activities

Promotion (uncountable) can refer to all the activities designed to support the sale of a product, including advertising. A **promotion** (countable) can describe:

a **special offer** such as a **discount** or reduced price

a free sample – a small amount of the product to try or taste

a free gift given away with the product

a competition with prizes

Supermarkets, chain stores and airlines also offer **loyalty cards** – the more you spend, the more points you get, and you can exchange these points for free goods or flights.

A **cross-promotion** is where you buy one product, and you are recommended to buy another product, for example a washing machine with a recommendation for a particular brand of washing powder.

Advertisements where famous people recommend the product are product **endorsements**.

Product placement is when a company pays for its products to be used or seen in films and TV programmes

2.6. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 23.1-23.3. см.55; 24.1-24.3 см.57; 25.1-25.3 см.59 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування: дайте відповіді на питання

I.

- Which companies in your country offer the lowest prices?
– for family cars – for home furniture – in supermarkets
- What are the advantages and disadvantages for a company with an upmarket image trying to increase its sales by offering cheap products?

II.

- Do you prefer shopping in the city centre or out of town? Why?
- Which companies in your country often advertise by direct mail?
- What do you think of telemarketing?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>

3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 11.
ПРОДАЖІ І ВАРТІСТЬ. ПРИБУТКОВІСТЬ І НЕПРИБУТКОВІСТЬ. ІНВОЙСИНГ
(РАХУНОК-ФАКТУРИ)

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Продажі і вартість. Прибутковість і неприбутковість. Інвойсинг (виставлення рахунків-фактур)”.

Основні поняття: sales, revenue, turnover, sales volume, sales growth, sales forecast, direct cost, fixed cost, variable cost, cost of goods sold, overheads, costing

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННСВИХ ВМІНЬ І НАВИЧОК
ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Sales

The goods and services that a business sells, and the money it receives for them from customers, are its **sales**. Denise van Beek of Nordsee Marine **works in sales**. In fact, she is **sales director**, in charge of the **sales department**. Denise is talking to her **sales team** at a **sales meeting**.

‘Our **sales figures** last year were good and **revenue** or **turnover** – money from sales – was €14.5 million, on **sales volume** or **unit sales** of 49 boats. This was above our **target** for the year of €13 million. We estimate our **sales growth** next year at 10 per cent as the world economy looks good and there is demand for our products, so my **sales forecast** for next year is nearly €16 million.’

Costs

The amounts of money that a business spends are its **costs**:

- ▶ **direct costs** are directly related to providing the product, e.g. salaries
- ▶ **fixed costs** do not change when production goes up or down, e.g. rent, heating, etc.
- ▶ **variable costs** change when production goes up or down, e.g. materials
- ▶ **cost of goods sold (COGS)** are the variable costs in making particular goods
- ▶ **overheads, overhead costs** or **indirect costs** are not directly related to production, e.g. administration

Some costs, especially indirect ones, are also called **expenses** or **operating expenses**.

Costing is the activity of calculating costs. Amounts calculated for particular things are costings.

2.2. **Profitable and unprofitable products.** *Опишіть таблицю від імені менеджера супермаркету*

A supermarket manager talks about the costs and prices for some of its products.

Product	Cost per unit (euros)	Sale price per unit (euros)	Result
A	10	12	We make a profit : the product is profitable or profit-making .
B	15	15	We break even : we reach break-even point .
C	8	7	We make a loss . The product is loss-making , but we use Product C as a loss-leader (see Unit 23) to attract people to the store, knowing they will then also buy profitable products.
D	12	22	Product D is very profitable and we sell a lot of it. It's one of our money spinners or cash cows – products that have very good profitability.

2.3. Активізація отриманих знань в усному висловлюванні: доставка і рахунок-фактури

Shipping and billing

When you ask to buy something, you **order** it or **place an order** for it. When the goods are ready, they are **dispatched** or **shipped** to you.

An **invoice** is a document asking for payment for something and showing the amount to pay. The activity of producing invoices and sending them to customers is **invoicing** or **billing**. If a supplier **chases an invoice**, they ask for payment because it has not been paid on time. If you **settle an invoice**, you pay it.

2.4. Рахунки: поясніть слова, виділені у вправі

Accounts

Jennifer and Kathleen are businesswomen. Jennifer has her company in Britain and Kathleen owns one in the US.

These businesses are our customers or **accounts**. The most important ones are **key accounts**.

I'm waiting for these customers to pay me. They're my **debtors** (BrE).

I must pay these suppliers and other organizations. They're my **creditors** (BrE).

I'm waiting for these customers to pay me. They're my **accounts receivable** (AmE) or **receivables** (AmE).

I must pay these suppliers and other organizations. They're my **accounts payable** (AmE) or **payables** (AmE).

Some businesses that owe me money will probably never pay. These are **bad debts** and I've **written them off**.

Jennifer Kathleen

2.5. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 27.1-27.4, см.63; 28.1-28.3 см.65; 29.1-29.3 см.67 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування: дайте відповіді на питання

I.

- What kind of products are money spinners in your country?
- What kind of companies have very large advertising spends in your country?
- How do companies benefit from economies of scale?

II.

- Once you have ordered a book online, how long would you expect to wait for the book to arrive after it had been dispatched to you?
- What kinds of companies offer discounts, and why?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 12.

АКТИВИ, ПАСИВИ, БАЛАНС. БУХГАЛТЕРІЯ. АКЦІОНЕРНИЙ КАПІТАЛ І БОРГОВІ ЗОБОВ'ЯЗАННЯ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Активи, пасиви та баланс. Бухгалтерія. Акціонерний капітал і боргові зобов'язання”.

Основні поняття: assets, current assets, fixed assets, intangible assets, liabilities, balance sheet, annual report, pre-tax profit, pre-tax loss, gross profit, share capital, loan capital

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННСВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Assets

Something that has value or the power to earn money for a business is an **asset**.

These include:

current assets – money in the bank, investments (see Unit 36) that can easily be turned into money, money that customers owe, stocks of goods that are going to be sold

fixed assets – equipment, machinery, buildings, land

intangible assets: **goodwill** – the value that a company has through its reputation with existing customers – and **brands**, because an established brand allows its owner to earn money from it, rather than having to build up a brand from nothing

If a company is sold as a **going concern**, it is sold as a functioning operation.

Liabilities

A company's **liabilities** are its debts to suppliers, lenders, the tax authorities, etc. Debts that have to be paid within a year are **current liabilities**; those payable in more than a year are **long-term liabilities** – for example long-term bank loans.

Balance sheet

A company's **balance sheet** gives a picture of its assets and liabilities at a particular time. This is usually at the end of the 12-month period of its **financial year**.

2.2. Бухгалтерський звіт: базова лексика

Results

A firm **reports** its performance for a particular period in its **results**. In Britain, results for a particular year are shown in the company's **annual report**. This contains, among other things, a **profit and loss account**; in the US, they call this the **income statement**.

In theory, if a company makes more money than it spends, it **makes a profit**. If it makes less than it spends, it **makes a loss**. But it's possible for a company to show a profit for a particular period

because of the way it presents its activities under the **accounting standards** or **accounting rules** of one country, and a loss under the rules of another.

