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**«BUSINESS ENGLISH»
II семестр**

Учебное электронное пособие для магистрантов I курса
отделения заочного обучения

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Цель учебного пособия заключается в совершенствовании навыков устной речи, чтения и письма на основе текстов экономической тематики. Пособие ориентировано на обучающихся со средним и продвинутым уровнями подготовки. Данное учебное пособие предназначено для магистров 1-го курса II семестра направления 38.04.01 «Экономика».

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ПРЕДИСЛОВИЕ

Учебное пособие разработано в соответствии с модулем деловой сферы коммуникации унифицированной программы СФУ «Иностранный язык» для такого направления подготовки как «Экономика».

В основу издания положена идея взаимосвязанного изучения лексики и одновременного развития основных коммуникативных навыков: чтения, говорения и письма. Это определило структуру и содержание учебного пособия.

Разделы учебного пособия построены по единой схеме: в начале каждой темы идут тексты для изучающего чтения, перевода и пересказа, затем список слов для изучения наизусть, после этого – переводные упражнения для работы с новыми лексическими единицами, и завершает каждую тему перечень вопросов для подготовки монологического высказывания (20 предложений).

Текст определяет тему, а также содержит лексический и информационный материал, подлежащий активному усвоению и использованию в ситуациях учебно-речевого общения.

Послетекстовые упражнения организованы в две рубрики: переводные упражнения по отработке лексики, и задания по развитию навыков монологической устной речи. При этом вся работа с лексикой направлена на активизацию и расширение словарного запаса по теме.

ТРЕБОВАНИЯ К ИТОГОВОЙ АТТЕСТАЦИИ

Для подготовки к зачету/экзамену необходимо:

1) Подготовить к проверке и последующей публикации статью (объем – минимум 3 стр.) по соответствующей тематике научного исследования 1) или на английском языке, 2) или на русском языке при условии, что в этом случае в статье будет представлен компаративный анализ ситуаций в англоязычных странах.

2) Используя данные методические указания **Части I** подготовить **устные пересказы** текстов каждого урока (*не менее 20 предложений в каждом пересказе*), т.е. три пересказа.

3) **Выучить наизусть слова** каждого урока (*для тренировки контроля овладения лексикой рекомендуется воспользоваться Лексическим минимумом, указанным в Приложении №1*).

4) Выполнить **устно переводные упражнения** и подготовиться к устному ответу по ним.

5) Воспользовавшись заданием №3 каждого урока **Части I** выбрать 1-2 вопроса и **подготовить устные сообщения** (*не менее 20 предложений для каждого урока*) для контроля навыков монологической речи, т.е. три монолога.

6) Используя данные методические указания **Части II** выполнить **письменно** контрольную работу № 1. Подготовить грамматический материал по контрольным работам для устной защиты (*спрашивается преподавателем исключительно в случае наличия ошибок в письменной работе*).

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II СЕМЕСТР

Часть I. ЛЕКСИЧЕСКАЯ

LESSON 1. «APPLYING FOR A JOB»

1. Read and translate the text. Prepare its retelling (not less than 20 sentences):

ACE THAT JOB INTERVIEW

If you've been asked for a job interview, then somewhere in your letter of application or CV you have done enough to convince your future employer that you have something to offer. It's now important to prepare yourself to make certain that you impress your interviewer.

The first thing to do is to think about what you would want or expect if you were the one who wanted someone to work for you. There are some «tips» for a successful interview.

1. Phoning for an application form

Before calling make a list of any questions you want to ask. Also, keep a pen and notepad besides the phone to write down details.

2. Filling in an application form

It is useful to do this on another piece of paper first. That way you can change and improve your answers before filling in the form itself. Also, keep a record of your final answers. It saves you time if you need to complete other forms in the future.

3. Writing a letter of application

Three tips here:

1. Write or type as clearly as possible.
2. Keep the letter brief and factual.
3. Print your name underneath your signature.

4. Resume

Resume is a list of your qualifications, work experience and interests. Again it should be easy to read, factual and brief. It also a good idea to use underlining and bold to make certain words and headings stand out.

5. Before an interview

It is important to be well-prepared before interview. First, find out as much as possible about the company in advance. You can get this information from your local Careers Advice Office. Secondly, write a list of questions which you want to ask at the interview.

Before the interview ask a friend to ask you some typical questions. Talk about your strong points using concrete examples from your current job.

Before the interview, write to the people who can give you references.

Arrive 30 minutes early on site 10 minutes early for the interview. Use the time to walk in the fresh air. When greeting the interviewer, smile, make eye contact and shake hands firmly.

Finally, think of some question to ask the interviewer at the end of the interview. Questions about the job or the organization will show that you really are interested and you are not just there because you need a job – any job.

It's also sensible to have some research about the company. If you know a bit about the job and the employer, this will indicate that you are serious.

Another thing to think about is what you have to offer the company. Think about your skills and what you would be able to offer. It's also good to be fairly honest about your strengths and weaknesses – employers like it when they feel they can trust you.

6. Clothes

How you look at a job interview creates a strong impression. Wear clothes which are smart and comfortable but not too formal.

Of course it's important to dress well. Don't go over the top, but make sure that you are smart and dressed appropriately for the kind of job you are applying for. It's also important that you arrive on time, preferably a few minutes early.

7. The interview

Make sure you get a good night's sleep before an interview. Also make sure you leave plenty of time to get there. During the interview itself be as calm, clear, friendly and positive as possible.

Keep your answers short, simple and relevant – as you would in other business situation. Interviews are a dialogue so do not talk more than 60–70 % of the time. If the interviewer wants more information, let him ask for it.

