

**ДЕРЖАВНИЙ ЕКОНОМІКО-ТЕХНОЛОГІЧНИЙ УНІВЕРСИТЕТ
ТРАНСПОРТУ**

Кафедра «Іноземні мови»

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ДІЛОВА АНГЛІЙСЬКА МОВА

КОНТРОЛЬНА РОБОТА.

**Методичні рекомендації для виконання контрольної роботи
та самостійного опрацювання навчального матеріалу.**

**Для студентів ОКР «Бакалавр» економічних спеціальностей безвідривної
форми навчання (повного та скороченого курсу фахової підготовки)**

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Кушмар Л. В. Ділова англійська мова : Контрольна робота. Методичні рекомендації для виконання контрольної роботи та самостійного опрацювання навчального матеріалу. Для студентів ОКР «Бакалавр» економічних спеціальностей безвідривної форми навчання (повного та скороченого курсу фахової підготовки) / Л. В. Кушмар. – К. : ДЕТУТ, 2014. – 59 с.

Методичні рекомендації розроблено відповідно до Робочої навчальної програми «Ділова англійська мова» (за вимогами Європейської кредитно-трансферної системи). Навчальні матеріали цієї методичної розробки мають на меті сприяти подальшому розвитку навичок читання, аналізу текстового матеріалу та перекладу з англійської мови, активізувати, розширити та поглибити набуті студентами знання з лексики та граматики англійської мови, сформувати вміння й навички складання, написання та оформлення ділової та особистої документації відповідно до вимог оформлення документації.

Методичні рекомендації розглянуто та рекомендовано до друку рішенням кафедри ІМ ДЕТУТ (протокол № 3 від 25 листопада 2013 р.), методичної комісії факультету УЗТ (протокол № 4 від 11 грудня 2013 р.).

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ПЕРЕДМОВА

Сучасний стан міжнародних зв'язків України, її вихід до європейського та світового простору змушують суспільство розглядати іноземну мову як важливий засіб міжкультурного спілкування. Серед іноземних мов англійська мова сьогодні –це мова міжнародного спілкування, мова міжнародної політики, торгівлі, туризму, спорту та Інтернету. Цей чинник зумовлює соціальне замовлення суспільства на підготовку кваліфікованих фахівців у різних галузях господарства, науки, мистецтва та культури, які повинні володіти навичками і вміннями професійного англомовного спілкування.

Інтеграція України в європейську освітню систему (так званий Болонський процес), Загальноєвропейські рекомендації Комітету ЄС з мовної освіти щодо вивчення та викладання європейських мов висувають нагальну потребу в розробці національних типових програм, навчальних планів, підручників та методичних матеріалів з мовної підготовки, які б задовольняли сучасним освітнім потребам в Україні.

Навчальна дисципліна «Ділова англійська мова» є невід'ємним складником навчального процесу з підготовки високо кваліфікованих фахівців економічних спеціальностей в умовах розбудови ринкової економіки в Україні, розширення міжнародних економічних зв'язків України, гуманізації та гуманітаризації національної вищої освіти. Основне призначення англійської мови як предметної галузі вищої освіти – сприяти в оволодінні студентами навичками та вміннями комунікації в усній і письмовій формах відповідно до мотивів, цілей і соціальних норм мовленнєвої поведінки у типових сферах і ситуаціях англомовного спілкування.

Основне завдання вивчення «Ділової англійської мови» – практичне оволодіння студентами системою ділової англійської мови та нормативною базою її функціонування в комунікативно-мовленнєвих ситуаціях у сфері професійної діяльності, якісна підготовка фахівця до іншомовного спілкування в професійній сфері.

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО ВИКОНАННЯ КОНТРОЛЬНОЇ РОБОТИ

Навчальні матеріали даної методичної розробки містять завдання контрольної роботи з навчальної дисципліни «Ділова англійська мова» для студентів економічних спеціальностей безвідривної форми навчання, методичні рекомендації до виконання контрольної роботи та самостійного опрацювання навчального матеріалу, критерії оцінювання та додатки. Студентам пропонується також перелік літератури для самостійного опрацювання і використання під час виконання контрольної роботи.

Мета розробки – надати допомогу студентам у виконанні контрольної роботи, сприяти подальшому розвитку навичок читання, аналізу текстового матеріалу та перекладу з англійської мови, активізувати, розширити та поглибити набуті ними раніше знання з лексики та граматики англійської мови, формувати практичні уміння з ділової документації.

Методичні рекомендації визначають порядок виконання контрольної роботи, а граматичний коментар подає пояснення щодо тих лінгвістичних явищ і конструкцій ділової англійської мови, які включено до контрольної роботи і знання яких необхідне для її успішного виконання.

Оскільки ця контрольна робота методично є продовженням попередніх контрольних робіт, її виконання ґрунтується на тих навичках, які мали сформуватися у студентів після виконання контрольних робіт на першому курсі.

Контрольна робота виконується на аркушах формату А 4. При виконанні контрольної роботи слід дотримуватись поданого порядку завдань. Зразок оформлення титульної сторінки подано у Додатку 1 (С. 39). Після кожного завдання необхідно залишати місце для запису зауважень викладача-рецензента. Після перевірки контрольної роботи викладачем, якщо є помилки, студент виконує роботу над помилками.

Варіант контрольної роботи для виконання (загальна кількість – тридцять) для кожного студента визначається за списком студентів у групі (або в підгрупі) та узгоджується із викладачем. Студенти безвідривної форми

навчання подають контрольну роботу викладачеві на перевірку у термін, визначений навчальним планом (не пізніше, як за два тижня до початку сесії).

Завдання 1 запропоноване з метою здобуття необхідної інформації у певному обсязі і критичного осмислення цієї інформації, досягнення визначеного програмою рівня розуміння змісту тексту. У процесі читання тексту переслідуються такі комунікативні цілі: визначати тему, яка висвітлюється в тексті; проблеми, які в ньому розглядаються; виділяти основну думку; вибирати головні факти, випускаючи другорядні; визначати смислові частини тексту та зв'язки між ними; користуватися у процесі читання наявним лінгвокраїнознавчим коментарем, виносками, словником, довідниками, якщо в цьому виникає потреба, щоб зрозуміти основний зміст тексту.

Завдання 2 спрямоване на ознайомлення студентів з основними правилами транслітерації з метою практичного засвоєння найголовніших орфографічних правил; удосконалення граматичного ладу; формування грамотного письма (С. 40 – 42).

Завдання 3 передбачає розробку своєї власної візитної картки (С. 44) з метою доречного інформування в момент знайомства про себе і свою фірму чи підприємство; інформування про себе та осіб, в контактах з якими зацікавлені; підтримання контактів з партнерами.

Завдання 4 спрямоване на складання власного резюме за основними структурними частинами (С. 42 – 43), де вичерпність відомостей і лаконізм викладу займають провідні позиції.

Завдання 5 передбачає складання ділової документації у відповідності з вимогами, адже діловий лист – це джерело інформації і одночасно, документ, присвячений співробітництву з іноземними фірмами; участі в торговій і комерційній діяльності; співробітництву у рамках консорціуму; питанням, пов'язаним з підготовкою та реалізацією контракту, формам розрахунку і умовам платежу; рекламацією і врегулюванню претензій та ін.

I. Read and translate the following text into Ukrainian.

American Management Style

American management style can be described as individualistic in approach, in so far as managers are accountable for the decisions made within their areas of responsibility. Although important decisions might be discussed in open forum, the ultimate responsibility for the consequences of the decision lies with the boss — support or seeming consensus will evaporate when things go wrong. The up side of this accountability is, of course, the American dream that outstanding success will inevitably bring outstanding rewards. Therefore, American managers are more likely to disregard the opinions of subordinates than managers in other, more consensus or compromise- oriented cultures. This can obviously lead to frustrations, which can sometimes seem to boil over in meeting situations.

Titles can be very confusing within American organizations with a bewildering array of enormously important-sounding job descriptors on offer (Executive Vice-President etc.). Titles, in any case, tend to be a poor reflection of the relative importance of an individual within a company. Importance is linked to power, which could be determined by a number of factors such as head-count responsibility, profitability of sector or strategic importance to the organization at that point in time.

A distinction is often made between management style (around organization and process) and leadership style (more strategic and inspirational.) Great leadership is expected at the top of an organization rather than competent management but it can be difficult to define what great leadership actually is.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business request letter.**

Variant 2

I. Read and translate the following text into Ukrainian.

American Business Structures

Business structures in the USA are incredibly varied but tend to have several characteristics in common. Firstly, the company is an entity in its own right and exists independently from its employees. Members come and go, perform necessary tasks at particular points in the life cycle of the company and then leave when no longer required for the wellbeing of the organization. The relationship between employer and employee is a transactional one – where relationship and sentiment are a luxury which cannot be justified. Current economic conditions and the increasing influence of technology-based communication methodologies have only increased this disconnect between the employee and long-term, stable employment conditions. In a country where job-mobility and virtual working are increasing, transferable skills become the key to future success.

Secondly, the Chief Executive Officer of an American organization holds great sway within the company. Senior management is more embedded in the personality at the top than in some other countries, such as Germany, where senior management is collegiate in approach. Although the company will have a Board of Directors, the Board is highly unlikely to have any input on the day-to-day running of the company which is left very much in the hands of the CEO who stands or falls on results. This can be seen as a high risk, high reward approach – it can bring great success but also spectacular failure.