A **pre-tax profit** or a **pre-tax loss** is one before tax is calculated. An exceptional profit or loss is for something that is not normally repeated, for example the sale of a subsidiary company or for the costs of restructuring (see Unit 34). A company's **gross profit** is before charges like these are taken away; its **net profit** afterwards. Profits are also referred to as **earnings**. The final figure for profit or loss is what people call informally the **bottom line**. If a company makes a profit, it is **in the black**. If it makes a loss, commentators may say that it is **in the red**. They may also use expressions with **red ink**, saying, for example, that a company is **bleeding red ink**.

2.3. Активізація отриманих знань в усному висловлюванні: бухгалтерія. Розкажіть про професійні обов'язки Фіони. Виділіть ключові слова.

Accounts

'Hi, I'm Fiona and I'm an accountant. I work in Edinburgh for one of the big accountancy firms. We look at the financial records or accounts of a lot of companies. We work with the accountants of those companies and the book-keepers – the people who work under them. Sometimes we act as auditors – specialist outside accountants who check a business's accounts at the end of a particular period to see if they give a true and fair view – in other words, that they are accurate and complete.

'When a company's results are presented in a way that makes them look better than they really are, it may be accused of creative accounting or window dressing. Of course, one of our jobs is to spot this and to prevent it happening!

'Audits are only part of what accountants do, but it's a very important part.'

2.4. Капітал - поясніть значення виділених слів

Capital

Capital is the money that a company uses to operate and develop. There are two main ways in which a company can **raise capital** – find the money it needs: it can either use **share capital** or **loan capital** from **investors**. These are people or organizations who put money in, hoping to make more money from their **investment or stake** in the company.

Share capital

Share capital is contributed by **shareholders**. They are individuals or organizations that have provided or **put up money** to buy **shares or stock** in the company. Each share represents a part of the ownership of the company. If you **hold shares** in a company, you may receive **dividends** periodically, usually based on the company's **earnings** – profit – in the relevant period, if any. But some companies do not pay dividends, and investors make a profit as the company grows and the value of its shares increases. Capital in the form of shares is also called **equity**.

2.5. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: **впр.30.1-30.3. см.69; 31.1-31.3 см.71; 32.1-32.3 см.73 Business Vocabulary in Use**

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування: дайте відповіді на питання

- Have you ever thought of starting your own business? What sort of business would it be? Where would you get the capital?
- Where do existing companies in your country normally get capital? Describe two methods of doing this, and give some of the advantages and disadvantages of each.

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 13.

УСПІХИ І НЕВДАЧІ. БАНКРУТСТВО, ЗЛИТТЯ, ПОГЛИНАННЯ ТА САМОВІДЧУЖЕННЯ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Успіхи і невдачі. Банкрутство. злиття, поглинання та самовідчуження”.

Основні поняття: bankruptcy, insolvent, liquidation, receivership, debt, merger, takeover

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Bankruptcy

A company in serious financial difficulty has to take some legal steps.

In the US, it may ask a court to give it time to reorganize by **filing for bankruptcy protection** from creditors. This means that the company doesn't have to pay back its debts immediately.

In Britain, a company that is **insolvent** and unable to pay its debts may **go into administration** under the management of an outside specialist called an **administrator**.

If the company cannot be saved, it goes into **liquidation** or into **receivership**. Receivers are specialists who **wind up** the company – they sell the company's assets and pay out what they can to creditors (see Unit 29). When a company is **wound up** like this and it **ceases trading**, it stops functioning and no longer exists.

When a company is in difficulty and cannot be saved, it **goes bankrupt** or (more informally) it **goes bust**.

2.2. Борги: базова лексика

Debt and debt problems

Debt often occurs in these combinations. These expressions are also used to talk about a country's foreign debts.

Debt	{	repayment	is when a company repays its debt and/or interest on it. 'Debt repayments' refers to particular amounts repaid.
		servicing	
		burden	is when a company has difficulty repaying its debt.
		crisis	is when a company can no longer pay its debt as planned.
		rescheduling	is when a company arranges with lenders to put its debt into new forms, with new repayment dates, etc.
		restructuring	
		default	is when a company cannot make payments on its debt.

2.3. Активізація отриманих знань: замініть виділені слова синонімічними словами або виразами, наданими нижче

Mergers and takeovers

Delta Air Lines and Northwest Airlines are to **merge**¹ in a deal that will create the world's biggest carrier. The **merger**² could well bring about further **consolidation**³ in the US airline industry.

Yahoo on Wednesday rejected allegations by Carl Icahn, the investor, that it had damaged the chances of any **acquisition**⁸ by Microsoft with an expensive worker compensation plan. The internet company said Mr Icahn's reference to its employee plan as a **poison pill**⁹ 'could not be further from the truth'.

Commerzbank, until not long ago seen as a poor fourth in German banking – and seemingly inevitable **prey**⁴ for a **takeover**⁵ – has become a **predator**⁶, and is about to **acquire**⁷ its rival, Allianz.

Continental has potential investors which could act as **white knights**¹⁰ as the German motor supplier seeks to **fend off**¹¹ an €11.3 billion (\$17.6 billion) **hostile bid**¹² from Schaeffler, its privately owned rival. Continental is in talks with five strategic and financial investors that are prepared to pay a higher price than Schaeffler's **takeover bid**¹³ launched last week.

1 join

2 combination

3 reduction in the number of companies

4 company that might be bought

5 purchase

6 possible buyer

7 buy

8 taking control by buying most or all of its shares

9 something that makes a company less attractive to buy

10 companies which can save another from being bought against their will

11 resist

12 unwanted attempt to buy it (opposite = **friendly bid**) 13 attempt to buy it

2.4. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: **впр.33.1-33.3. см.75; 34.1-34.3 см.77; Business Vocabulary in Use**

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування: дайте відповіді на питання

- What happens when a company defaults on its debt repayments?
- Are there famous companies in your country that are in danger of going bankrupt?
- Should governments bail out ailing companies to save people from being laid off?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 14.

ОСОБИСТІ ФІНАНСИ. ФІНАНСОВІ ЦЕНТРИ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Особисті фінанси. Фінансові центри”.

Основні поняття: current account, joint account, overdraft, interest rate, deposit account, saving account, mortgage, credit crunch, negative equity

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Traditional banking

‘I’m Elizabeth. I have an **account** at the local **branch** of one of the big **banks**. I have a **current account** which I use to write cheques, make bill payments, and so on. It’s a **joint account** with my husband. Normally, we’re **in the black**, but sometimes we spend more money than there is in the account and we **go into the red** and have an **overdraft**.

We have an **overdraft facility** – an agreement with the bank to be in this situation as long as the overdraft stays within a certain amount. Some **charges** are taken from the account if we **go overdrawn**. And of course we pay **interest** on the overdraft. The **interest rate** is quite high.

‘I also have a **deposit account** or **savings account** for keeping money for the longer term. This account pays us **interest** but not very much, especially after tax!

‘We have a **credit card** with the same bank too, plus other cards with other **credit card companies**. Paying with **plastic** is very convenient. But we **pay off** the total amounts we’ve spent every month, so we don’t pay interest on these, luckily.

‘We also have a **mortgage** – a loan to buy a house. This is with a type of bank called a **building society**.