Occasionally take the initiative and ask questions to show you are interested.

Be enthusiastic and positive. Never contradict, argue or interrupt. Never criticize previous employers during the interview.

Do not be submissive, treat the interviewer with respect, but as an equal.

Do not ask questions about salary. If possible, wait for the interviewer mention it. Ask for higher than you expect. If you doubt ask for your current salary plus 15 %.

The persons interviewing you are not trying to trip you up; they are simply looking for the best person to fit the job.

If they ask you about yourself, then keep things simple. Don't give them your life story. Think about what information would help you get the job.

Don't ask question about perks – it's not a good idea to only seem to be interested in money and holidays.

One thing which is really important is to be positive and confident. But, be careful not to be overconfident because that can put people off.

8. After an interview

Immediately after the interview make notes about what happened: write down names, details about the organisation and especially company «buzzwords». If called for a second interview, make sure these notes could be extremely useful.

Consider writing a short follow-up letter, after informal interviews where there was no clear job advertised. Express your pleasure in meeting everyone (list them by name), comment on one part of the meeting (something that emphasizes your qualifications), mention again the benefits you can bring to the company and why you would like to work there (include company buzzwords).

9. If you are offered the job

Do not accept too quickly. Is this the right job for you? What do you think about the money, prospects, hours, people you'd be working with?

10. The contract

If you decide to take a job, you'll probably be given a contract. Read it carefully. Are there any questions you want to ask? Remember, it's easier to make changes before signing than after.

So, these are our tips to help you have a successful interview. The rest is to you – Good luck!

ACTIVE VOCABULARY

to apply for a job	подать заявление на работу
to ace a job interview	проходить собеседование
to convince	убеждать
to fill in an application form	заполнять анкету / бланк заявки
tip	совет
brief	краткий
factual	фактический
signature	подпись
underlining	подчеркивание
bold	жирный шрифт
heading	заголовок
to stand out	выделять
current job	текущая работа
to shake hands	пожать руки
local Careers Advice Office	местное бюро консультирования по вопросам карьеры
smart	элегантный
relevant	уместно, по делу
occasionally	порой, периодически, иногда
to contradict	противоречить
to argue	спорит
to interrupt	перебивать
to criticize previous employers	критиковать предыдущих работодателей
submissive	покорный
to treat with respect	с уважением относиться
to trip you up	подловить, сбить с толку
perks	привилегия, льготы
overconfident	самонадеянный

to put smb off	отталкивать, отпугивать кого-либо
buzzword	модное словечко
follow-up letter	письмо, которое отправляется после деловой встречи
to accept	принимать
prospects	перспективы
to have excellent references	иметь прекрасные отзывы
supportive environment	хорошая рабочая обстановка
officer	должностное лицо
connections	связи
to discharge	уволить
red tape	канцелярская работа
deadline	конечный срок
legal contract	трудовое соглашение

2. Translate into English:

1. Она не любит работать по принуждению.
2. Я привычен к канцелярской работе.
3. Нам нужно нанять нового служащего.
4. Этот руководитель имеет большой опыт в управлении.
5. Наниматель должен обратиться в консультационную фирму.
6. Сейчас мы ищем специалистов, которые подходят на эту должность.
7. Он уже отослал сопроводительное письмо и резюме.
8. Мы обратились в агентство по найму, так как нуждались в новом штате сотрудников.
9. Мой друг занимает должность бухгалтера в этой компании.
10. На собеседовании мне задавали много вопросов.
11. Я собираюсь отправить свое резюме в расширяющуюся и преуспевающую компанию.
12. Я слышал от своих знакомых, что есть вакансия в вашем отделе продаж.
13. Я с удовольствием принимаю ваше предложение.
14. С тех пор как я покинул свое прежнее место работы, я не могу найти себе подходящую должность. Я привык работать на себя.
15. Я надеюсь найти здесь хорошую рабочую обстановку.
16. Мы собираемся прослушать трёх кандидатов на должность.
17. Агентство по найму может помочь вам найти подходящую работу.
18. Она обладает всеми нужными качествами для этой должности.

3. Choose one – two of the questions. Prepare the answer in 20 sentences using the new words:

1. How should an applicant prepare for a job interview?
2. Look at these typical «difficult questions». How would you answer them:
 - Perhaps you'd like to start by telling us about yourself?
 - So what have you learn from your previous job?

- What would you say are your strong points?
 - And your weak points?
 - Can you work under pressure-time pressure?
 - How do you take direction and criticism?
 - It sounds like you enjoy your work. Why do you want to leave your current job?
 - So what sort of challengers are you looking for?
 - And what are your career objectives?
 - Are you willing to go where the company sends you?
3. What personal characteristics does the administrator consider when choosing an employee?

LESSON 2. «PRODUCT DEVELOPMENT AND PLANNING»

1. Read and translate the text. Prepare its retelling (not less than 20 sentences):

The number of new products coming into the market of western countries every year is overwhelming. The major part of these products is not new, but adaptations. It means that these products are not new, they are existing items to which a modification has been made. Only few products are really original or innovations. -For instance a clock-television is an adaptation, but TV-set itself, the refrigerator – each was an innovation. A great number of innovations and adaptations are designed, produced and marketed by small businesses. Very often a new product is formed on the basis of the new business. Sometimes there is a patent to make the business more successful. But it happens very often that market research hasn't been done carefully.

Even in case larger scale producers do more research and testing there is no sure success. A promising new product may be also robbed of success by unreasonable prices, inadequate promotion and poor selling methods. Generally less than one fifth of all new products turn out to be profitable.