Thirdly, accountability within the company tends to be vertical and easily observable. Americans like to know exactly where they stand, what are their responsibilities and to whom they report. If job security is weak, I'd like to understand the extent of my liability on any particular issue.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a letter of recommendation.**

Variant 3

I. Read and translate the following text into Ukrainian.

American Communication Styles

Communication styles in business in the States are determined by many of the approaches to business we have already described above. The desire to debate issues directly and openly leads Americans to be seen by some cultures as aggressive and even rude. Coded speech and verbosity is often seen as time wasting and in time pressured corporate USA, that is a crime.

Thus, when an impasse is reached in meeting situations, the reaction is often to address it directly and with feeling. This direct, robust debate can often be viewed by more harmony seeking cultures as signaling the breakdown of meaningful discussions and as the signal to try to abandon the interaction - whereas in the States it is seen positively and as a sign of definite progress.

Paradoxically, on first introductions, American can seem very friendly, polite and solicitous of your well being which seems to be at odds with the verbal behavior exhibited half an hour later in the meeting. This overt friendliness (Have nice day!, Hi, how are you doing? etc.) should be taken for what it is – part of the protocol of the language and not as an attempt at establishing a life-long friendship.

Although coded speech and over-verbosity are frowned upon, the latest management speak is often to the fore in business dealings which can make Americans sound extremely jargonistic – almost to the point of obscuring the real message.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business information letter.**

Variant 4

I. Read and translate the following text into Ukrainian.

Canadian Business Structures

It is difficult to give a clear indication of any type of 'Canadian norm' in terms of business structures as many Canadian companies have abandoned traditional hierarchical approaches in favor of leaner, flatter structures. This business re-engineering process has been proceeding for some time but different companies and different sectors are at different stages of the cycle. Thus, although it is possible to encounter companies which have maintained a very structured, hierarchical approach, a business visitor is just as likely to encounter a very flat, open system.

Canadian managers are not expected to manage in an authoritarian or paternalistic manner but are, nonetheless, expected to be decisive. Management style could be characterized as informal and friendly with managers preferring to be seen as one of the guys rather than as an aloof figure who stands apart from everybody else.

Managers will consult widely when a decision is called for and expect input from all concerned parties. The final decision remains, however, firmly with the manager and quick decision-making is respected by all. Failure to consult widely could lead to a feeling of dissatisfaction amongst team members who will feel that the manager is acting in a dictatorial manner.

The manager is not necessarily expected to be the most technically competent person in the team but will be judged more on his or her ability to manage the resource which is the team – interpersonal and man-management skills are considered of vital importance.

- II. Write down ten Ukrainian proper name sin English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of confirmation.**

Variant 5

I. Read and translate the following text into Ukrainian.

Canadian Communication Styles

Canada is officially bilingual and this fact needs to be recognized in your dealings with the country. Thus it is politic to provide French translations of any marketing and promotional literature to be used when trying to enter the market (especially in the area of Quebec.) It can sometimes be somewhat difficult to find exact translations for obscure technical terms, in which case using the English phrase would be acceptable.

One striking difference between the US and Canada is that Canadian communication patterns are much more low key. Reserve, understatement, diplomacy and tact are key attributes and contrast sharply with the more direct approach of many Americans.

However, it would be wrong to assume that Canadian communication patterns are more akin to, say the British approach, because although not as confrontational as some other cultures, Canadians still like to be direct and say what they mean. It is unusual to find Canadians using overtly coded language. *Yes* will usually mean *yes* and *no* will mean *no*. Canadians see evasive language as suspicious and would prefer any problems to be put onto the table for discussion.

An increasing reliance on technology means that much intra-company communication is solely email based with phones used in an emergency.

When doing business in any of the larger cities, business suits and ties are standard attire for men with conservative suits and dresses for women. However, if doing business with smaller companies in more rural areas (or on the West Coast) do not be surprised to find a much more relaxed and casual approach to dress code.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of confirmation.**

Variant 6

I. Read and translate the following text into Ukrainian.

Background to Business in Britain

As in many other industrialized countries, the last couple of decades have seen a major restructuring of British industry away from the more traditional heavy engineering and primary sectors towards the service and high-tech fields. This process has also coincided with radical shifts in approach to management and company structure. Many of the hierarchy and class issues which were so much a feature of the British industrial landscape have been replaced by more modern business models - often heavily influenced by US thinking.

Ideas of jobs for life have largely been overtaken by an expectation of rapid change in work patterns and prospects. Many current British managers no longer expect to spend most of their careers with one or two companies, but rather look for progression through moving from employer to employer. One result of this could be the much talked of British short-termism associated by many continental European business people with UK companies.

Generalization, rather than specialization, tends to typify the British approach - with less merit being placed on pure technical ability than in some other countries. Some commentators have quoted this tendency as one of the reasons for the demise of manufacturing in the UK over the last three decades.

As with many other European countries, the UK (with a heavy reliance on the Banking and Finance sector) was badly hit by the financial crisis of 2008 and faces a painful journey back to growth and prosperity.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business enquiry letter.**

Variant 7

I. Read and translate the following text into Ukrainian.

British Business Structures

The board of directors is the real power broker of a British company with all key decisions being made at this level. All plc's (quoted companies) must have at least two directors who are appointed by and accountable to the shareholders. The chairperson or the Chief Executive Officer leads the board.

Many of the UK's larger companies have non-executive directors who act as outside, impartial experts, as well as often providing links with government and the civil service. This usage of 'non-executive' directors has some parallels with the continental European two-tier system of senior management but is not as all-pervasive and non-execs can be resented by the executive directors.

Although traditionally hierarchical in structure, many British firms have moved towards a flatter, less bureaucratic approach. This has also resulted in a certain lack of shape, with boundaries and responsibilities being blurred. It can be difficult to get a clear picture of the structure of a British company, with even employees being unclear as to the exact remit of their jobs. As a result, job descriptions tend to be somewhat vague and imprecise with little clear guidance on specific tasks to be undertaken.

One thing that can be said of meetings in the UK is that they are frequent. They are often also inconclusive, with the decision of the meeting being that another meeting should be held. The British themselves often complain about the frequency and length of meetings they must attend.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of recommendation.**

Variant 8

I. Read and translate the following text into Ukrainian.

British Management Style

In comparison with many other cultures, relatively little preparation is done for meetings (with the exception of client-facing meetings). This is because meetings are often viewed as the forum for the open debate of an issue and that, during that open debate, a route forward will be found. When the route forward is agreed, then the detailed work schedule will be implemented. Being over-prepared for meetings in the UK can result in certain negative feelings towards those who have prepared in advance. There is no point having a meeting with the Germans (for example) because they have already decided the outcome prior to the meeting.

British managers tend more towards generalization than specialization. The proposition that the manager needs to be the most technically competent person would receive little support in the UK. Therefore, pure academic education is afforded much less respect than in other countries (notably Germany and France) and the emphasis is on relevant experience and a hands-on, pragmatic approach.

Much more emphasis is placed on the man-management skills needed to produce the best results from the team. A manager is expected to have the interpersonal skills to meld a team together and it is this ability as a fixer which is highly regarded. Modern managers often want to appear as a primus inter pares, cultivating a close, often humorous and overtly soft relationship with subordinates. This seeming closeness should not, however, be mistaken for weakness on the part of the boss – when difficult decisions need to be taken, they will be taken.

The British find it difficult to be direct and British managers often give instructions to subordinates in a very indirect way, preferring to request assistance than to be explicit. This use of language can be very confusing for the non-British.

II. Write down ten Ukrainian proper names in English.

III. Design your own business card.

IV. Create your own resume.

V. Write a letter of recommendation.

Variant 9

I. Read and translate the following text into Ukrainian.

British Communication Styles

The British are almost Asian in their use of diplomatic language. Almost alone in Europe, (with the possible exception of the Belgians), they strongly place diplomacy before directness in communication. Being very non-confrontational in business situations, the British equate directness with open confrontation and fear that bluntness will offend the other party. This can often lead the British to seem evasive in meeting situations when they are really searching for a way of saying something negative in a positive way.

In addition to being diplomatic, the British also use language in a coded manner preferring to say unpalatable things using more acceptable, positive phrases. Thus, «I disagree» becomes «I think you have made several excellent points there but have you ever considered...» And a lack of interest in an idea is often greeted with, «Hmm, that's an interesting point ».

Humour is virtually all-pervasive in business situations. Indeed, the more tense and difficult a situation is, the more likely the British are to use humour. This does not imply that the British are not taking the situation seriously - it is merely that humour is used as a tension release mechanism in the UK and helps to keep situations calm, reserved and non-emotional. Never underestimate a British businessperson because he or she uses humour in a seemingly inappropriate situation. Humour is a very important and respected communication tool at all levels and in all contexts.

It is better to be self-deprecating than self-promotional in the UK. People who are verbally positive about themselves and their abilities may be disbelieved and will, almost definitely, be disliked.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business request letter.**

Variant 10

- I. Read and translate the following text into Ukrainian.**

Successful Entertaining in Britain

It is reasonably common to be invited out for lunch by a business contact in the UK, but more unusual to be asked to go for dinner. Business lunches are often seen as an extension of the meeting and it is usually acceptable to discuss business matters over the food. If in doubt over this matter, follow the lead of your host. The person who invites will invariably pay and there is no real need to offer to contribute to the cost. If you have invited a guest and they offer to contribute, they are probably doing so out of politeness and do not necessarily expect to be taken up on their offer.