Luckily, we were not affected by the **credit crunch**, when banks were much more hesitant to lend than before, or **negative equity**, when house prices fell and left some buyers owing more on their mortgage than their house was worth.’

2.2. **Особисте інвестування:** базова лексика

Personal investing

‘We have some **unit trusts** – shares in **investment companies** that put money from **small investors** like me into a range of companies. One type of unit trust here in the UK is in the form of an **ISA** – an **individual savings account** – but there are many other **financial products** available for **savers**.

‘My husband and I have **life insurance** which would **pay out** if either of us dies. This is just one of the **insurance policies** that we have.

‘I pay **contributions** into a **private pension**, which will give me a regular income for my

retirement when I stop working. I've never joined a **company pension scheme** and the government **state pension** is very small!

'I'm lucky: I recently received a **windfall**, an unexpected one-off increase in the value of my **pension fund**, when my pension company was **demutualized**.

'Some **financial institutions** now offer all these **financial products**.'

2.3. Активізація отриманих знань в усному висловлюванні: поясніть значення виділених слів

Financial centres

Financial centres are places where there are many banks and other **financial institutions**. The financial centre of London is called **the City** or **the Square Mile**, and in New York it is called **Wall Street**.

Financial centres bring together **investors** and businesses that need their investment in order to function and develop. A **speculator** is an investor who wants to make a quick profit, rather than one who wants to invest over a longer period of time.

Brokers, dealers and **traders** buy and sell on behalf of these investors and, in some cases, for themselves or the organizations they work for.

Stock markets

The chief executive of Advanced Computers went through this process:

1 'We needed to **raise capital** to develop and expand, so we decided to **float** the company – in other words to **go public**.

2 'Our **shares** were **issued** and **listed** for the first time on a **stock market** that specializes in small companies.

3 'Our shares were **oversubscribed** – there weren't enough shares for all the investors who wanted them!

4 'The shares rose by 10 per cent on their first day. The **flotation** was a big success.'

2.4. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: ***впр.35.1-35.3. см.69; 31.1-31.3 см.79; 36.1-36.3 см.81 Business Vocabulary in Use***

3. ПІДСУМКИ ЗАНЯТТЯ

Прочитайте статтю та дайте відповіді на питання



The screenshot shows a news article with the following text:

COMPLAINTS ABOUT FINANCIAL PRODUCTS REACH RECORD LEVELS

Complaints about financial products and services leapt by 30 per cent last year to hit a record, underlining growing dissatisfaction with banks and insurers. The Financial Ombudsman Service (FOS) said the sharp rise was fuelled by "sudden surges" in complaints about unauthorized overdraft charges and loan payment protection insurance (PPI), driven largely by media and internet campaigns. The FOS said that during the year, it referred 123,089 new cases for more detailed dispute-resolution work. A spokesman said it had seen the number of mortgage and banking disputes more than triple, while insurance complaints had doubled.

There was a tenfold increase in complaints about charges on current accounts, and a sixfold increase in complaints about PPI, which has been heavily criticized amid claims that it is overpriced and is mis-sold to people who would never be able to make a claim. Meanwhile, the number of disputes relating to travel and health insurance fell during the period. Sir Christopher Kelly, chairman of the FOS, said: "This time last year we had hoped we were starting to see a downward trend in complaint numbers for the first time. But instead, events during the year have led to the service receiving record numbers of new cases."

1 Which of these financial institutions are mentioned specifically?

- a) banks
 - b) insurance companies
 - c) building societies
- 2 Which of these financial products do the problems mentioned relate to?
- a) pensions
 - b) current accounts
 - c) loan payment protection insurance
 - d) life insurance policies
- 3 Which other financial products are mentioned?
- 4 For which products has the number of complaints increased? For which ones has it decreased?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
4. World Health Organization
<https://www.who.int/>
5. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 15.

ТОРГІВЛЯ. РИНКОВІ ІНДЕКСИ ТА РИНКОВА АКТИВНІСТЬ. ФІНАНСОВІ ТА ЕКОНОМІЧНІ ПОКАЗНИКИ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Торгівля. Ринкові індекси та ринкова активність. Фінансові та економічні показники”.

Основні поняття: share, share price, market indexes, stock market, economics and economy, finance

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННСВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Market indexes

If there is **demand** for shares in a company, for example because it is doing well, its **share price** goes up. The overall value of shares traded on a stock market is shown by an **index** (plural **indexes** or **indices**). Here are some of the most important indexes:

- 1 London: *FTSE: the Financial Times Stock Exchange index* – pronounced ‘Footsie’
- 2 New York: *Dow Jones Industrial Average* – specializes in shares of long-established companies
- 3 New York: *Nasdaq* – specializes in shares of hi-tech comp
- 4 Paris: *CAC 40*
- 5 Frankfurt: *DAX*
- 6 Tokyo: *Nikkei*
- 7 Hong Kong: *Hang Seng*
- 8 Shanghai: *SSE*

2.2. Finance and economics: basic vocabulary

Finance is:

- ▶ money provided or lent for a particular purpose.
- ▶ the management of money by countries, organizations or people.
- ▶ the study of money management.

A company with money problems has **financial problems**.

High finance involves very large amounts of money used by governments and large companies. A person’s or organization’s finances are the money they have and how it is managed, etc. The related adjective is **financial**.

Economics is:

- ▶ the study of the way in which money works and how it is used.
- ▶ calculations of whether a particular business activity will be profitable or not. A profitable activity is economic and an unprofitable one is uneconomic.

A government with money problems has **economic problems**.

Do not confuse 'economic' with **economical**. If something is economical, it is cheap to buy, to use or to do. If not, it is **uneconomical**.

Economic indicators are figures relating to how well a country's **economy** – system of money, production, etc. – is working

2.3. Активізація отриманих знань: замініть виділені слова синонімічними словами або виразами, наданими нижче

A. Market activity: good times ...



Trading¹ has been heavy on the New York Stock Exchange, with very high turnover² of one and a half billion shares changing hands³. We've seen some spectacular gains⁴, especially among blue chips⁵.

The bull market⁶ seems set to continue, after yesterday's record high⁷ at the close⁸ with prices continuing to rise today, having opened⁹ at 14,600 and gaining¹⁰ 121 points to close up¹¹ at 14,721.

Sentiment is bullish¹²: some of the dealers I've spoken to expect the Dow to go through the important 15,000 level¹³ sometime soon, but others see this as a psychological barrier¹⁴ that will be difficult to pass.

The line graph shows a fluctuating upward trend from January to October, with a notable peak in August and a dip in September.

1 buying and selling of shares

2 a large number

3 being bought and sold

4 big increases in value

5 famous companies that are profitable in good times and bad

6 rising level of prices

7 highest level ever

8 end of the working day

9 started the day

10 increasing by

11 ending the day higher

12 feelings are optimistic

13 to pass the 'round' number of ...

14 an important level, but one that is not easy to get through

B. ... and bad

There was **panic selling**¹ on the New York Stock Exchange today as share prices fell to new five-year **lows**² in a massive **sell-off**³. We've seen some very big **declines**⁴, with billions of dollars **wiped off**⁵ the value of some of America's best-known companies, and more than ten per cent of total **market capitalization**⁶, **closing down** 1,095 **points**⁷ at 10,072.