New Product Development (NPD) is the total process that takes a service or a product from conception to market. New or rebranded products and services are meant to fill a consumer demand or an opportunity in the marketplace. The steps in product development include drafting the concept, creating the design, developing the product or service, and defining the marketing.

A new product opens a whole new market: It can completely replace a current product, take over an existing product, or simply broaden the market for something that already exists. Sometimes existing products are introduced to new markets, repackaged, or marketed differently. New products can improve the use of a company's resources, launch a company into a new market or segment of the market, improve the relationship a company has with its distributors, or increase or defend a company's market share.

New products generally differ from a product line extension, which are products that are slightly different to the company's existing array of offerings. Examples of new goods include mass-market microwaves and Keurig one-cup gourmet coffee machines. In the case of microwaves, a whole new market was born when they were mass-produced and offered at reasonable household prices. In the case of the Keurig machine, the gourmet coffee experience previously only found in a coffee shop was brought into the home. Examples of product line extensions include the Infiniti automobile line and Diet Coke. For the Infiniti line, Nissan targeted the premium vehicle market by extending their auto line at a higher price point. Coca-Cola company used Diet Coke to target the market of soda drinkers that wanted a lower calorie soda than their regular Coke product. Both of these products capitalized on pre-existing products that had already garnered brand loyalty.

Product planning involves all of the internally focused decisions, steps and tasks that will be necessary to develop a successful product. In other words, it involves everything you'll need to do or decide that will affect the product itself. By contrast,

go-to-market planning involves all of the external-facing steps, the things you'll do to introduce and market your product to the public.

Product Planning and Development: Top 7 Steps

1) The first step in product planning and development is generation of ideas for the development of new/innovative products. Ideas may come from internal sources like company's own Research and Development (R&D) department, managers, sales-force personnel etc.; or from external sources like, customers, dealers, competitors, consultants, scientists etc. At this stage, the intention of management is to generate more and more new and better product ideas; so that the most practical and profitable ideas may be screened subsequently.

2) Screening of ideas means a close and detailed examination of ideas, to determine which of the ideas have potential and are capable of making significant contribution to marketing objectives. In fact, generation of ideas is not that significant as the system for screening the generated ideas. The ideas should be screened properly; as any idea passing this stage would cost the firm in terms of time, money and efforts at subsequent stages in product planning and development.

3) Those product ideas which clear the screening stage must be developed into a product concept – identifying physical features, benefits, price etc. of the product. At this stage product idea is transformed into a product concept i.e. a product which target market will accept.

4) At this stage, the purpose is to determine whether the proposed product idea is commercially feasible, in terms of demand potential and the costs of production and marketing. Management must also ensure that product concept is compatible with the resources of the organization technological, human and financial.

5) Product development encompasses the technical activities of engineering and design. At this stage, the engineering department converts the product concept into a concert form of product in view of the required size, shape, design, weight, colour etc. of the product concept. A model or prototype of the product is manufactured on a limited scale. Decisions are also made with regard to packaging, brand name, label etc. of the product.

6) A sample of the product is tested in a well-chosen and authentic sales environment; to find out consumers' reaction. In view of consumers' reactions, the product may be improved further.

7) After the management is satisfied with the results of test marketing, steps are taken to launch a full-fledged programme for the production, promotion and marketing of the product. It is the stage where the new product is born; and it enters it life cycle process.

ACTIVE VOCABULARY

overwhelming	ошеломляющий
product development	развитие производства
adaptation	что-либо переделанное, приспособленное
modification	модификация, видоизменение
innovation	нововведение, новшество
patent	патент
large scale producer	крупный производитель

promising product	перспективный продукт
unreasonable price	неразумная цена
inadequate	недостаточный, не соответствующий требованиям
to apply for a patent	подать заявление на патент
fair market	(зд.)благоприятные рыночные условия
to catch on	стать модным
to be a big selling point	быть притягательным для покупателей
to fulfil the testing	завершить исследование
to market	продавать
poor selling methods	слабые методы продаж
to replace a current product	заменить существующий продукт
to launch smth into a new market	выводить что-либо на новый рынок
product line extension	расширение линейки продуктов
to garner brand loyalty	добиться / получить привязанность к бренду
intention	намерения, стремления
subsequently	впоследствии, позднее, позже
significant contribution	значительный вклад
system for screening the ideas	система отсеивания идей
target market	целевой рынок, целевая аудитория
to be compatible with smth	быть совместимым с чем-либо
to encompass	охватывать
to be manufactured on a limited scale	изготавливаться в ограниченном масштабе
with regard to smth	в отношении чего-либо
well-chosen sales environment	хорошо подобранная среда продаж
to launch a full-fledged programme	запустить полноценную программу

2. Translate the sentences from Russian:

1. Этот продукт – модификация старого.
2. Мелкие производители выпускают большое количество товаров.
3. Вам необходимо получить патент на производство данного товара.
4. Тщательное исследование рынка необходимо, чтобы гарантировать успех.
5. Потребуется пять лет на то, чтобы ваш продукт завоевал признание.
6. Отключающее устройство с таймером - именно то, что привлечет потребителя.
7. Надо завершить все исследования, прежде чем мы начнем продавать наш продукт.
8. Нам необходимо расширить линию.
9. Вы должны будете создать бюджетный план развития, который позволит вашему стартапу достичь своих целей.
10. Вот пять простых шагов, чтобы создать надежный план развития для вашего малого бизнеса.

3. Choose one – two of the questions. Prepare the answer in 20 sentences using the new words:

1. What is an innovation?
2. Give your own examples of innovations and adaptations.
3. Why are many innovations and adaptations manufactured and marketed by small businesses?
4. Why is it so important to obtain a patent?
5. Why does the failure of a new product take place?
6. How much time does it usually take for a new product to catch on?
7. In what way can a consumer surprise the producer?
8. Would you like to produce something original or an adaptation? Explain why.
9. What are the conditions of successful product development?