Lunches can vary in style from a very informal pub meal to a much more elaborate formal meal at an expensive restaurant. The choice of venue can depend on a number of factors such as location, importance placed on the business opportunity (or guest), market sectors etc. If you are unsure where to take somebody it is best to err on the side of caution and go to a good quality restaurant.

Traditional dark grey and dark blue suits are less in evidence than in the past – except for sectors such as the law and banking and finance. If suits are worn, white, blue or pink shirts and reasonably sober ties are typical. In the more senior circles in the City, men will often wear cufflinks. Women in management positions often mirror male attire in so far as dark suits and blouses are worn – with little in the way of more flamboyant accessories being seen.

There has, however, been a recent move away from this sober, formal appearance and many organizations have introduced a dress down policy which allows employees to wear 'smart casual', as long as there are no clients to be met on that day. Smart casual is difficult to describe but still tends to be on the conservative side.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business information letter.**

Variant 11

- I. Read and translate the following text into Ukrainian.**

Background to Business in Australia

Australia is a very large country with a relatively small population – it is about the same size as the 48 States which make up the 'bulk' of the USA but has a population half the size of that of California. Vast tracts of the country are virtually uninhabited (and many would say uninhabitable), making Australia one of the most urbanized countries in the world.

The lack of a domestic market of any real size, coupled with a comparative level of geographic isolation, means that Australian businesses increasingly recognize the need to look at international markets to ensure their own future prosperity as well as the future well-being of the country. Indeed, a criticism that has been leveled against Australian business organizations has been their slowness to take up the challenge of internationalization (with the notable exception of the mining industry.)

Thus, Australia finds itself needing to become ever more international in its outlook both economically and politically. The extremely successful economy is dependent upon trade with both the US and increasingly with key Asian countries such as China, Japan and India. Traditional British Commonwealth links have been declining in importance over several decades.

In short Australia is a small market with a highly educated, affluent population which realizes the importance of international trade – they are waiting to do business with you!

When you have completed the Australian business culture profile, you may feel you need to learn more about some of the other business cultures you deal with - if so go back to the Countries Home Page and pick another country to study.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a letter of recommendation.**

Variant 12

- I. Read and translate the following text into Ukrainian.**

Australian Business Structures

A key Australian characteristic would be egalitarianism. It is very important that people do not give the impression that they think they are somebody. It is much better to be seen as a good bloke or a good mate than somebody who is overtly proud of themselves and their achievements.

Coupled with this trend towards an egalitarian interpersonal approach is the influence exerted on Australian business thinking of US business modeling (– some people would argue that this influence has been too slavishly followed whilst others argue the need for a more US-style entrepreneurial, risk-taking attitude amongst Australian business people).

The combination of these two factors leads Australian organizations to be fairly non-hierarchical in their structure. Little attention is paid to titles and rankings within organizations, with status being ascribed through achievement rather than organizational position – you are only as good as your last decision or action!

Thus any international organization looking to set up operations in the country would be well advised against introducing a mirror of the hierarchical structure they may employ in the country of origin – this could lead to annoyance on the part of Australian colleagues. Similarly, do not be too surprised if Australian business contacts seem willfully disrespectful of hierarchy when working internationally – they are not being rude, merely acting in a consistent Australian manner.

Being seen to be a good team player is an extremely important part of the Australian psyche — to be a maverick or a loner will invariably ostracize a person from their colleagues. Creating a positive feel in a department or project group would be seen as a key management function and bonding sessions are encouraged.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business information letter.**

Variant 13

- I. Read and translate the following text into Ukrainian.**

Australian Management Style

Managers are not expected to see themselves as in any way superior to their colleagues – people just have different jobs. Therefore an authoritarian style of management will be received very badly by most Australians and such an approach may provoke outright hostility.

It is much better to adopt a consultative style of management which is inclusive of every person's opinions and which encourages an open debate of ideas. Indeed, challenging the ideas of the boss in open meetings is not seen as rude or disrespectful but the sign of a fully committed, professional approach. Pragmatism is seen as a key attribute; getting the job completed quickly is more important than the niceties of protocol or hierarchy.

In keeping with the Australian direct style of communication, debates between senior and junior executives may appear from the outside as confrontational and occasionally acrimonious – they rarely are. This style of interaction is merely viewed as the most effective way of attaining the end goal.

Australian managers do not remain aloof from members of their team – they usually want to be one of the boys and be seen as a good bloke. The idea of managers only socializing with other managers would be viewed as very affected and would be likely to result in alienation.

Australia can be classified as a 'post-planning' culture which means that relatively little preparation is done for meetings (with the exception of client-facing meetings). Meetings are often viewed as the forum for the open debate of an issue and that, during that open debate, a route forward will be found — this approach obviously sits well with the Australian egalitarian approach.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of confirmation.**

Variant 14

- I. Read and translate the following text into Ukrainian.**

Australian Communication Styles

Although Australia is a polyglot nation, with over 100 languages being spoken by those sections of the population who have emigrated there from all over the world, English is the official and by far the most commonly spoken language.

Australians tend to put directness before diplomacy and therefore can be considered quite blunt on occasions – especially by people from those cultures in which the majority are wary of speaking plainly for fear of creating a negative emotional impact upon the people they are talking to. Directness is cherished in Australia and failure to say what you mean and mean what you say can be mistaken for evasiveness and even hypocrisy.

It is important not to be too self-promotional when presenting to Australians. A hard sell approach can often be misconstrued as bragging and can provoke a very negative response. Remember that people do not like to make out that they are better than others – the same probably applies to products and services. A factual description of issues will be far better received than a more hyperbolic approach.

Australia is one of the very few cultures in which humour is all pervasive in business situations. Not only is humour acceptable in all situations, it is expected in all situations. Never underestimate an Australian senior manager because he or she uses humour at what you might feel to be an inappropriate time.

First names are invariably used in all business situations in Australia. It would be very unusual to call a business contact by their surname. Similarly, educational titles play relatively little part in business situations (other than in the medical or academic worlds.)

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of confirmation.**

Variant 15

- I. Read and translate the following text into Ukrainian.**

Doing Business in China

As China moves into the Asian Century it needs to continue to develop its infrastructure, educate the whole of the population, manage mass-urbanization on an unprecedented scale and balance a growth agenda with the need to improve its environmental credentials. The rapidity of change in China has been miraculous but also brings challenges in its wake.

China will continue to expand economically and its political and cultural influence will also grow – especially within the Asian region. China will also, however, be of incredible economic significance for both the US and Europe as the old economies continue to stagnate and the emerging economies take on the responsibility of delivering global growth. Whereas, for the last couple of decades China has been a market of interest for the larger corporations, mid-size companies now have to consider expansion into geographic areas of which they have little, if any, knowledge.

Whilst many things in China are in a state of constant flux, some things remain deeply rooted in the millennia-old culture of the country and one of the things which changes most slowly in any country is culture. Chinese business culture is not suddenly going to become a clone of western business culture. China will cling on to its own approaches and ways of doing things and as China becomes increasingly economically powerful any pressure for change will probably diminish.

Unless you speak Chinese, (Mandarin being the most common as well as the official dialect), it can be difficult to do business in many parts of China without the aid of a translator.

- II. Write down ten **Ukrainian** proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business enquiry letter.**

Variant 16

- I. Read and translate the following text into Ukrainian.**

Background to Business in China

At the beginning of the 21st century, the People's Republic of China finds itself in the midst of social, economic and cultural transition (some might even say turmoil). The old certainties, which epitomized the iron-tight grip of the Communist Party during the reign of Mao Zedong, have long since been replaced by the more liberal but unclear policies instituted by Mao's great reforming successor, Deng Xiaoping and continued by subsequent regimes.

The pursuit of profit is no longer 'counter-revolutionary' and business people have long since ceased being viewed as enemies of the people. Yet the Communist Party is still in power and shows little appetite for any of the political reform so much clamored for by the West. Deng himself best described this seemingly paradoxical situation (rampant capitalism in the midst of a communist country) in two oft-quoted maxims: 'It doesn't matter whether a cat is black or white so long as it catches mice.' and 'To get rich is glorious.'

Thus in the new order of the PRC, what business rules apply? How do you reinvent a business culture in a country where commerce was outlawed for over thirty years? Where does a country find the rules by which to play? The answer is, of course, to fall back on traditional cultural drivers and in China, that means a return to Confucian values (see below.) This does not imply that modern business systems and approaches are ignored – more that they are given a Confucian twist to enable them to lie happily alongside the mainstream Chinese world view.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of recommendation.**

Variant 17

- I. Read and translate the following text into Ukrainian.**

Chinese Management Style

In Confucian philosophy, all relationships are deemed to be unequal. Ethical behavior demands that these inequalities are respected. Thus, the older person should automatically receive respect from the younger, the senior from the subordinate. This Confucian approach should be seen as the cornerstone of all management thinking and issues such as empowerment and open access to all information are viewed by the Chinese as, at best, bizarre Western notions.

(It should be borne in mind that many people in China – as well as in many other Asian countries – see the lack of observance of hierarchical values as the root cause of the problems of the West. These problems include the twin Western diseases of moral degeneration and the anarchic idea that an individual is more important than the group to which they belong.)

Thus, in China, management style tends towards the directive, with the senior manager giving instructions to their direct reports who in turn pass on the instructions down the line. It is not expected that subordinates will question the decisions of superiors - that would be to show disrespect and be the direct cause of loss of face for all concerned.