The **bear market**⁸ seems set to continue, with more **falls**⁹ in the next few days. Dealers are still very **bearish**¹⁰: there is no sign of a **rally**¹¹. If prices continue to fall, we may be looking at a real stock market **collapse**¹² or **crash**¹², like the ones in 1929 and 1987.

Month	Price Level
Jan	High
Feb	Medium-High
Mar	Medium
Apr	Medium-Low
May	Low
June	Medium-Low
July	Low
Aug	Medium-Low
Sept	Low
Oct	Very Low

1 selling shares at any price

2 lowest level for five years

3 selling

4 decreases

5 taken off

6 the total value of shares on the market

7 ending the day lower

8 falling level of prices

9 decreases

10 pessimistic

11 prices starting to rise again

12 very serious drop in the value of shares, with very serious consequences

2.4. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: **впр.37.1-37.3. см.83; 38.1-38.3 см.85; 39.1-39.3 см.87 Business Vocabulary in Use**

6. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування

- What is the difference between a trade surplus and a trade deficit?
- What is the inflation rate at the moment in your country? Is it rising or falling?
- Which three countries currently have the highest GDP?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2011

Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 16.

ЕТИЧНІ НОРМИ В МЕНЕДЖМЕНТІ ТА ЇХ ПОРУШЕННЯ. ОСОБИСТІ НАВИЧКИ НЕОБХІДНІ У МЕНЕДЖМЕНТІ: ТАЙМ-МЕНЕДЖМЕНТ, СТРЕС-МЕНЕДЖМЕНТ, ЛІДЕРСТВО, СТИЛЬ УПРАВЛІННЯ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Етичні норми в менеджменті та їх порушення. Особисті навички, необхідні у менеджменті: тайм-менеджмент, стрес-менеджмент, лідерство і стилі управління”.

Основні поняття: wrongdoing, financial crimes, bribery, corruption, counterfeiting, identity theft, money laundering, code of conduct, professional guidelines, time management, stress management

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Wrongdoing

FINANCIAL SERVICES AUTHORITY

- **Insider dealing or insider trading** is when someone buys or sells securities using information that is not publicly available, for example because they have been involved with the company in some way. **Chinese walls** are measures that financial institutions take in order to stop knowledge in one department being used by another department to buy or sell shares, etc. at an advantage.
- **Price fixing** is when a group of companies in the same market secretly agree to set prices at a certain level so that they do not have to compete with each other.
- **Market rigging** is when a group of investors work together to stop a financial market functioning as it should, to gain an advantage for themselves.

People who commit **financial crimes** can be **banned** or **barred** – prevented from continuing in their jobs. They can also be **fined** – made to pay a sum of money – or even sent to **prison**.

Bribery and corruption

An illegal payment to persuade someone to do something is a **bribe**, or more informally, a **kickback**, **sweetener** or **backhand** (BrE only). Making an illegal payment is **bribery**. People are **corrupt** and involved in **corruption** if they make or accept illegal payments. The more informal word **sleaze** is used especially in connection with politicians who receive payments in this way.

Fraud and embezzlement

'My name's Samuel Woo. I've been a detective in the **fraud squad** for 20 years.

'Once, a gang **counterfeited** millions of banknotes in a garage. We found the equivalent of US\$10 million in **counterfeit notes**. Very good quality they were! **Counterfeiting** or **forgery** of banknotes and financial certificates used to be a problem, but now all the forgers are in jail!

'Until recently, **faking** luxury goods like Rolex watches was also a problem, but we're working hard to close workshops where **fakes** are made.

'There are many cases of **fraud**. For example, some borrowers lie about their ability or intention to repay loans. A new form of fraud is **identity theft** – where the criminal uses another person's details, for example their credit card, to make purchases.

'And then there's **embezzlement**. This is a type of fraud where someone illegally gets money from their employer. One accountant sent false invoices from non-existent companies to the company she was working for. She paid out money into bank accounts of the companies she had 'created'. She **embezzled** \$2 million – quite a **scam**!

'There are **rackets** – illegal activities for making money. For example, there used to be a lot of **racketeers** demanding 'protection money' from business and shop owners. If they didn't pay, their businesses were burnt down!

'**Money laundering** – hiding the illegal origin of money – is a problem, as gangsters are buying property with money from drugs. When they sell the property, the money becomes 'legal'. But banks must now tell us when someone makes a large deposit in cash.'

2.2. Business ethics: basic vocabulary

Professional behaviour

Some professions have a **code of ethics** or **code of conduct** – rules or **professional guidelines** that control the way they behave. Behaviour may be described as **ethical** or **unethical**. It may also be described as **professional** or **unprofessional**.

If there are **breaches** in the rules and they are broken, those responsible are guilty of **unprofessional conduct**.

Companies also have codes of conduct, of course, but talk increasingly about **corporate social responsibility (CSR)**. With CSR, companies are establishing systematic rules for their behaviour on **moral, social and environmental issues**.

2.3. Активізація отриманих знань: визначте ключові слова тексту

Social issues

Investors are increasingly concerned about ethical investing – where their money is invested. They want companies in which they have stakes or holdings – investments – to be socially responsible. For example, they want firms that they invest in to protect human rights – the ways of treating people fairly and with justice. They don't want them to employ child labour – children who work. Investors check that the firms don't exploit workers by using sweatshop labour – employees working very long hours for very low wages.

They may want to know if the companies have affirmative action programs to prevent discrimination:

- ▶ to stop people from ethnic minorities – particular racial groups – being treated unfairly.
- ▶ to stop women being treated unfairly in relation to men.

If investors do not approve of a company's activities, they may sell their stake or holding in it.

Investors are one group of stakeholders in a company. Other stakeholders include employees, customers, suppliers and taxpayers.

2.4. Time and time management: basic vocabulary

Timeframes and schedules

Note

Schedule is far more frequent than **timetable**, **timeframe** or **timescale**.
Schedule is also more used in expressions like **ahead of schedule**, etc.



‘Time is money,’ says the famous phrase. The **timescale** or **timeframe** is the overall period during which something should happen or be completed. The **lead time** for something is the period of time it takes to prepare and complete or deliver all or part of something.

The times or dates when things in a plan should happen are its **schedule** or **timetable**. If a project is completed at the planned time, the project is **on schedule**; completion before the planned time is **ahead of schedule** and later is **behind schedule**. If something happens later than planned, it is **delayed**: there is a **delay**. If you then try to go faster, you try to make up time.

But things can **take longer than planned!**

A period when a machine or computer cannot be used because it is not working is **downtime**.

2.5. Which management style is the most effective: your opinion

Modern management styles

How have management styles changed in the last few years?

‘Before, leaders were distant and remote – not easy to get to know or communicate with. But now managers are more accessible and approachable – easy to meet and to talk to. This is a completely different management style. They want to involve employees in a process of consultation – getting everyone to participate in making decisions that will affect them. This is management by consensus – a situation where most people agree with the decisions taken. The old style was to impose decisions in a top-down approach – forcing people to accept ideas that they did not agree with.’

Do you think this trend will continue?

‘Yes. There are more women managers now. I would say that they are more consensual – more able to build consensus than traditional authoritarian male managers.’