LESSON 3. «UNEMPLOYMENT»

1. Read and translate the text. Prepare its retelling (not less than 20 sentences):

THE PROBLEM OF UNEMPLOYMENT AND POSSIBLE SOLUTIONS

The growth of the global economy is leaving millions of workers behind. Inequality, unemployment and poverty are all signs of this. Rapid technological change and heightened International competition are damaging the job markets of the major industrialized countries. At the same time, various pressures are limiting governments' ability to respond to the crisis. Just when workers need help most, the state is failing them.

This is not how things were supposed to work. The failure of capitalism to distribute wealth fairly poses a challenge not just to politicians, but to economies as well. Despite a continuing boom in international trade and finance over the past decade, productivity has decreased, while inequity in the United States and unemployment in Europe have increased. In Western Europe, the unemployment figures are frightening. In France, average unemployment rate between 1969 and 1973 worth 2.5 %. Today it is over 11 %.

Another case is Germany, where the rate was below 1 %; today it is approaching 10%. In Belgium, the unemployment rate has quadrupled over the past 20 years. The Europeans have created a Lost Generation of workers and are now suffering from it in terms of increased crime, drug abuse, violence against immigrants, and the increasing popularity of extremist political groups. The big question is why it is happening. Three basic explanations of the problem have been suggested.

One of these put the blame on developing countries, or rather our relationship with them. Historically, developing countries provided the industrial world with raw materials in exchange to manufactured goods. Nowadays over 50 % of such goods, from clothing to consumer electronics are produced by these countries. The reason for this is that labor is cheaper in developing countries, with the result that workers in developed countries have less and less to do.

Some economists assert that technology must be responsible for these changes. According to this thought, the introduction of new technology such as computers creates a surplus of unskilled labor. At the same time, the new technology creates a demand for skilled workers who know how to run it. However, the number of people it takes to operate a computer is far lower than the number needed to assemble a car, for example. This again means that there is less and less for workers to do.

A final explanation is immigration. The legal immigration of skilled workers actually helps the economy as it supplies talents that are needed, creates businesses and jobs, and raises output. On the other hand, the pool of unskilled labor has also increased, forcing down wages. The immigrants' presence has also created an environment which is conducive to crimes of hate, as is already evident in parts of Western Europe.

It seems that retraining workers would be the key to solving the problem of unemployment and unequal pay, but the problem is that while more training programmes are needed, there is less and less money available to fund them.

Governments are being forced to cut back on their spending in order to compensate for reduced production and income. Even the former Soviet Union was being forced to change its public spending policies as it tried to adjust to a capitalist economy. So although training programs and the creation of new jobs are the obvious solutions, the money is not available to fund them.

The starting point for any positive policy would be to make it each nation's goal to improve the lives of its citizens. This means that economic policies should be structured so that working people can earn a living wage. Of course, each country has unique problems for which the right mixture of solutions will have to be found. These efforts will be more effective if they are pursued as part of an International effort. Without such co-operation, some countries will prosper at the expense of their neighbours.

Nowadays unemployment is one of the biggest problems among many countries in the world. It is more complex than it may seem as it is caused by many reasons. Before searching any solutions to the problem, one should find out the reasons of existing it.

First of all, we can't deny the fact of lack of vacancies for specialists of some fields. It happens when some professions become popular in spite of insufficient demand for them. The result is that there are a lot of people interested in a particular position. It discourages people, especially younger ones who have no experience of work and as a result they have less chance to be employed. For example, in Russia there are more lawyers and economists than it is needed.

In this case a useful suggestion for reducing unemployment would be to give people a chance to train a new profession. Such re-training courses should take as less time as possible but still that time should be enough to get necessary skills to start working.

Secondly, it should be said that the labour-market offers more positions for so called blue-collars. Such kind of job does not attract people as it is hard and not well-paid. This is another problem connected with unemployment that there are people dissatisfied with their salaries. They prefer to take unemployment benefits than take up any job.

One way to solve this problem would be to increase salaries. Government should find extra money to improve everyone's standard of living. Rises have always been met with approval and encouraged people for harder work, so that they could prove their value and show that they deserved to be better paid.

It also should be taken into account that number of people out of occupation always includes some segment of the population which feels like doing nothing. They do not work and it means they do not pay taxes which adversely affects economic.

An alternative solution to overcome the problem of unemployment and laziness is to promote value of labour as people should learn to treat any job as prestigious and know that work broadens one's horizons and makes a person feel more important and responsible for his or her duties. For example, politicians could show in their campaigns all the benefits and perspective of any work; they also can display the negative effects of inaction and wasting one's time. As people watch television a lot, such TV-broadcasts would at least stimulate people to consider taking up a job.

Practice of market economy has shown us an extreme difficulty in creating more job positions. At present it is also hard to set up a business or establish own company as well. There is a risk that such a company may collapse.

To sum up, there are some steps that could be taken to reduce unemployment. If the government increases salaries, creates more workplaces and re-training centers, and promotes working in commercials, and supports setting up a business, it will help people to find a job and certainly lower the unemployment rate.