The manager should be seen as a type of father figure who expects and receives loyalty and obedience from colleagues. In return, the manager is expected to take an holistic interest in the well-being of those colleagues. It is a mutually beneficial two-way relationship.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of recommendation.**

Variant 18

I. Read and translate the following text into Ukrainian.

Chinese Communication Styles

Unless you speak Chinese, (Mandarin being the most common as well as the official dialect), it can be difficult to do business in many parts of China without the aid of a translator. English language levels are very patchy and although a layer of fluent English speakers exists, the layer is quite thin and levels fall away very quickly. Communicating in China can, therefore, be a slow, laborious activity and fraught with constant dangers in terms of misunderstanding and mistranslation. Don't assume comprehension. Cover the same ground several times and constantly check for understanding.

One of the reasons that communication can be such a problem in China is that along with many other Asians, the Chinese find it extremely difficult to say 'no'. Saying 'no' causes both embarrassment and loss of face and it is therefore better to agree with things in a less than direct manner. Thus anything other than an unequivocal yes probably means no. Be very wary of phrases such as «Yes but it might be difficult» and «Yes, probably».

It is also difficult to deliver bad news and this is often done through the use of an intermediary who can soften the blow and try to preserve as much good-will within the relationship as possible.

The Chinese have a reputation for impassiveness and this is largely based on Western misinterpretation of Chinese body language. As with the Japanese, the Chinese use a very limited amount of visual body language and Westerners interpret this rigidity as a lack of responsiveness and emotion. Lack of overt body language does not mean that the Chinese do not show their reactions - more that westerners are not skilled at reading it across the cultural divide.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business request letter.**

Variant 19

I. Read and translate the following text into Ukrainian.

Background to Business in France

France finds itself at a difficult crossroads as the cold economic climate post-2008 challenges the viability of the country's traditional social models. With unemployment running around the 10% mark and many people calling for even further pro-market reforms, the modernizers find themselves at odds with traditional vested interests - and these vested interests have been historically highly influencing in shaping both internal policy and approach to business.

It could be said that two particular elements play a greater role in approach to business in France than in any other industrialized economy (other than possibly Japan). These two essential ingredients are the role of the government and the importance of a certain type of education.

The French government has played a central and vital role in the shaping and direction of French companies ever since the end of the Second World War. Indeed the government, even in the late eighties, was actively fostering the development of a number of national champion companies which would be large enough to face up to global competition. One of the interesting aspects of these interventionist policies is that they have been largely accepted by mainstream business, which has worked hand in hand with senior civil servants in the ministries.

The way in which you say something in France is almost as important as what is actually said. There is a great love of and respect for elegance in the use of language and the sophisticated presentation of ideas is raised to an art form. A sense of national

pride makes it difficult to listen to the language being spoken badly (or even worse to have to read poorly constructed French!) If you speak poor French, it may these days be better to do it in English.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business information letter.**

Variant 20

I. Read and translate the following text into Ukrainian.

French Business Structures

French companies tend towards rigid hierarchy and functionality within which system the Chief Executive Officer (CEO) holds great sway. The CEO determines in a singular way the future direction of the company. This vision is then disseminated down the line for implementation by more junior management. Senior management, therefore, tends towards the directive, rather than the collaborative, as might be found in such countries as the Netherlands or Sweden.

The power often vested in the hands of the CEO obviously adds impetus to a centralist approach, which is already discernible in many other aspects of French life. Below the PDG will be found a strict hierarchy of managers, organized along rigidly functional lines of responsibility.(All reporting lines leading eventually to the CEO.)

To those from a less hierarchical background, this approach often seems to be eminently well suited for operations which are performing well and producing results. The weaknesses of the system may only become apparent when problems arise and quick responses are called for. With little buy-in having been sought lower down the line, a sense of personal responsibility could be found lacking.

The education system fosters a sense of rivalry and competition from an early age, with peers competing to pass entrance examinations to gain entry into the elite Grandes Ecoles. A sense of team working is not encouraged in this process and does not therefore come naturally in later working life. People prefer to have definable, personal sets of objectives rather than to work in more general team roles. Thus teams

are often defined as sets of specialists working on single issues for a strong leader.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of confirmation.**

Variant 21

I. Read and translate the following text into Ukrainian.

French Management Style

Most senior management in most French companies were educated at the Grandes Ecoles which are the elite schools of France. These colleges champion an intellectual rigour in their students, which is rarely matched elsewhere in the world. This produces a highly educated management population, which approaches leadership with an unusual degree of academic precision. Intellectualism is something to be cherished rather than sneered at and a comment once attributed to French management was that this idea seems alright in practice but will it work in theory?

Thus, management is an intellectual task to be mastered and thought about in terms of detailed analysis, the complete mastery of complex concepts and information and the eventual application of rational decisions. More pragmatic issues of buy-in, motivating staff etc. (in the Anglo-Saxon understanding of these terms) are not as prominent in French management thinking.

Decisions, once taken at senior levels, will be passed down the chain to lower management for implementation. This directive approach can be seen, especially by those from a consensus oriented, non-hierarchical background, as being overly authoritative and lacking in the necessary team-building elements.

As management style tends towards the directive, meetings can often be more for the dissemination of information of decisions previously arrived at than for the open debate of perceived difficulties. They will often be chaired by the boss and follow a set agenda as determined by the boss. In such formal meetings it would be rare to contradict the boss openly - this will have been done elsewhere, prior to the meeting in more informal lobbying sessions.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business enquiry letter.**

Variant 22

- I. Read and translate the following text into Ukrainian.
Background to Business in Sweden**

Sweden, as has often been stated, presents a fascinating business model. It has proved to be a remarkably successful post-war economy, which has managed to combine both pro-business policies with the provision of an all-embracing welfare state. Indeed the social policies once produced a famous remark from the mayor of Shanghai, I like Sweden but you are just a bit too socialist over there.

This seeming paradox can in large measure be explained by an understanding of one of the central Swedish characteristic – egalitarianism. A belief in the genuine equality of individuals and the resultant desire for consensus are at the heart of Swedish business life and explain both organizational structures and management approach in the country (see below).

A second, often quoted, surprise about Swedish business is the relatively large number of truly international companies emanating from a country with a population of less than nine million – Eriksson, Electrolux, Atlas Copco, ABB, Tetrapak; the list is almost endless. It is a truism that countries with small domestic markets need to internationalize to survive and prosper but few countries have been as relatively successful as Sweden on the world stage.

The third remarkable fact about Sweden is the enormous breadth of its industries. Sweden has significant companies in market sectors varying from electrical goods to vehicle manufacture, from telecommunications to pharmaceuticals and from mechanical engineering to chemicals. In addition, of course, it has companies with a global presence in all these industrial areas.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**

- IV. Create your own resume.**
- V. Write a business letter of recommendation.**

Variant 23

- I. Read and translate the following text into Ukrainian.**

Swedish Management Style

An egalitarian approach, which seeks consensus results, produces a very specific management approach. The paternalism, which can be found further south in Europe, sits uneasily with the average Swede and direct instructions can be seen as embarrassing for all concerned. Therefore managers are seen more as facilitators or coaches who offer advice and suggestions. Bosses are not, necessarily, expected to know all the answers and it is assumed that the person performing a particular task is the most knowledgeable about that particular task.

One result of this approach is that decisions can be hard to reach and the process tends to be drawn out. It is important that the manager includes everybody in the process and that everybody's point of view is listened to and ostensibly valued. Many expatriates from countries where quick decision making is highly valued can find this process extremely frustrating. It is dangerous to try to circumvent this process, however, as unilateral decisions are unlikely to be respected or adhered to.

As managers tend towards a consensual approach and openness of discussion, information tends to flow well between departments and functions. There also tends to be less social distance between managers and subordinates. Management denotes a level of work-related responsibility rather than a hierarchical status.

Meetings tend to be long with a great deal of open debate. Everybody has a view and everybody's view is worthy of airing and consideration. However, opinions are expected to be backed up by empirical evidence, which means that a great deal of pre-planning and preparation are expected.

- II. Write down ten **Ukrainian** proper name sin English.**
- III. Design your own business card.**
- IV. Create your own resume.**

V. Write a business letter of recommendation.

Variant 24

I. Read and translate the following text into Ukrainian.

Swedish Communication Styles

Swedes communicate well in international business situations, helped in no small measure by the generally high levels of English spoken in the country. The international nature of many Swedish businesses makes it essential for any ambitious Swede to have a good knowledge of the world business language.

However, as with all non-native speakers of English, Swedes take into the second language their own approach to communication matters. As with many northern European countries, directness is prized more highly than diplomacy. The search for consensus and agreement does not preclude the use of direct debate - in fact it makes it absolutely necessary. The result of this respect for plain speaking is that Swedes can be seen as rude or at least overly abrupt by those cultures who place diplomacy before direct speaking. Cultures as diverse as the UK and Japan are often taken aback by the apparent contradiction of a culture which professes to seek consensus and negotiated compromise whilst at the same time following a seemingly confrontational path.

Silence is golden in Sweden. Many cultures find any level of silence intolerable and will rush to fill it. Swedes are more comfortable than most with silence. If you don't have anything to say, why speak? In meetings, try to cope with these silences by respecting them. Anybody who feels the need to talk incessantly will not necessarily gain respect for his or her volubility.

Although Swedes have a good sense of humour, it is not necessarily appropriate in all business situations. Serious business should be treated seriously.