2.6. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр.40.1-40.3. см.89; 41.1-41.3 см.91; 42.1-42.3 см.93; 43.1-43.3 см.95; 44.1-44 см.97 Business Vocabulary in Use*

7. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування

- Think of a company that has a good reputation for social responsibility. Describe some of the ways in which it has gained this reputation.
- Do companies in your country have affirmative action programs? What do they consist of?
- Do you sometimes get stressed at work or college? What do you do about it?
- What are some of the symptoms of stress?
- What are the possible disadvantages of downshifting?
- Who is the most charismatic business leader you have seen?
- What happens during a process of consultation?
- What kind of management styles are common in your country?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 17.

КРОС-КУЛЬТУРНА КОМПЕТЕНТНІСТЬ У МЕНЕДЖМЕНТІ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Крос-культурна компетентність у менеджменті”.

Основні поняття: culture, value, beliefs, cultural differences, low power–distance culture, high power–distance culture, hierarchical, cultural misunderstanding

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННСВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Cultures and culture

Culture is the ‘way we do things round here’. ‘Here’ might mean a country, an area, a social class or an organization such as a company or school. It includes **values** – things that people think are important – and **beliefs** – things that people believe in.

For example, you talk about:

business	} culture	the way that companies in general behave, the way business is done, etc. in a particular place
company or corporate		the way a particular company works and the things that its employees believe are important
long-hours		where people are expected to work a long time each day
macho		the values typically associated with men – strength, etc.
sales		when selling is seen as the most important thing in an organization, rather than other activities
learning		when learning and innovation are seen as important

But you must be careful of **stereotypes** – fixed ideas that may not be true.

2.2. Power and distance: яка з двох наведених моделей корпоративної культури вам більше імпонує?

A company’s culture depends to a large extent on the country it is based in. Geert Hofstede is a world-famous expert on **cultural differences**. **Power–distance** is one of the important **cultural dimensions** that he identified.

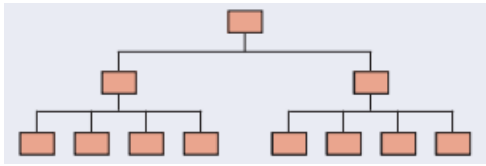
Sweden is a **low power–distance culture**. Managers are **accessible** and **approachable** and there is a tradition of employees being involved in **decision-making** as part of a **team of equals** – everyone’s opinion is treated equally.

France is a **high power–distance culture**. Managers are usually more **distant** and **remote**.

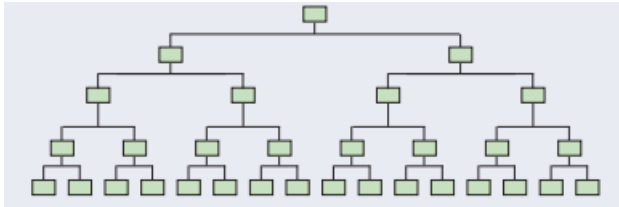
Employees may feel quite distant from their managers and show a lot of deference – respect – to

them, following decisions but not participating in them.

Now have a look at these organigrams:



This Swedish company is not very **hierarchical**, with only three **management layers** – different levels.



French companies are on the whole more **hierarchical** than Swedish ones, with more **management layers**.

Deference and distance may be shown in language. Some languages have many **forms of address** that you use to indicate how **familiar** you are with someone. In English, whether first names or surnames are used can show distance.

2.3. Активізація отриманих знань: опишіть моделі комунікації, притаманні українцям, відповідаючи на питання і використовуючи виділені слова

Cross-cultural communication

Here are some more areas for potential cultural misunderstandings.

a distance when talking to people – What is comfortable?

b eye contact – How much of the time do people look directly at each other?

c gesture – Do people make a lot of facial gestures? How much do they move their arms and hands?

d greetings/goodbyes – Do people shake hands every time? Are there fixed phrases to say?

e humour – Is this a good way of relaxing people? Or is it out of place in some contexts?

f physical contact – How much do people touch each other?

g presents – When should you give them? When should you open them? What should you say when you receive one?

h rules of conversation and the **role of silence** – How long can people be silent before they feel uncomfortable? Is it acceptable to interrupt when others are speaking?

2.6. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр.45.1-45.2. см.99; 46.1-46.3 см.101 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування

Read this information about two very different companies and answer the questions.

The Associated Box Company (ABC) and the Superior Box Company (SBC) both make cardboard boxes.

At ABC, there are three different levels of management between the CEO and the people who actually make the boxes. At SBC, there is only one level.

Managers at ABC are very distant. They rarely leave their offices, they have their own executive restaurant and the employees hardly ever see them. Employees are never consulted in decision-

making. At SBC, managers share the same canteen with employees. Managers have long meetings with employees before taking important decisions.

Managers and the CEO of SBC have an open-door policy where employees can come to see them about any complaint they might have. At ABC, employees must sort out problems with the manager immediately above them.

At ABC, employees call their managers 'Sir'. At SBC, everyone uses first names.

1 Which company is ... ?

a more hierarchical

b more informal in the way people talk to each other

2 In which company are managers ... ?

a more approachable

b more remote

3 In which company are employees ... ?

a more deferential

b on more equal terms with their bosses

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 18.

ТЕЛЕФОН, ФАКС, ЕЛЕКТРОННА ПОШТА

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Телефон, факс, електронна пошта”.

Основні поняття: landline, public telephone, cordless, videoconferencing, getting through, formality

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Telephones and beyond

- ▶ **landline** – a ‘traditional’ phone plugged into the wall
- ▶ **public telephone / payphone** – a phone in a public place operated with coins or a **phone card**
- ▶ **mobile phone (BrE) / cellphone (AmE)** – a phone you can carry with you. Callers can leave a **voice message** on **voicemail**, or send you a written **text message** or **text**.
- ▶ **smartphone** – a mobile phone that can be used as a small computer and that connects to the internet
- ▶ With **3G** mobile phone networks you can use your smartphone to connect to the internet and with a **4G** signal the internet connection is faster.
- ▶ **extension** – one of a number of phones on the same **line**, in a home or office
- ▶ **cordless phone** or **cordless** – a phone extension not attached by a wire that you can use when you are walking around the house, outside in the garden, etc.
- ▶ **VoIP (voice over internet protocol)** – uses the internet for phone calls, such as on **Skype**, so you don’t pay the normal phone charges
- ▶ **webcam and microphone** – a camera attached to a computer so that two people connected over the internet can see each other and talk to each other using the microphone
- ▶ **videoconferencing** allows several people in one place to see people in another location and hold a meeting together. This is normally used to refer to companies who have their own systems, but videoconferencing can now also be done with participants each using their individual webcam over the internet.

2.2. Pronunciation/reading focus

Numbers

When saying numbers, use rising intonation for each group, except for the last group, when you

should use a falling tone. This shows you have reached the end of the number.

	<i>country code</i>	<i>area code</i>	<i>number</i>	
00	44	1746	845	921
Double oh (BrE)	double four	one seven four six	eight four five	nine two one
Zero zero (AmE)	four four			

2.3. Активізація отриманих знань: використайте мовні зразки в імпровізованому діалозі

I. Getting through

Mike phones again and gets through to Jane Owen's PA – her personal assistant.