ACTIVE VOCABULARY

1. безработица	unemployment
2. неравенство	inequality
3. бедность	poverty
4. усиленная (повышенная) международная конкуренция	heightened International competition
5. ограничивать способность правительств реагировать на что-либо	to limit governments' ability to respond to smth
6. справедливо распределять богатства	to distribute wealth fairly
7. бросать вызов	to pose a challenge
8. учетверять	to quadruple
9. злоупотребление наркотиками	drug abuse
10. возлагать вину на что-либо	to put the blame on smth
11. утверждать	to assert
12. избыток неквалифицированной рабочей силы	a surplus of unskilled labor
13. создавать спрос на что-либо	to create a demand for smth
14. повышать производительность	to raise output
15. переподготовка рабочих	retraining workers
16. финансировать	available
17. имеющийся в наличии, доступный	to fund
18. быть вынужденным	to be forced
19. сократить расходы	to cut back on the spending
20. компенсировать что-либо	to compensate for smth
21. очевидное решение	obvious solution
22. заработать прожиточный минимум	to earn a living wage
23. недостаточный спрос	insufficient demand
24. курсы переподготовки	re-training courses
25. хорошо оплачиваемая работа	well-paid job
26. быть недовольным	to be dissatisfied
27. пособие по безработице	unemployment benefits
28. заслуживать лучшей оплаты	to deserve to be better paid
29. неблагоприятно, отрицательно	adversely
30. развалиться	to collapse
31. средний уровень безработицы	average unemployment rate
32. с поразительной скоростью	at a startling rate

33. политика государственных расходов	public spending policy
34. процветать за счет	to prosper at the expense of smb, smth
35. резерв неквалифицированной рабочей силы	the pool of unskilled labor
36. ведущий к / способствующий совершению преступлений на почве ненависти	conducive to crimes of hate
37. с точки зрения	in terms of smb, smth
38. постоянная работа	temporary job
39. временная работа	partial job
40. работник с полной занятостью	full-time worker
41. постоянный сотрудник / сотрудник на годовом контракте	permanent / annual employee
42. расходы	expenditure
43. получить огромный доход	to gain a huge income
44. негласное требование	tacit claim

2. Translate the sentences from Russian:

1. Первая проблема, с которой сталкивается любой соискатель, - это где искать работу.
2. Пятьдесят рабочих были уволены, чтобы сэкономить деньги.
3. Завод заказал больше сырья, потому что возрос спрос на их продукцию.
4. Мы должны инвестировать в новые технологии, тогда мы не будем отставать от других стран.
5. Рост безработицы означает, что правительство не может снизить налоги.
6. Рекрутинговые компании, безусловно, могут помочь вам в поиске работы.
7. Многие ведущие работодатели используют услуги рекрутинговых компаний для привлечения новых сотрудников.
8. Сообщите своим друзьям и членам семьи, что вы ищете работу, и посмотрите, смогут ли они помочь вам её найти.
9. СМИ – это прекрасный способ поиска работы.
10. В каждом университете есть бесплатный карьерный сервис, доступный для его выпускников.
11. У подавляющего большинства компаний есть свои сайты, где они рекламируют свои вакансии.

3. Choose one – two of the questions. Prepare the answer in 20 sentences using the new words:

1. Every year more and more people are out of work. What can be done to solve the problem of unemployment?
2. Give a talk about the causes of and solutions to unemployment (find the true facts from the Internet).
3. What can be done to solve the problem of unemployment?

4. How do you think, where to look for jobs?
5. what job search sources do you know
6. Have you ever tried to look for a job via the Internet? Share your experience; speak about the advantages and disadvantages.

Часть II ГРАММАТИЧЕСКАЯ

1. Используя данные этой части пособия необходимо выполнить письменно контрольную работу № 2. Для изучения грамматического материала получить в библиотеке учебник по английскому языку автора Ю. Голицынский.

2. Подготовить грамматический материал по контрольной работе для устной защиты.

ТРЕБОВАНИЯ К ОФОРМЛЕНИЮ ПИСЬМЕННОЙ КОНТРОЛЬНОЙ РАБОТЫ

Письменные контрольные работы следует выполнять или:

а) в отдельной рабочей тетради, указав на обложке *свою фамилию, номер контрольной работы и шифр направления подготовки,*

б) на скрепленных листах А4 с указанием на титульном листе *своей фамилии, номера контрольной работы и шифра направления подготовки.*

Контрольные работы как писать ручкой аккуратно и разборчивым подчерком, так и печатать.

При выполнении контрольных работ нужно оставлять в поля для замечаний преподавателя.

Материалы следует располагать по указанному образцу:

1) для тетрадей

	Левая страница	Правая страница	
Поля	Английский текст	Русский текст	Поля

2) для листов А4

Страница	
Русский текст	Поля

Если контрольная работа выполнена без соблюдения перечисленных указаний или не в полном объёме, она возвращается без проверки.

ГРАММАТИЧЕСКОЕ ЗАДАНИЕ

Необходимо усвоить следующие разделы курса:

1. Имя существительное. Множественное число. Артикли и предлоги. Падежи. Существительное в функции определения.
2. Имя прилагательное. Степень сравнения.
3. Числительное, many, much.
4. Местоимения. Частицы some, any, no.
5. Видовременные формы Indefinite, Continuous, Perfect, Future действительного залога. Функции и спряжение глаголов to be, to have.
6. Основные случаи словообразования.
7. Видовременные формы глаголов, Past-Indefinite, Past-Continuous активного залога. Особенности их перевода на русский язык.
8. Модальные глаголы и их заменители: can, may, must, to have to, to be to, should...
9. Participle I, II в функциях определения обстоятельства. Герундий.
10. Простые неличные формы глагола Инфинитив в функции:
 - а) подлежащего
 - б) составной части сказуемого
 - в) определения
 - г) обстоятельства цели
11. Бессоюзное подчинение в определительных и дополнительных придаточных предложениях.
12. Грамматические функции и значение слов that, one, it.
13. Пассивный залог (The Passive Voice) видовременных форм Indefinite, Continuous, Perfect.