II. Write down ten Ukrainian proper names in English.

III. Design your own business card.

IV. Create your own resume.

V. Write a business request letter.

Variant 25

I. Read and translate the following text into Ukrainian.

Portuguese Business Structures

Business structures in Portugal have always veered towards the strictly hierarchical — not surprising as most organizations have either been government-run or part of a larger family owned consortium. (The state has until recently owned more than 50% of the country's assets with another large proportion being in the hands of a relatively small number of very wealthy and powerful and wealthy families.)

Therefore, unless you are dealing with the subsidiary of a multi-national, it is best to expect that the organization you are dealing with will have an extremely centralized decision-making approach with all decisions of any importance being made by a few key individuals at the top of the company. It is really important to make some time to understand the structure of the Portuguese business you are dealing with, to ensure that you are speaking to the right people. Time can be wasted trying to get decisions out of people who have little or no authority.

A recent major survey done on Portuguese management style concluded that the local approach tends towards the paternalistic, as is often found in strongly hierarchical cultures. (This was seen as a strongly negative result by the authors of the survey who were American — highlighting the difficulties of such studies. Hierarchy is, of course, not universally viewed as a negative and a much higher percentage of the world's business organizations are run along hierarchical lines.)

A good manager in Portugal combines an authoritative approach with a concern for the well-being and dignity of employees. Managers should be authoritative but never authoritarian. As Portugal is a strongly relationship-oriented business culture, it is important to show that, although you are firmly in control, you also have a warm, human touch.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a letter of recommendation.**

Variant 26

I. Read and translate the following text into Ukrainian.

Portuguese Communication Styles

The first communication difficulty often encountered when doing business in Portugal relates to the use of names and titles. Portuguese names are often extremely long and complex and preceded by an equally bewildering array of official titles. The best advice is to stick to simple Mr or Mrs before a name. It is unusual for even long-standing colleagues to use first name terms in a business environment, so it is best to stick to family names until specifically invited not to.

If you have a title such as Doctor or Professor you will be accorded significant respect and it is a good idea to make sure that all titles and qualifications appear on your business card.

Despite what people often think about Latin cultures it is never a good idea to shout or lose your temper in business situations in Portugal. This approach may well be viewed as an indication of weakness and could possibly put you in a weaker position.

There is a desire to avoid direct confrontations and a definite desire to please. This can result in people saying what they think you want to hear rather than what they are actually thinking. Whenever you feel that you have an agreement, try to get it formalized in writing. If it proves difficult to get any back-up documentation, then a degree of skepticism is in order.

As Portugal is very much a relationship-oriented business culture, small talk and general conversation figure highly in business dealings. Good general topics of conversation would include Portugal, its food and regions, football and general business-oriented issues of interest.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business request letter.**

Variant 27

I. Read and translate the following text into Ukrainian.

Norwegian Business Structures

Norway is a country with a low population but an very high standard of living - the population of less than 5 million share an average Gross Domestic Product of \$79,00 per person – making Norway the third highest in the world (after Luxembourg and Bermuda). Norway also tops the Economist Human Development Index. Norway's prosperity is due, in no small part, to its large oil deposits which have helped the country develop a very large Sovereign Wealth Fund and maintain a high quality social system and infrastructure.

In common with the other Scandinavian business cultures, Norway is extremely non-hierarchical in its approach to business structure. In accordance with Norway's famous interpersonal code of Jante Law (first put into words by the famous poet Aksel Sandemose), people in Norway are expected to be egalitarian in their approach to all aspects of life –you shall not think you are special is one of the main tenets of Jante Law.

Thus the emphasis in a Norwegian operation is placed, not on the hierarchy of people's relationships, but more on pragmatism and the development of efficient systems which allow people to perform their tasks effectively and with as little interference as possible. Hand in hand with this egalitarian approach goes an openness of communication and freedom of information which many more hierarchical societies would find difficult to accept.

When working with Norwegians, it is best to spend your time trying to find the person who is responsible for a specific task rather than working out what the hierarchy is and working from the top down to the fact holder.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business letter of confirmation.**

Variant 28

I. Read and translate the following text into Ukrainian.

Norwegian Management Style

Cultures which promote a more egalitarian approach and strive for flat structures, tend to develop very specific characteristics with regard to management approach.

In Norway, bosses are expected to act more as coaches and facilitators than as paternalistic, authoritarian figures. Jante Law also states that, you shall not believe you are smarter than others and you shall not behave as if you are better than others. Thus bosses are expected to act as the first amongst equals and their job is to encourage the best out of all colleagues and ensure an effective allocation of company resources.

Decisions tend to be consensual and one result of this approach is that decisions can be hard to reach and the process can be lengthy. Managers often feel the need to include everybody in the decision-making process and it is seen as important that everybody's point of view is listened to and valued. For people from a culture where management style is much more directive, this slow, consensual approach can be very frustrating. However, even if this approach is frustrating for you, it is dangerous to ignore it – any attempt at direct imposition of orders without sufficient discussion might be resisted strongly.

One very positive aspect of this egalitarian approach is that information flow within Norwegian organizations is usually very open and all employees therefore feel engaged and valued.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business information letter.**

Variant 29

I. Read and translate the following text into Ukrainian.

Polish Management Style

Poland remains a somewhat hierarchical business culture and managers could probably be best described as authoritative. (Although this has to be written with a caveat around the national origins of the company – a US company will work hard to teach US management theories to its local managers.) Therefore, managers will be less democratic and participative than in certain other European countries such as the Netherlands or Sweden.

It would be expected that the manager knows the answer to difficult problems and that the manager issues direct instructions to employees. As Poles are direct in their speech patterns, these instructions can sometime seem to be given in a very abrupt manner. Subordinates can get frustrated if instructions are not given in a precise and comprehensive way – and this can result in work remaining unfinished. It is expected that more junior colleagues show great respect to their superiors and this will often result in meetings being dominated by the most senior person present. Despite the Poles' love of direct speech, it is probably unwise to directly contradict the boss in an open meeting. As the manager usually makes the decisions, it is important to cultivate relationships at senior levels.

Like their neighbours in Germany, Poles tend to like to arrive at a meeting having done a great deal of preparation and would feel that people who come less well prepared are showing a lack of professionalism. As with most pre-planning cultures, agendas are usually produced well in advance and the expectation is that the agenda will be followed with little, or no, deviation.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a letter of recommendation.**

Variant 30

I. Read and translate the following text into Ukrainian.

Italian Business Structures

Italians are famous the world over for their sense of family and it could be said that this strongly relationship-oriented approach has been taken into the world of commerce. Indeed, it is true to say that the Italian economy has a greater percentage of small and medium sized, family-run businesses than any other European state (with the possible exception of Spain.) This is not to say that all companies are riddled by nepotism and old style cronyism but the idea of an enterprise being an arrangement of strongly felt relationships is still very much in evidence.

As has already been said, Italy boasts a large percentage of small and medium-sized family-owned organizations but even many of the larger companies are still controlled in large part by single families (Fiat, Benetton etc.) Indeed, the traditional lack of available venture capital in Italy has meant that many organizations have relied solely on family money and retained profits for investment inputs. Given this ongoing family financial involvement, it is hardly surprising that the family would want to keep a large measure of control.

In keeping with this family suffused ethos, management structures have developed to be strongly hierarchical with most decisions, if not actually made at the top, certainly being pushed upwards by middle management for ratification. Much time can be wasted trying to get agreement with peer level Italians only to discover at a later stage that the decision will be made elsewhere by people who have never been explicitly mentioned.

Therefore, possibly more than in any of the European countries, time is very profitably spent in the early stages of a relationship with an Italian company finding out what the real, rather than the paper decision making process might be.

- II. Write down ten Ukrainian proper names in English.**
- III. Design your own business card.**
- IV. Create your own resume.**
- V. Write a business information letter.**

КРИТЕРІЇ ОЦІНЮВАННЯ КОНТРОЛЬНОЇ РОБОТИ

Оцінювання навчальних досягнень студентів з опанування змісту навчальної дисципліни «Ділова англійська мова» здійснюється за шкалою ECTS:

За шкалою ECTS	За національною шкалою	За шкалою навчального закладу
A	відмінно	90-100
B	дуже добре	82-89
C	добре	74-81
D	задовільно	64-73
E	достатньо	60-63
FX	незадовільно з можливістю повторного складання	35-59
F	незадовільно з обов'язковим повторним курсом	1-34

Для визначення загальної кількості балів, отриманих студентом з навчальної дисципліни «Ділова англійська мова», рахується:

- 1) кількість балів, отриманих студентом за *аудиторну роботу* (від 0 до 10 балів);
- 2) кількість балів за *самостійну роботу* (від 0 до 20 балів);
- 3) кількість балів за *контрольну роботу* (від 0 до 50 балів);
- 4) кількість балів за *залік* чи *іспит* (від 0 до 20 балів).

Отже, виконана без помилок і правильно оформлена контрольна робота дає можливість студенту-виконавцю отримати до 50 балів. Кожне завдання контрольної роботи оцінюється викладачем-рецензентом у балах. Бали за правильність виконання кожного окремого завдання контрольної роботи додаються разом. Наступна таблиця ілюструє розподіл балів за виконанні завдання контрольної роботи.