PA: Jane Owen's **office, good morning.**

MB: Hello. **Can I speak to** Jane Owen, **please?** Is she **available?**

PA: **I'm afraid** Ms Owen's **not available** – she's with a customer **right now.**

MB: **Oh, right. Can I leave a message for** her, **please?**

PA: **Who's calling, please?**

MB: **It's** Mike Barr **here, from** Smartauto Cars.

II. Giving and taking messages

The personal assistant can also say:

- ▶ Can/May I take a message?
- ▶ Would you like to leave a message?
- ▶ I wonder if you could call back later?
- ▶ Can I ask who's calling?
- ▶ Could you give me your name?
- ▶ Which company are you calling from?
- ▶ Can/May I ask what it's about?
- ▶ I'll ask her to call you (when she gets back / when she's free).
- ▶ I'll give her your message.

The caller could say:

- ▶ Could I leave a message?
- ▶ Could you tell her that ... ?
- ▶ I'm calling about ...
- ▶ I want / I'd like to talk about ...
- ▶ I'm calling to confirm that ...
- ▶ Could you ask her to call me back?
- ▶ My number's ...

2.5. Email: basic vocabulary

Most email programs on computers have icons with abbreviations like these:

- ▶ **inbox** contains email waiting for you to read
- ▶ **subject** – what the email is about
- ▶ **cc** – copy this email to ...
- ▶ **bcc** – blind copy this email to ... (so that the other people you're sending the email to don't know you're sending this copy)
- ▶ **fwd** allows you to **forward** an email – to send an email you have received to someone else
- ▶ **delete** allows you to get rid of an email you don't want to keep
- ▶ **reply** allows you to send an answer back to the person who sent the email
- ▶ **reply to all** allows you to send the answer to the person who sent the email, plus all those who received copies of it

- ▶ **attach** allows you to send an **attachment** – a document that you **attach** to and send with an email
- ▶ **contact information** can be inserted automatically at the end of an email with your contact details – name, phone number, etc.
- ▶ the **address book** allows you to store the **email addresses** of people that you write to

Beginnings and endings

It's important to use the right degree of **formality** – seriousness – and **deference**.

The following beginnings range from formal to informal: **Dear Sir/Madam** (used when you don't know the person's name), **Dear Ms Caxton**, **Dear Zoe** and **Hi Zoe**.

The following endings range from formal to informal and are used mainly in emails and faxes: **Best regards**, **Regards**, **Best wishes**, **All the best**, **Best. Yours faithfully** (BrE only) is used in letters and faxes when you don't know the person's name, **Yours sincerely** (AmE Sincerely) is less formal and **Yours** is the least formal ending

4.1. CV tips

A **CV** or **curriculum vitae** is a document about your education, career and objectives. Look at the tips:

- a Put your **name** and **contact details** at the top.
- b Talk about your **career goal** – professional objective.
- c Mention your **skills**.
- d Include your **qualifications**.
- e Write about your **experience** and your **achievements**.
- f You can mention relevant **interests**.
- g Use **keywords** relevant to the employer, ones that will be picked out by automated systems.
- h Avoid **exaggerations** – saying something is better or more important than it really is.
- i Be **concise** – not more than two pages, preferably one.

2.7. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр.47.1-47.3. см.103; 48.1-48.3 см.105; впр.49.1-49.3. см.107; 50.1-50.3 см.109 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування

- What are some of the difficulties in using the phone in English?
- Write a voicemail greeting in English for yourself of a kind you use when not at your office.
- Do you leave messages on people's voicemail? Or do you prefer email?
- Do you make arrangements on the phone at work – or do you prefer to use email?
- Do you find it difficult to end phone calls in English and also in your own language?
- Does email save time – or does it just make more work?
- Should company employees be allowed to send and receive personal emails at work, and surf the internet?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University

Press, 2011

3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 19

ЗУСТРІЧІ: ТИПИ, РОЛЬ ГОЛОВУЮЧОГО, СТРУКТУРА, МОВНИЙ ЕТИКЕТ.

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Зустрічі: типи, роль головуючого, структура, мовний етикет. Висловлення власної точки зору, згоди/незгоди; ведення дискусії.”.

Основні поняття: brainstorming, project meeting / team meeting, department meeting, board meeting, annual general meeting (BrE) / annual meeting (AmE), extraordinary general meeting

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

Types of meeting

chat – informal discussion – with colleagues at the coffee machine

brainstorming among colleagues where as many ideas are produced as possible, but are then evaluated later

project meeting / team meeting of employees involved in a particular activity

department meeting / departmental meeting

meeting with suppliers – for example, to negotiate prices for an order

meeting with a customer – for example, to discuss a contract

board meeting – an official, formal meeting of a company’s directors

AGM: annual general meeting (BrE) / annual meeting (AmE) – where shareholders discuss the company’s annual report

EGM: extraordinary general meeting – a shareholders’ meeting to discuss an important issue such as a proposed merger

2.2. Word combinations with ‘meeting’

arrange	} a meeting	organize a meeting
set up		
fix		
bring forward		make a meeting earlier than originally decided
put back		
put off		make a meeting later than originally planned
postpone		
call off		decide not to have a meeting
cancel		
run		be in charge of a meeting
chair		
attend		go to a meeting
miss		not go to a meeting

2.3. The role of the chair: basic words and phrases

The role of the chair: before the meeting

A **chairman**, **chairwoman** or **chair** has to be a **good organizer**. What they do before the meeting is as important as the meeting itself. They should ensure that the **agenda** – the list of things to be discussed – is complete by asking those involved what should be on it and then **circulating** – distributing – the agenda to those involved. They should check the **venue**, making sure the room will be free and without interruptions until the end of the meeting.

The role of the chair: running the meeting

The chairperson should be a good timekeeper . They should start the meeting on time. Don't wait for latecomers .	- Let's make a start.
They should appoint a minute-taker , someone who makes sure that opinions and action points – where participants agree to do something, find something out, etc. – are noted.	- Would you mind taking the minutes, Adam?
The chair should make sure that each participant has the chance to make their point .	- I think you wanted to say something about this, Brigitte.
Disagreements should be dealt with tactfully – without annoying people – making sure that each side feels their point of view has been noted. Avoid digressions where people get off the point .	- Let's talk about this calmly.
They should make sure each point on the agenda is allocated the time it deserves, perhaps indicating this on the agenda. Even if the current item has not been completely covered or resolved – decided – make sure that discussion moves on to the next point .	- I think we've covered this item. - Let's move on to the next item. - We can return to this issue at the next meeting
They should ensure that the meeting finishes on time , or early.	- OK. Time's up. Thanks for coming.

2.4. Активізація отриманих знань: використайте мовні зразки в імпровізованому діалозі

Opening the meeting

- ▶ Let's begin, shall we?
- ▶ Shall we make a start?
- ▶ Let's make a start.
- ▶ It's time to get started.
- ▶ Let's get down to business.
- ▶ I've arranged this meeting to ...
- ▶ I've organized this meeting to ...
- ▶ The purpose of this meeting is to ...
- ▶ The main objective of this meeting is to ...

Asking for and expressing opinions

- ▶ Would you like to open the discussion, Piers?
- ▶ Would you like to kick off?
- ▶ Would you like to get the ball rolling?
- ▶ What about you, Maria?
- ▶ How about you, Maria?
- ▶ What do you think, Maria?
- In my opinion ...
- It looks/seems to me as if ...
- It's clear to me that ...
- Personally, I think ...
- My standpoint is that ...