КОНТРОЛЬНАЯ РАБОТА №2

I. Translate from Russian into English.

1. Он обладал многими качествами лидера.
2. Он был решительным, напористым и харизматичным.
3. В этой компании менеджеры придерживаются демократического стиля управления.
4. Часть их полномочий передана подчиненным, что делает работу более эффективной.
5. Наш менеджер часто пытается навязать свое мнение сотрудникам, а иногда просто использует метод директив в общении со штатом сотрудников.
6. Основной задачей менеджера является мотивирование сотрудников на достижение цели.
7. Я хочу знать, когда были потеряны эти документы.
8. Он должен быть внимательным и открытым по отношению к своим сотрудникам, а так же способным воодушевить и поддержать в принятии важного решения.
9. Он был довольно официален в обращении к сотрудникам.
10. Если бы он был более заинтересованным и внимательным к людям, он мог бы считаться неплохим менеджером.

II. Put the verbs into Passive Voice.

1. I can't take photos because my camera (to repair) now.
2. We didn't go to the party thought we (to invite) .
3. The house (to look after) carefully.
4. When we arrived, a good dinner (to cook) for us.
5. I sat down for a rest while the shoes (to repair) .
6. - Do you live in the same house?
- No, we (to give) a new flat a month ago..

III. Rewrite the sentences in the active.

1. The actor was paid \$ 10,000 to make the commercial.
2. She is going to be sent to Germany on business.
3. Designer clothes are sold in the shop.
4. The experiment was being done by the scientists.
5. The exhibition will be opened by the mayor.

IV. Choose a right form of the Passive or the Active Voice.

1. He must (to remind) that we will have a meeting tomorrow.
2. Their speech must (not to interrupt).
3. She (to tell) to take care of the wounded man.
4. It was difficult for them (to find) his address.

5. These problems often (to speak of).
6. We (to expect) them yesterday.
7. They (not to expect) yesterday.
8. They (not to expect) us yesterday.
9. We (to finish) our work tomorrow.
10. Our work (to finish) tomorrow.

V. For each word, write one word which means the opposite.

easy interesting varied dull unstimulating undemanding

VI. Choose the correct form of the verb, singular or plural. In one sentence either the singular or plural verb is possible.

1. Can I borrow your scissors? Mine isn't/aren't sharp enough.
2. Fortunately the news wasn't/weren't as bad as we expected.
3. Where does/do your family live?
4. Three days isn't/aren't long enough for a good holiday.
5. I can't find my binoculars. Do you know where it is / they are?
6. Do you think the people is/are happy with the government?

VII. Most of these sentences are wrong. Correct them where necessary; put 'RIGHT' if the sentence is already correct.

1. I need more money than that. Ten pounds are not enough.
2. I'm going to buy a new pyjama.
3. The committee haven't made a decision yet.
4. Many people has given up smoking.
5. There was a police standing at the corner of the street.

VIII. Choose the correct word to complete the sentences.

*package minimum wages earn perks bonus company
maximum paid tips pension business salary
benefits*

- 1 I work in a small hotel. I ____ \$8 an hour.
- 2 It's not a lot, but it's more than the ____ wage.
- 3 Some customers leave me ____ and that a great help.
- 4 My sister works in a bank and her ____ is \$ 3,000 a month.
- 5 The bank also provides her with a good ____ package.
- 6 Next year she thinks she will get a ____ car.
- 7 When she is 55 she will be able to give up work and live on her ____.

IX. Put the verb from the brackets in the form of the subjunctive mood.

1. If you (bring) me the book, I should have read it.
2. If he didn't ring me up, I (not to come).
3. If he (not to write) to me, I shouldn't have answered him.
4. I

wish I (have) a tie to match my suit. 5. The doctor suggested that she (have) a long rest in the Crimea. 6. If I (be) you, I should have apologized to her.

X. Use your own ideas to complete these sentences.

1. I hurt my arm while
2. Can you wait here while
3. Most of the students looked bored during
4. I was asked a lot of questions during
5. Don't open the car door while

XI. Five people talk about their jobs. Match the jobs (1-5) to the people (a-e) and put the words in brackets into the correct forms.

1 *accountant*

3 *flight attendant*

5 *teacher*

2 *postwoman*

4 *software developer*

a Obviously, my work involves (travel) a lot. It can be quite physically (tire), I enjoy (deal) with customers, except when they become violent. Luckily this doesn't happen often.

b I like (work) with figures, but my job is much less (bore) and routine than people think. The work (involve) a lot of human contact and teamwork, working with other managers.

c Of course, it involves getting up quite easily in the morning. But I like (be) out in the open air. And I get a lot of exercise!

d You've got to think in a very logical way. The work can be mentally (tire), but it's very satisfying to write a program that works.

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

XII. Complete the text with appropriate prepositions.

Rebecca lives in London and works in public relations. She leaves home ____ work at 7.30 am. She drives ____ work. The traffic is often bad and she worries about getting ____ work late, but she usually arrives ____ work at around nine. She finishes work quite late, at about eight. 'Luckily, I'm never ill,' she says. 'I could never take the time ____ work.' she loves what she does and is glad to be ____ work. Some of her friends are not so lucky: they are ____ work.

XIII. Complete each sentence with the correct form of the word in bold. Sometimes you will need to use a negative form using a prefix (un-, dis-, de-).

fulfil

a) Becoming Department Head was the of a lifelong ambition.

b) He his role as manager very effectively.

c) I feel in my job because I am not given enough responsibility.

inspire

a) Jack Welch was an business leader who motivated employees.