	Кількість допущених студентом помилок				
	0 – 3	4 – 6	7 – 8	9 – 10	Більше 10 помилок
Кількість балів за виконання					

<i>Завдання 1</i>	<i>10 балів</i>	<i>8 балів</i>	<i>6 балів</i>	<i>4 бали</i>	<i>2 бали</i>
<i>Завдання 2</i>	<i>10 балів</i>	<i>8 балів</i>	<i>6 балів</i>	<i>4 бали</i>	<i>2 бали</i>
<i>Завдання 3</i>	<i>10 балів</i>	<i>8 балів</i>	<i>6 балів</i>	<i>4 бали</i>	<i>2 бали</i>
<i>Завдання 4</i>	<i>10 балів</i>	<i>8 балів</i>	<i>6 балів</i>	<i>4 бали</i>	<i>2 бали</i>
<i>Завдання 5</i>	<i>10 балів</i>	<i>8 балів</i>	<i>6 балів</i>	<i>4 бали</i>	<i>2 бали</i>

Контрольні роботи є стандартизованими, включають по тридцять варіантів. За виконання усіх завдань контрольної роботи студент отримує від 0 до 50 балів.

За виконання *контрольної роботи* студенту ставиться:

- «45–50 балів» – студенту, який виконав усі завдання (допустимими є незначні помилки, що складають не більше, ніж 5 % завдань), така робота після виправлення студентом усіх помилок відповідає оцінці «відмінно»;
- «38–44 бали» – студенту, який виконав усі завдання, зробив помилки не більше, ніж у 10 % завдань, така робота після виправлення студентом усіх помилок відповідає оцінці «дуже добре»;
- «31–37 балів» – студенту, який виконав усі завдання, зробив помилки не більше, ніж у 20 % завдань, така робота після виправлення студентом усіх помилок відповідає оцінці «добре»;
- «21–30 балів» – студенту, який виконав усі завдання, зробив помилки не більше, ніж у 30 % завдань, така робота після виправлення студентом усіх помилок відповідає оцінці «задовільно»;
- «11–20 балів» – у випадку, якщо студент не виконав усіх завдань або ж зробив помилки більше, ніж у 35 % завдань така робота після виправлення студентом усіх помилок відповідає оцінці «достатньо»;
- «0–10 балів» – у випадку, якщо студент не виконав усіх завдань або ж зробив помилки більше, ніж у 40 % завдань (робота такого студента відповідає оцінці «незадовільно»).

Якщо за виконання контрольної роботи студент набрав від 1 до 30 балів, то робота не зараховується, а студентові необхідно виконати всю роботу знову

після опрацювання рекомендованої навчальної літератури. Варіант контрольної роботи для повторного виконання визначає викладач.

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ

ДО САМОСТІЙНОГО ОПРАЦЮВАННЯ НАВЧАЛЬНОГО МАТЕРІАЛУ

Враховуючи те, що в сучасному світі вища освіта стає обов'язковим етапом у житті людини, що кожен повинен навчитися самостійно здобувати знання упродовж життя, значно актуалізується завдання вищих навчальних закладів у навчанні студента самостійно вчитися. Самостійна робота студента, яка є суттєвим елементом навчального процесу поряд з аудиторним навчанням, набуває великого значення. Вона сприяє формуванню у студентів інтелектуальних якостей, необхідних майбутньому спеціалістові; виховує у студентів стійкі навички постійного поповнення своїх знань; сприяє розвитку працелюбності, організаційності й ініціативи; спонукає до самоосвіти, перевіряє його волю, дисциплінованість, тощо.

Самостійна робота студента – це навчальна діяльність студента, яка планується, виконується за завданням, під методичним керівництвом і контролем викладача, але без його прямої участі.

За своєю суттю самостійна робота є активною розумовою діяльністю студента, пов'язаною з виконанням навчального завдання. Наявність завдання і цільової установки на його виконання вважають характерними ознаками самостійної роботи.

Виконання завдання I потребує від студента активізації тих навичок роботи з текстом, які були сформовані під час навчання англійської мови на попередній етапах.

Для виконання завдання II необхідно використати:

ПРАВИЛА ВІДТВОРЕННЯ УКРАЇНСЬКИХ ВЛАСНИХ НАЗВ ЗАСОБАМИ АНГЛІЙСЬКОЇ МОВИ

Відтворення українських власних назв засобами англійської мови відбувається з їх української форми, записаної відповідно до чинного правопису, без посередництва будь-якої іншої мови шляхом транслітерації (політерного перезапису за допомогою латинського алфавіту).

ТАБЛИЦЯ
транслітерації українського алфавіту латиницею

Український	Латиниця	Позиція	Приклади написання
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алфавіт		у слові	українською мовою	Латиницею
Аа	Aa		Алушта Андрій	Alushta Andrii
Бб	Bb		Борщагівка Борисенко	Borshchahivka Borysenko
Вв	Vv		Вінниця Володимир	Vinnytsia Volodymyr
Гг	Hh		Гадяч Богдан	Hadiach Bohdan
Ґґ	Gg		Ґалаган Ґоргани	Galagan Gorgany
Дд	Dd		Донецьк Дмитро	Donetsk Dmytro
Ее	Ee		Рівне Есмань	Rivne Esman
Єе	Ye ie	напочатку слова в інших позиціях	Єнакієве Гаєвич Короп'є	Yenakiiève Haievych Koropie
Жж	Zh zh		Житомир Жанна Жежелів	Zhytomyr Zhanna Zhezheliv
Зз	Zz		Закарпаття Казимирчук	Zakarpattia Kazymyrchuk
Ии	Yy		Медвин Михайленко	Medvyn Mykhailenko
Іі	Ii		Іванків Іващенко	Ivankiv Ivashchenko
Її	Yi i	напочатку слова в інших позиціях	Їжакевич Кадіївка Мар'їне	Yizhakevych Kadyivka Marine
Йй	Y i	напочатку слова в інших позиціях	Йосипівка Стрий Олексій	Yosypivka Stryi Oleksii
Кк	Kk		Київ Коваленко	Kyiv Kovalenko

Лл	Ll		Лебедин Леонід	Lebedyn Leonid
Мм	Mm		Миколаїв Маринич	Mykolaiv Marynych
Нн	Nn		Ніжин Наталія	Nizhyn Nataliia
Оо	Oo		Одеса Онищенко	Odesa Onyshchenko
Пп	Pp		Полтава Петро	Poltava Petro
Рр	Rr		Решетилівка Рибчинський	Reshetylivka Rybchynskiy
Сс	Ss		Суми Соломія	Sumy Solomiia
Тт	Tt		Тернопіль Троць	Ternopil Trots
Уу	Uu		Ужгород Уляна	Uzhhorod Uliana
Фф	Ff		Фастів Філіпчук	Fastiv Filipchuk
Хх	Kh kh		Харків Христина	Kharkiv Khrystyna
Цц	Ts ts		Біла Церква Стеценко	Bila Tserkva Stetsenko
Чч	Ch ch		Чернівці Шевченко	Chernivtsi Shevchenko
Шш	Sh sh		Шостка Кишеньки	Shostka Kyshenky
Щщ	Shch shch		Щербухи Гоща Гаращенко	Shcherbukhy Hoshcha Harashchenko
Юю	Yu iu	напочатку слова в інших позиціях	Юрій Корюківка	Yurii Koriukivka
Яя	Ya ia	напочатку слова в інших позиціях	Яготин Ярошенко Костянтин Знам'янка	Yahotyn Yaroshenko Kostiantyn Znamianka

			Феодосія	Feodosiia
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Примітка:

1. Буквосполучення “зг” відтворюється латиницею як “zgh” (наприклад, Згорани – Zghorany, Розгон – Rozghon) на відміну від “zh” – відповідника української літери “ж”.

Коментар до транслітераційної таблиці

У певних сферах відтворення українських власних назв допускається спрощени й варіант запису, що передбачає :

- а) орфографічне спрощення громіздкого подвоєння приголосних ж, х, ц, ч, ш, які відтворюються буквосполученнями zh, kh, ts, ch, sh, наприклад, Запоріжжя Zaporizhia;
- б) апостроф і знак пом’якшення, за винятком буквосполучень ьо, ьї, що завжди передається як o, i у спрощеній транслітерації не відтворюються.

Українська форма	Точна транслітерація	Спрощена транслітерація
Львів	L'viv	Lviv
Ананьїв	Anan'iv	Ananiv
Стеф'юк	Stefiuk	Stefiuk
Короп'є	Korop'ie	Koropie

Для виконання завдання III потрібно чітко розуміти з яких частин складається **ВІЗИТНА КАРТКА**.

Візитною карткою (VISITING CARD, BUSINESS CARD) є невелика картка з ім'ям, що посвідчує особу. Візитки стали незмінним інструментом етикету. Вона може містити такі елементи:

Name

Occupation

Address

Telephone

E-mail

Поради, для розробки належного вигляду візитних карт:

1. Зазвичай візитки є двох стандартних розмірів. Американський розмір і розмір бізнесу. Американський розмір становить 92x54. Обидві картки можуть бути розроблені горизонтально чи вертикально, відповідно до вибору користувача. 2-3 мм вільного простору залишається для полів по краях картки.

2. Використання кольорів залежить від типу картки. Формальні картки потребують мінімум кольорів. Це може бути один колір картки або максимум два кольори. Тип обробки є також важливим.

3. Вибір шрифту залежить від типу картки. Якщо це дуже формальні картки, як картка менеджера і т. д. Times New Roman є кращим вибором. Arial також може бути використаний. Жирний шрифт використовується для назви компанії. Шрифт для адреси є найменший за розміром.

Зразок візитної картки:



Sergiy Marchenko

Chief Specialist of Regional Network Marketing Sub-Department

JOINT-STOCK COMPANY ERSTE BANK
33v, Degtyarivska St., Kyiv - Ukraine - 03057
Tel.: +38 (044) 593 17 39, вн.т. 13-25
Fax: +38 (044) 593 00 54
Mobile: +38 (050) 387 32 28
E-mail: Sergiy.Marchenko@erstebank.ua

Для виконання завдання IV потрібно розуміти з яких частин складається **РЕЗЮМЕ**.