Agreeing	Disagreeing
You may be right there.	That's not really how I see it.
I couldn't agree more.	I think you're wrong.
Precisely. ...	I don't really agree.
Exactly. ...	I can't go along with you there.
Absolutely. ...	I think you're mistaken.
That's true, I suppose. But ...	I'm afraid I can't agree with you there.
I suppose so. But ...	I'm sorry, but that's out of the question.
	Of course not.
	That's absurd.
	That's ridiculous.

Concluding

- ▶ We've covered a lot of ground.
- ▶ It's been a very interesting discussion.
- ▶ We're running out of time.
- ▶ To go over what's been said ...
- ▶ To sum up ...
- ▶ We're going to have to agree to disagree.

- ▶ Unless anyone has anything else to add ...
- ▶ We're going to have to stop there.
- ▶ I think that's it.
- ▶ Thank you all for coming.

2.7. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр.55.1-55.3. ст.119; 56.1-56.2 ст.121; впр.57.1-57.2. ст.123; 58.1-58.3 ст.125 впр. 59.1-59.3 стр. 127 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування

- Are you good at – or would you be good at – chairing meetings? Why? / Why not?
- What do you find annoying in meetings?
- How free are people to express their feelings in your organization?
- Are people at all levels encouraged to say what they think?
- Are new employees asked for their opinions?
- Is it acceptable for people to disagree openly with each other in your company/country?
- Do you prefer to avoid arguments?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 20

ПРЕЗЕНТАЦІЇ: ВИДИ, СТРУКТУРА, РЕКОМЕНДАЦІЇ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Презентації: види, структура, рекомендації”.

Основні поняття: presentation, presenter, audience, presentation tools, visual aids

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

What makes a good presentation?

A presentation, and the **presenter**, the person giving it, are usually judged by:

1 The way the presentation is **organized**:

▶ The **ideas** and the **visual aids** (pictures, charts and data designed to help people understand or remember particular information) are **clearly structured** – easy to follow

▶ how the information is mixed with **interesting examples** and **stories** – people want to hear how the presenter relates personally to the subject

2 The way the presentation is delivered:

▶ **rapport** with the audience – members feel that the presenter understands them

▶ **eye contact** – the way the presenter looks at the audience

▶ **loud enough voice**

▶ **variety** in your **tone of voice** – it’s important not to speak in a monotone and to vary the **speed** that you speak at

3 The way the presenter **feels** about the topic, the audience and himself/herself:

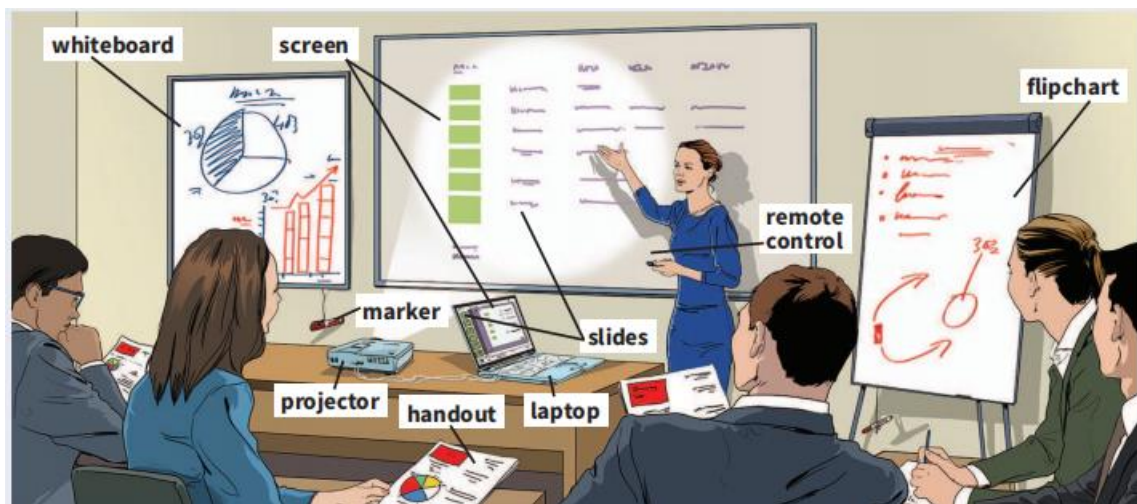
▶ **confident** and **relaxed look**

▶ **enthusiastic** about the topic

▶ **positive attitude**

▶ **interested in** the audience and getting them **involved** – participating in their minds

2.2. Presentation tools and visual aids: basic vocabulary



2.3. Активізація отриманих знань: використайте мовні зразки в імпровізованому монологі

Key steps: introduction

Anne-Marie Duval works for a firm of management consultants. She is responsible for recruiting consultants for the firm. She has been invited as a guest speaker to an international conference in Cannes to talk about the subject of recruitment.

a **My name's** Anne-Marie Duval and I work for Gem Consultants.

b **It's very nice to see** so many of you here in Cannes on such a sunny day!

c **I'm going to talk about** 'Consultancy Skills for the 21st Century'.

d **There are three main areas** I want to look at today.

e **If you have any questions**, I'll be very happy to answer them at the end of the session.

Key steps: main part

OK. To begin with, let's look at the first type of skills that consultants need: technical skills.

Of course, **related to** technical skills, you need good general knowledge of management subjects.

That's all I have time for on technical skills.

Let's move on to the second area: interpersonal skills.

As you can see on this slide, there are two **key areas in relation to** interpersonal skills.

And **as this transparency shows**, interpersonal skills are complex.

Key steps: closing

Let me just **sum up**. **Firstly**, we looked at technical skills, **secondly**, interpersonal skills and **last but not least**, people management issues.

In fact, the secret for success in the future is going to be, **in my view**, these people-management issues. That **brings me to the end** of my presentation. **Are there any questions?**

2.4. Audience interaction: intercultural aspects - які з порад, наведених нижче, ви використовуєте при взаємодії з аудиторією?

a Avoid **mannerisms** – irritating ways of moving and speaking – such as overusing 'Er ...'.

b Be careful with **humour**. For example, don't make jokes about people in the audience.

c Dress formally unless you know for sure that the occasion is informal.

- d Maintain **eye contact** by looking round the room at each person in the audience for about a second, before moving on to the next person. Don't concentrate on just one or two people.
- e **Face the audience** at all times: don't speak to the equipment or the screen.
- f **Remain standing**: don't sit. Stay more or less in one place and don't move around too much.
- g **Smiling** is fine at appropriate moments, but not too much: it can seem insincere – as if you don't mean it.
- h Use **gesture** – hand movements – to emphasize key points. Point with your whole hand, rather than just one finger.
- i **Respect the audience**. Don't make exaggerated claims – don't say things are better than they really are.

2.5. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: 60.1-60.2 см.129 впр. 61.1-61.3 стр. 131 впр. 61.1-62.3 стр. 133
Business Vocabulary in Use

3. ПІДСУМКИ ЗАНЯТТЯ

Усне опитування

- Do you ever give presentations? What type are they? Who are the audiences?
- In your experience, what makes a good presentation?