- b) He has been an to the new members of staff.
- c) After an launch, the new model quickly failed.

frustrate

- a) You could see the building up in the workforce.
- b) I find talking to him because he never listens to anything I say.
- c) I felt so with their attitude that I decided to resign.

satisfy

- a) Women are more with their jobs than men in many countries.
- b) Low pay and poor working conditions create workers.
- c) Small European countries are at the top of job league tables.

motivate

- a) What are the strongest factors in people's lives?
- b) Workers become if they work long hours for low pay.
- c) What was your for becoming a salesperson?

XIV. Choose the correct verb in each sentence.

1 Sales staff who are impolite to customers *disrupt* / *damage* the reputation of a company.

2 We are planning to *promote* / *establish* branch offices in Singapore.

3 By merging with a US company, we greatly *strengthened* / *maintained* our sales force.

4 Our image has been *fostered* / *undermined* by poor after-sales service.

5 Thanks to a new communications system, we are *souring* / *improving* relations with suppliers.

6 A strike at our factory *resumed* / *disrupted* production for several weeks.

7 We could not agree on several points so we *broke off* / *cut off* talks regarding a joint venture.

8 The success of our new product launch was *resumed* / *jeopardised* by an unimaginative advertising campaign.

9 In order to gain market share in China, we are *building up* / *cutting off* a sales network there.

10 Relations between the two countries have been *endangered* / *fostered* by official visits and trade delegations.

XV. Read what people talk about their jobs. Think what type of job or working hours they mean.

1. I'm Alicia. I work in a public library in the afternoons from two until six.
2. My husband works in an office from 9 am to 5.30 pm.
3. Our daughter works in a bank from eight till five every day.
4. One week it's six-to-two, the next it's nights.
5. I'm David and I work in a café from 8 pm until midnight.
6. My wife works in local government and she can have this job for as long as she wants it.

7. I get in at nine o'clock and go home at five.
8. Our son is working on a farm for three weeks.
9. Our daughter is working in an office for four weeks.
10. I joined the company 10 year ago and I guess I'll be here for another ten.

XVI. Use the words to complete the paragraph.

raw materials *salary* *social interaction* *labour*
consumer profile *status* *features* *labour costs* *benefits*
advertisement *taxes* *styles of management*

A company's marketing department should decide what type of person will buy their product and have a 1 _____ or description of the consumer in mind. They can design their advertisements. A good 2 _____ should describe the 3 _____ or characteristics of the product as well as the 4 _____ or advantages of buying the product.

The price of a product depends on various factors. Production costs are affected by the availability of 5 _____, or workers and the availability of 6 _____, or the things needed to make the goods. How much the company has to pay the workers, or 7 _____, is another factor, and also the amount the government charges the company in 8 _____.

The people who work for a company, or the company's labour force are the company's most important asset. Many different things motivate people to work, such as 9 _____, or money, 10 _____ or the position they hold in the company and society and the opportunity for 11 _____ and to meet other people. Different people like different things, and the way managers treat employees, i.e. their 12 _____ can be very important.

XVII. Translate from Russian into English using verbs in Passive Voice.

1. Уроки были приготовлены, книги и тетради уложены в портфель.
2. Работа была выполнена очень хорошо.
3. Статья должна быть переведена к пяти часам.
4. Перевод будет закончен вовремя.
5. Когда я пришла домой, обед был уже сварен.
6. Статья была переведена без ошибок.
7. Книгу положили в шкаф.
8. Нас приглашают посетить новую выставку.
9. Их просили принять участие в этой работе.
10. Он говорит, что коробки будут упакованы через 20 минут.
11. Вас ожидают в среду.
12. Его просят прийти сюда.
13. Когда будет отправлена эта телеграмма?
14. Об этой статье много говорят.

XVIII. Read and translate the text into Russian. Translate the 2nd, 3^d, 4th, 5th paragraphs in writing.

GENERAL CONDITIONS OF SALE

They correspond to «Standard conditions of Sale» in contracts some British companies.

The amount of information in General Conditions varies from contract to contract depending on the traditions of the contracting firms and the volume of delivery.

General Conditions may include, for example, in small orders, such items as Shipping Specification, Inspection, Guarantee and Claims, Conditions of Transportation, Force Majeure Circumstances. Arbitration and Sanctions, and are printed on the reverse side of the order form.

In many standard contracts, however, these items are given as separate clauses (articles) and General Conditions (Provisions) only comprise the following information: they may begin with the definition of the date of delivery: «The date of the Bill of Lading or the date of the stamp on the railway bill, road or airway bill is to be considered as the date of the delivery». Sometimes the definition is contained in other clauses, such as «Shipping» or «Delivery Dates».

Also, they may contain indication about the proper law of the contract applied. For instance, «The Swedish Civil and Commercial Law shall be applied to Contract» or «The Contract shall be governed by English Law». But as a rule it is given in detail in the clause «Arbitration».

Other items under General Conditions may be:

All taxes, duties and customs duties on the territory of the Sellers country are borne by the Buyers if they are connected with the Fulfillment of this Contract.

Neither party shall have the right to assign the rights and obligation under this Contract to any third party without the written consent of the other party.

In case of non – fulfillment or improper by the Sellers of their obligations under this Contract, the Sellers are to reimburse to the Buyers the losses suffered by them.

Appendices, addenda and amendments to the Contract are only valid (or shall be effective) and shall make an integral part of the Contract if made (issued) in writing and signed by the contracting parties.

All enclosures to the General Conditions as well as to the Contract are regarded as an integral part thereof.