Резюме (**RESUME**), як вид ділової документації, повинно мати наступні складові частини:

- Personal Information
- Objective / Employment
- Qualifications Summary
- Education / Qualifications
- Work Experience / History
- Interests
- References

Персональна інформація (Personal Information) – необхідно заносити дані про ім'я та прізвище кандидата на посаду, і його контактну інформацію. Першим пишеться ім'я, після нього – перша буква по батькові, і тільки після неї – прізвище. У британському зразку резюме англійською мовою вказується і дата народження (число, місяць, рік).

Посада, на яку претендують (Objective / Employment) – просте зазначення посади, яку хотів би отримати кандидат, або ж однією фразою виражати те, що здобувач хоче зробити для даної організації.

Кваліфікація (Qualifications Summary).

Освіта (Education) – повинні бути відзначені усі вищі навчальні заклади, в яких здобуто освіту, а після ВНЗ — курси (додаткові або для підвищення кваліфікації). Правила заповнення цього розділу свідчать, що спочатку необхідно написати отриману спеціальність, потім факультет і назву навчального закладу, місто і країну, в якій він розташований.

Досвід роботи (Work Experience / History) – вказується не більше 3-4 місць роботи, починаючи з останнього, із зазначенням займаної посади. У дужках вказуються роки.

Інтереси (Interests) – вказуються особисті захоплення.

Рекомендації (References) – необхідно вказати адреси, де можна отримати рекомендації. Іноді можна обійтися і фразою «Available upon request», тобто «Готовий пред'явити на вимогу». Зазвичай рекомендацій має бути мінімум дві.

Зразок резюме:

RESUME

IvanI. Ivanov

DmitrovStreet 13, Kiev, Ukraine

Phone (044) 333-33-33

e-mailpetro33@ukr.net

PERSONAL INFORMATION

Family status: married.

Do not smoke.

Ready for business trip.

OBJECTIVE

Getting the sales manager position.

EDUCATION

Zhytomyr State University

- Math faculty

EMPLOYMENT

Ltd. «The last Company» – Sales manager (10/02 – today)

- Communication with the clients
- Search of the new clients
- Carrying out sales
- The assistant of the sales manager (03/01 – 10/02)
- Communication with the clients by phone
- Working with documents

- Meetings with the clients in office
Courier (10/00 – 03/01)
- Receiving the documents to the clients
- Executing different little tasks
Ltd. «Previous Company» Secretary (07/99 – 10/00)
- Communicating with clients by phone Getting faxes etc

REFERENCES

Upon request

ADDITIONAL SKILLS

- PC: Professional user. Windows, MS Office, Internet ERP Systems
- Foreign language: English – free speaking

Для виконання завдання V потрібно розумітися на **ДІЛОВІЙ КОРЕСПОНДЕНЦІЇ** англійської мови.

Ділове листування посідає значне місце в практиці зовнішньоекономічної діяльності. Воно є одним із основних засобів обміну інформацією.

Структура листа:

- заголовок
- дата листа
- найменування та адреса одержувача
- вступне звернення
- основний текст листа
- заключна формула ввічливості
- підпис
- вказівку на додатки.

У **заголовку** вказують найменування та адресу організації відправника та ряд подробиць: адреса для телеграм, номер факсу, номера телефонів:

All communications to be addressed to the company and not to individuals

Early Bird Warning Systems

75, Carlton Street, London E. C. 4

Дата відправлення листа зазвичай пишеться в правому кутку під заголовком. Існують наступні способи позначення дати в ділових листах англійською мовою:

12th September, 2010

12 September, 2010

September 12th, 2010

September 12, 2010

Перед числівниками, що позначають рік, зазвичай ставиться кома, а ось крапка в кінці позначення дати не обов'язкова.

Назва та адреса організації або прізвище особи одержувача листа пишеться на лівій стороні бланка листа. Якщо лист адресовано окремій особі – чоловікові, то перед його прізвищем ставиться слово Mr. (Скорочення слова містер): *Mr. Tom Black*. Якщо лист адресовано заміжній жінці, то вживається

слово Mrs. (Скорочення слова *місіс*): *Mrs. Mary Green*. При адресуванні листів незаміжнім жінкам вживається слово Miss (*міс*), за яким слідує ім'я адресата: *Miss Anna White*.

Після найменування організації або прізвища адресата на окремому рядку вказується номер будинку та назва вулиці (номер будинку вказується першим), далі на окремому рядку пишеться назва міста:

*A-T Trade Food & Beverages,
17, Canon Street,
London, EC3 4BR,
England*

Вступне звернення пишеться на лівій стороні листа під внутрішньою адресою на окремому рядку. Поширені формули вступного звернення:

Dear Sirs, Шановні панове (строго офіційно)
Dear Sir, Шановний пане (строго офіційно)
Dear Mr. Black, Шановний пане Блек (менш офіційно)
Dear Madam, Шановна пані (строго офіційно)
Dear Mrs. Green, Шановна місіс Грін (менше офіційно)
Dear Miss White, Шановна міс Уайт (менше офіційно).

Коли відправник листа бажає, щоб лист було прочитано певною особою в організації одержувача, то перед вступним зверненням або під ним ставиться наступний напис: *Attention: Mr. T. Black / Attention of Mr. Black*.

Основний зміст листа. Вся інформація повинна даватися коротко, логічно, досить чітко і однозначно. Головна думка листа може починатися з причини звернення: *I am writing to you to..., I am writing to inquire about..., I am writing to apologize for..., I am writing to confirm....*

Заключна частина. У заключній частині листа традиційно виражається надія на розвиток стосунків, і на те, що викладена в листі інформація буде корисна і послужить у майбутньому розвитку взаємовигідних зв'язків: *We would like to maintain cooperation and assure you...* (Сподіваємося підтримувати співробітництво і завіряємо Вас ...)

Поширені заключні формули: *Yours faithfully, Faith fully yours, Yours truly, Yours sincerely, Yours*.

Підпис у ділових листах англійською мовою знаходиться на правій стороні бланка під заключною формою. На першій сходинці під заключною формулою ставиться назва організації, надрукована на комп'ютері. Під назвою, на тому ж рядку слід надрукувати назву посади особи, що підписала лист.

При необхідності в заключній частині листа вказується прізвище, посаду, адресу та номер телефону особи, яка могла б допомогти у вирішенні питань, які виникають: *If necessary do not refuse an opportunity to establish contact with our representative (A. Petruk) clear up all questions that arise.* (При необхідності не відмовляйте у можливості зв'язатися з нашим представником А. Петруком і з'ясувати всі питання, які виникають).

Вказівка на додаток в ділових листах англійською мовою. Якщо до листа додано які-небудь матеріали, то в лівому куті листа нижче підпису

пишеться слово Enclosure «додаток». Якщо лист містить два і більше додатків, то вказується їх кількість.

Важливі моменти в діловому листуванні:

1. Якщо направляється лист у відповідь, то у вступі може висловлюватися подяка за прислане вам запрошення, доброзичливе повідомлення про те, що адресат є відомим у своїй галузі знань: *We thank you for the materials handed over to us by your representative ...* (Ми дякуємо Вам за матеріали, передані нам Вашим представником...).
2. Якщо необхідно пояснити запитання, поставлені вашим партнером, то, крім відповіді, висловлюється думка про можливість подальшого співробітництва або про відсутність такої можливості, визначаються зустрічні позиції: *In connection with your enquiry we are informing you that we could send a group of specialists...* (У зв'язку з Вашим запитом ми повідомляємо, що могли б направити групу спеціалістів...).
3. Якщо лист носить характер реагування на невиконання взятих на себе зобов'язань, недотримання строків поставок або інші дії, які торкаються ваших інтересів, оцінка того, що сталося, і ваші висновки, спрямовані на розрив стосунків, не повинні носити різкого характеру: *We are puzzled to learn that you have not signed our documents...* (Ми з подивом дізналися, що Ви не підписали наші документи...).
4. Коли позначають посади всі слова окрім прийменників та артиклів пишуться з великої літери та використовується означений артикль (the) тоді, коли не вказане прізвище посадової особи (the Manger, the Marketing Directoretc). У назвах компаній артикль не використовується. Однак існує число компаній, які зареєстрували свої найменування, використовуючи артиклі. Дуже часто в назвах компаній використовуються наступні скорочення:
 - LTD. (limited liability company) – компанія з обмеженою відповідальністю;
 - Plc (public limited liability company) – компанія з обмеженою відповідальністю відкритого типу (акціонерне товариство відкритого типу);
 - Inc. (Incorporated) – корпорація;
 - Corp. (Corporation) – корпорація.

USEFUL PHRASES

1. To express apologies and regrets.

We regret being unable to...

Unfortunately we cannot...

Please accept our apologies for...

We express our apology that...

We offer (make) our apology...

Для вибачення та виразу жалю.

Нажаль ми не можемо...

Нажаль ми не можемо...

Вибачте нас за...

Ми вибачаємося...

Ми вибачаємося...

2. To express gratitude.

Для виразу вдячності.

We would be very much obliged...	Ми були б дуже вдячні...
I shall be grateful to you...	Я буду Вам вдячний...
We shall appreciate it if...	Ми будемо Вам вдячні, якщо...
We are indebted to the Chamber of Commerce and Industry for your address...	Ми зобов'язані за Вашу адресу торгово-примисловій палаті...
We owe you address to...	Ми зобов'язані за Вашу адресу...