Think of your last presentation.

- What was it about?
- What went well?
- Did it have a good introduction, a good main part and a good closing?
- What would you change next time?

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016
2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>

4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

ТЕМА 21

ПЕРЕГОВОРИ: ВИДИ, ПІДГОТОВКА, СЦЕНАРІЙ, СТРАТЕГІЇ

Мета: ознайомити здобувачів вищої освіти з базовою лексикою теми, а також основними зразками мовлення, які використовуються у комунікативних ситуаціях “Переговори: види, підготовка, сценарій, стратегії”.

Основні поняття: negotiations, customer–supplier negotiation, wage negotiations, merger or takeover negotiations, trade negotiations, contract disputes, labour disputes, trade disputes

ПЛАН:

1. ОРГАНІЗАЦІЙНІ ЗАХОДИ:

Привітання, перевірка присутніх, повідомлення теми, мети заняття, мотивація здобувачів вищої освіти щодо вивчення теми.

2. ФОРМУВАННЯ МОВЛЕННЄВИХ ВМІНЬ І НАВИЧОК ВПРАВИ І ЗАВДАННЯ ЗАНЯТТЯ:

2.1. Ознайомлення з частотними лексичними одиницями теми: аналіз семантики, лексичної та граматичної сполучуваності.

I. Types of negotiation

If people **negotiate (with each other)**, they talk in order to reach an agreement which is to their **mutual advantage** – good for them both.

Examples of these situations in business are:

a customer–supplier negotiations

b wage negotiations

c merger or takeover negotiations

d trade negotiations

e Negotiations also take place to **settle disputes** – decide arguments.

f contract disputes

g labour disputes

h trade disputes

II. Word combinations with ‘negotiations’

Intense	} negotiations	are very difficult and tiring, with a lot being discussed.
Intensive		are very difficult and could easily fail.
Delicate		take place very late in relation to the time that an agreement is necessary.
Tense		take a very long time.
Eleventh-hour		
Last-minute		
Protracted		

2.2. Why is the negotiating style important? - your opinion

Negotiating styles

When you're negotiating with people from other cultures, it's important to think about what they consider as 'normal' behaviour. Think about these areas:

a body language – the way you hold your body, the gestures you make, etc.

b conversational rules – the acceptability of silence, interrupting others, etc.

c hierarchy – awareness of and respect for the relative importance of people on both sides

d physical contact – the degree to which it's acceptable to touch someone's shoulder, for example, to make a point

e relationship building – how important it is for participants to get to 'know' the other side

f attitude to time – do you get down to business immediately, or do you spend some time on 'small talk'?

2.3. Активізація отриманих знань: використайте мовні зразки в імпровізованому монологі

Positive positions

Through a series of **proposals** or **offers** and **counter-proposals** or **counter-offers** from the other side, the two sides work towards an agreement that will benefit them both.

1 **If** you offer more attractive financing, **we will be able to** increase our order.

2 **As long as** the planes are delivered on time, **we could consider** ordering more in the future.

3 **On condition that** you deliver 20 planes by May, **we will start** negotiating a second order then.

4 **Supposing that** you provide good technical support, **we may be prepared** to pay a higher price.

5 **Provided you understand** our immediate needs, **we might agree** to later delivery of some of the planes.

Negative positions

These can be expressed with 'if' or 'unless'.

- | | |
|--|--|
| 1 If you don't
Unless you | } reduce the price , we will go elsewhere. |
| 2 If you fail to
Unless you | } deliver on time, we will go to a commercial court for compensation. |
| 3 If you can't
Unless you | } sort out the technical problems, we will cancel our order. |
| 4 If you refuse to
Unless you | } take account of the issues we've mentioned, we won't continue these negotiations. |

2.4. Agreements and contracts vocabulary

Agreements and contracts

An agreement of any kind is a **deal**. When you reach an agreement, you can talk about **closing a deal** or **clinching a deal**.

A **bargain** is also an agreement reached through negotiation. People who get what they want in a negotiation and make few concessions are said to **drive a hard bargain**.

An agreement may be in the form of a **contract**.

A/An	}	employment labour	is about what someone has to do in their job, or about what a particular group of employees have to do.
		commercial	relates to a business agreement.
		oral verbal	is not written down.
		(legally) binding	forces both sides by law to carry out the actions that they had promised to carry out.
		lucrative	is very profitable for a supplier or employee.

2.5. Система вправ і практичних завдань і завдань для закріплення отриманих знань і відпрацювання навичок: *впр. 63.1-63.3 ст.135 впр. 64.1-64.3 ст. 137; впр.65.1-65.4. ст.139; впр. 66.1-66.3 ст.141 Business Vocabulary in Use*

3. ПІДСУМКИ ЗАНЯТТЯ

Виконайте завдання

Alonso, a representative of Alpha Ltd, is in another country in order to try to get a multimillion-dollar order from Beta Inc, represented by Brian (the most senior), and Belinda and Birgit (who work under Brian). Match each problem with one of the headings given in the box.

a body language
b conversational rules
c hierarchy
d physical contact
e relationship building
f attitude to time

- 1 Alonso wanted to start the negotiations immediately, but Brian suggested a sightseeing tour of the city where Beta is based, and the next day, a game of golf.
- 2 At the start of the meeting, Brian asked Alonso about his flight and the hotel.
- 3 When Alonso made an important point, Brian was silent for two minutes before replying. This made Alonso very nervous.
- 4 When he was talking, Alonso looked directly at Brian, Belinda and Birgit in turn, giving them equal attention. Brian started to look annoyed.
- 5 During a coffee break, Alonso put his arm around Brian's shoulders in order to be 'friendly'.
- 6 When Belinda or Birgit were talking, Brian frequently tapped his fingers on the table.

4. СПИСОК РЕКОМЕНДОВАНОЇ ЛІТЕРАТУРИ:

Основна:

1. Bill Mascull. Business Vocabulary in Use. Cambridge University Press, 2017
2. Arthur McKeown, Ros Wright. Professional English in Use. Management. Cambridge University Press, 2011
3. Cate Farral, Marianne Lindsley. Professional English in Use. Marketing. Cambridge University Press, 2008

Додаткова:

1. Practical English Usage, Michael Swan, Oxford University Press, 2016

2. Dilys Parkinson, Joseph Noble. Oxford Business English Dictionary for learners of English. 2006
3. Wells J.C. Longman Pronunciation Dictionary, Pearson Education Limited, 2000
4. Raymond Murphy. English Grammar in Use. Cambridge University Press, 2019
5. Martin Hewings. Advanced Grammar in Use. Cambridge University Press, 2013

Електронні інформаційні ресурси:

1. Journal of Business and Management
<https://jbm.johogo.com/>
2. International Journal of Business and Management (IJBM)
<https://www.ccsenet.org/journal/index.php/ijbm>
3. World Health Organization
<https://www.who.int/>
4. Webster's Dictionary and Thesaurus
<https://www.merriam-webster.com/>
5. Longman Dictionary of Contemporary English
<https://www.ldoceonline.com/>
6. Free Online Term Extractors
<http://recremisi.blogspot.com/p/online-term-extractors.html>
7. Перевірка транслітерації
<https://dmsu.gov.ua/services/transliteration.html>