All negotiations and correspondence preceding the conclusion of this Contract and pertaining to it become null and void on the date of its signing.

This contract is signed in (the name of the place) on the (the date) in duplicate (in 2 copies), each in the Russian and English languages, one copy for each party, both texts being authentic from (or comes into effect as on) the date of its signing.

Пояснения к тексту

amount of information – объем информации

volume – объем

items – показатели

to be printed on the reverse side – печатается на оборотной стороне заказа

the definition of the date delivery – определение даты поставки
addenda and amendments – изменения поправки
Bill of lading – коносамент
to become null – теряют силу

ЛЕКСИЧЕСКИЕ КОНТРОЛЬНО-ИЗМЕРИТЕЛЬНЫЕ МАТЕРИАЛЫ

Лексические контрольно-измерительные материалы (ЛКИМ) предназначены для проверки знаний студентов в конце семестра (если дисциплина завершается только зачетом) или на экзаменационной сессии, если дисциплина завершается экзаменом. Для оценки навыков монологической речи студентов предлагается следующее:

- 1) список лексического минимума по каждой из пройденных тем;
- 2) три текста для пересказа;
- 3) вопросы для контроля навыков монологической речи студентов.

Задания предлагаются студентам в виде отдельных билетов.

Демонстрация знаний лексических единиц (3 тематических списка слов) проводится без дополнительной временной подготовки.

Пересказы текстов готовятся студентами самостоятельно в рамках выполнения домашнего задания. Необходимо подготовить не менее 20 предложений по каждому из трёх представленных для пересказа текстов.

Что касается контроля навыков монологической речи студентов, то целесообразно давать 2–3 минуты на подготовку ответа на полученный вопрос. После выступления студента можно задать вопросы для дополнения высказывания и корректировки лексических и грамматических ошибок.

Все задания позволяют определить, насколько студент освоил лексику, грамматику и, конечно, показывают уровень навыков монологической речи.

ЛЕКСИЧЕСКИЙ МИНИМУМ

LESSON 1. «APPLYING FOR A JOB»

1. подать заявление на работу
2. проходить собеседование
3. убеждать
4. заполнять анкету / бланк заявки
5. совет
6. краткий
7. фактический
8. подпись
9. подчеркивание
10. жирный шрифт
11. заголовок
12. выделять
13. текущая работа
14. пожать руки
15. местное бюро консультирования по вопросам карьеры
16. элегантный
17. уместно, по делу
18. порой, периодически, иногда
19. противоречить
20. спорит
21. перебивать
22. критиковать предыдущих работодателей
23. покорный
24. с уважением относиться
25. подловить, сбить с толку
26. привилегия, льготы
27. самонадеянный
28. отталкивать, отпугивать кого-либо
29. модное словечко
30. письмо, которое отправляется после деловой встречи
31. принимать
32. перспективы
33. иметь прекрасные отзывы
34. хорошая рабочая обстановка
35. должностное лицо
36. связи
37. уволить
38. канцелярская работа
39. конечный срок
40. трудовое соглашение

LESSON 2. «PRODUCT DEVELOPMENT AND PLANNING»

1. ошеломляющий
2. развитие производства
3. что-либо переделанное, приспособленное
4. модификация, видоизменение
5. нововведение, новшество
6. патент
7. крупный производитель
8. перспективный продукт
9. неразумная цена
10. недостаточный, не соответствующий требованиям
11. подать заявление на патент
12. (зд.)благоприятные рыночные условия
13. стать модным
14. быть притягательным для покупателей
15. завершить исследование
16. продавать
17. слабые методы продаж
18. заменить существующий продукт
19. выводить что-либо на новый рынок
20. расширение линейки продуктов
21. добиться / получить привязанность к бренду
22. намерения, стремления
23. впоследствии, позднее, позже
24. значительный вклад
25. система отсеивания идей
26. целевой рынок, целевая аудитория
27. быть совместимым с чем-либо
28. охватывать
29. изготавливаться в ограниченном масштабе
30. в отношении чего-либо
31. хорошо подобранная среда продаж
32. запустить полноценную программу

LESSON 3. «UNEMPLOYMENT»

- 1) безработица
- 2) неравенство
- 3) бедность
- 4) усиленная (повышенная) международная конкуренция
- 5) ограничивать способность правительств реагировать на что-либо
- 6) справедливо распределять богатства
- 7) бросать вызов
- 8) учетверять
- 9) злоупотребление наркотиками
- 10) возлагать вину на что-либо
- 11) утверждать
- 12) избыток неквалифицированной рабочей силы
- 13) создавать спрос на что-либо
- 14) повышать производительность
- 15) переподготовка рабочих
- 16) финансировать
- 17) имеющийся в наличии, доступный
- 18) быть вынужденным
- 19) сократить расходы
- 20) компенсировать что-либо
- 21) очевидное решение
- 22) заработать прожиточный минимум
- 23) недостаточный спрос
- 24) курсы переподготовки
- 25) хорошо оплачиваемая работа
- 26) быть недовольным
- 27) пособие по безработице
- 28) заслуживать лучшей оплаты
- 29) неблагоприятно, отрицательно
- 30) развалиться
- 31) средний уровень безработицы
- 32) с поразительной скоростью
- 33) политика государственных расходов
- 34) процветать за счет
- 35) резерв неквалифицированной рабочей силы
- 36) ведущий к / способствующий совершению преступлений на почве ненависти
- 37) с точки зрения
- 38) постоянная работа
- 39) временная работа
- 40) работник с полной занятостью
- 41) постоянный сотрудник / сотрудник на годовом контракте
- 42) расходы
- 43) получить огромный доход
- 44) негласное требование