3. To express request.

Please let us know...	Для виразу прохання. Просимо Вас повідомити нас...
We would ask (request) you to...	Ми б попросили Вас....
We'd be obliged if...	Ми б були зобов'язані, якщо...
We'd be glad to have your latest catalogue...	Ми були б раді отримати ваш останній каталог...
Kindly inform us of the position of the order	Просимо Вас інформувати нас про хід виконання замовлення

4. To express confirmation.

We confirm our consent to the alternations...	Для виразу підтвердження. Підтверджуємо свою згоду на дані зміни...
Please acknowledge receipt of our invoice.	Просимо Вас підтвердити отримання нашого рахунку-фактури.

Зразки ділових листів:

Request Letter

The Brush Group Plc

Duke's Court

Duke Street

St. James's

LONDON S.W.1.

England

Dear Sir,

We are interested in the equipment produced by your company and advertised in the latest issue of «Industry».

Please send us your latest catalogues and price lists of this equipment. We would be much obliged if we could have them by return.

We are looking forward to hearing from you soon.

Yours faithfully,
for V/O Prommashexport
(N.Petrov)

Director

Information Letter (notifications, letters of advice, etc.)

13th Aug, 1990

Dear Mr Brown,

I would like to tell you that a delegation from our company of three people will arrive in London in the second half of this month.

I would be grateful if you could arrange their visit to some of your factories to see the equipment we spoke about in operation.

I thank in advance for your help and cooperation.

Your sincerely,

Letter of Confirmation

21 st Jan, 1990

Dear Sir,

We confirm our agreement reached by telephone today about the change in the terms of payment, which will be made by a Letter of Credit to be valid for 45 days. The Letter of Credit will be irrevocable and confirmed.

We hope that our co-operation will be the mutual benefit of the companies.

Yours faithfully,

Enquiry Letter

27 th May, 1990

Dear Sir, We are interested in the new model of harvester advertised by you in the current number of the Industry and we are considering ordering 3 machines on trial. We need harvesters in a month's time. The advertisement, however, does not give sufficient information about the delivery time and otherwise.

Therefore we should appreciate further details as soon as possible.

We hope to establish business relations with your company and are looking forward to hearing from you soon.

Yours faithfully,

Letter of Recommendation

Dear Sirs,

It is a pleasure to write this letter of recommendation to support the candidacy of Vitaly V. Vasilenko for 1996-97 USIA-ACTR/ /ACCELS FSA Undergraduate

Program. I can evaluate his progress in English, as well as in Economics because for the past two years I have been his English teacher and have worked closely with him.

As a student in Finance, Vitaly Vasilenko has distinguished himself by his deep interest in the subjects studied at the University and in the modern tendencies in current economy of the country, its financial situation and ways of positive development. He needs more knowledge of laws and economic tendencies in developed countries.

Last year Vitaly in his paper «Banking in Ukraine», investigated the problem of Ukrainian banking and told his report on the topic at the annual students' scientific conference. His views and ideas were independent and rather interesting.

At all classes Vitaly always shows good knowledge of the subject and his readiness for disputing and exchanging opinions on general and specific economic problems. He has a good command of both spoken and written English. Being an industrious and diligent student he also demonstrates creative and untraditional approach in his studies and research.

Out of studies Vitaly is an active, initiative man, patient and amiable with his classmates. I can recommend him as a highly responsible and reliable student. I believe that Vitaly V. Vasilenko will be able to participate successfully in an educational exchange program in the United States. I support with enthusiasm his application for that possibility.

Name of Recommender	Natalya Shamkhalova
Title	Senior Teacher of English, Foreign Languages Chair
Place of Employment	Kyiv State Economic University
Address	49g Dehtyarivska Str., Kyiv, Ukraine
Telephone	380-44-441-7637
Signature	Date 5 January 1996

ДОДАТКИ

Додаток 1. Зразок оформлення титульної сторінки контрольної роботи
Міністерство освіти і науки України

ДЕРЖАВНИЙ ЕКОНОМІКО-ТЕХНОЛОГІЧНИЙ УНІВЕРСИТЕТ
ТРАНСПОРТУ

Кафедра іноземних мов

ДІЛОВА АНГЛІЙСЬКА МОВА

Контрольна робота

Виконав:
(прізвище, ім'я, по батькові)
група
(шифр студентського квитка)
(дата)

Перевірив:
(посада)
(прізвище, ім'я, по батькові)

Рік

Додаток 2. Зразок виконання контрольної роботи.

Variant 31

I. Read and translate the following text into Ukrainian.

the text in English	переклад українською
<p data-bbox="284 434 772 472">Women in Business in Finland</p> <p data-bbox="237 519 842 943">Women have historically played a major role in business life. Finland was the first European country to give the vote to women in 1906 and the smallness of the population has added impetus to encouraging women into the workforce. Many women can be found in the most senior positions in large Finnish companies and this number seems to be increasing year on year.</p>	<p data-bbox="959 434 1431 472">Жінки в бізнесі у Фінляндії</p> <p data-bbox="868 519 1522 943">Жінки історично грають важливу роль в житті бізнесу. Фінляндія була перша європейська країна, що надала право голосу жінкам у 1906 році і невелика кількість населення додала поштовху до заохочення жінок на ринку праці. Багато жінок можемо знайти (бачити) на найбільш керівних посадах у великих фінських компаніях, і це число, здається, зростає щорічно.</p>

II. Write down ten Ukrainian proper names in English.

1. Федір Валентинович Вакула – Phedir Valentynovych Vakula
2. Сусло Андрій Маратович – Andrii Maratovych Suslo
3. Макуця Василина Валеріївна – Vasylyna Valeriivna Makutsia

III. Design your own business card.



IV. Create your own resume.

Oleg Shorin

Dmitrov Street 13, Kiev, Ukraine

Mobile phone: +38 050 3333333

E-mail: o_shorin@fm.ua

Summary :

- 10 years sales experience (consumer electronics, industrial machinery and automation, heating equipment, refrigeration, FMCG).
- MBA Economics; Master's Degree in Electronics Engineering.
- Fluent English, Ukrainian, Russian and spoken Polish.
- Practical knowledge of PC hardware and various electronic devices.

Objective:

Sales Manager Ukraine / Country Sales Representative or attractive job in Western Ukraine.

Work Experience:

Since 03.2004 - Mrloni Termosanitari

Position: Regional Sales Manager, Western Ukraine (10 regions).

Products: gas combiboilers, gas water heaters, electrical water heaters.

Customers: wholesalers and retailers, construction companies, consumer electronics stores, installation service companies.

Prepared regional market for opening of MTS-Ukraine warehouse in July 2004 and introduction of MTS gas products. Made market researches and participated in price policy development. Built distribution net across the region. Concluded agreement with the biggest player on the regional market and placed regional stock in his premises. In 2004 sold only in my region two times more boilers than all Ukrainian dealers in previous year. 50% turnover growth in 2005.

Prepared and conducted trainings for partners' sales and technical staff.

07.2003 – 03.2004 - Bobst Group

Position: Market Development Manager.

Products: machinery for packaging industry.

Customers: printing and packaging companies.

Explored Ukrainian market of printing and board converting companies. Configured machines according to the customer needs, prepared offers, made presentations, coordinated interactions between customers and Bobst Headquarters.

In five months started four projects of total value 2,6 mln Swiss Francs and finalized one of them with signing 555'000 CHF contract.

In addition performed duties of system administrator – ensured functioning of local area network, Internet, all PC hardware and software in the office.

12.1998 – 07.2003 - Danfoss Group

Position: Regional Sales Manager.

Products: industrial automation, AC drives, measurement equipment; automation for heating and water supply; refrigeration equipment.

Customers: OEMs, processing plants, resellers, installation service companies, construction companies.

Reported directly to General Manager.

Worked closely with distributors and key customers in 9 regions of Western Ukraine on different levels – CEOs, Financial Directors, Engineers, etc.

Started working as a first Danfoss Regional Manager, created customers net (about 150 companies including distributors, oil refineries, food industry enterprises).

Maintained close contact with existing customers and searched for potential clients.

Sold both complete technical solutions and components. Developed a price policy and monitored the competitors' activities in the region. Provided customers with technical information and support; prepared and conducted trainings. Participated in tenders and exhibitions.

Several times was rewarded as the best regional salesman.

I had found and developed the best (by sales volume) distributor in Ukraine in heatmeter sector.

Languages:

Ukrainian – native; Russian, English, Polish – fluent.

Education:

01.2000 – 04.2002 – Lviv Institute of Management (LIM)

International MBA Program with participation of teachers from US and British universities.

Manager-Economist Diploma and MBA Certificate.

10.2001 – 11.2001 – Danfoss A/S headquarters, Denmark.

Internship at Global Marketing Department.

04.2001 – 05.2001 – LEADER course in General Management prepared and carried out by teachers from Richard Ivey School of Business, The University of Western Ontario.

09.1990 – 07.1995 – Technical University, Lviv, Ukraine

Major in electronics engineering.

Trainings:

12.2005 – Value Selling and Sales Management training, Bucharest, Romania.

10.2003 – 11.2003 – Product specific training in Bobst SA, Lausanne, Switzerland.

08.2002 – Leader Personnel Development Center

“Client Relations Management” training.

1998 – 2003 – A number of technical trainings related to industrial automation; AC drives; cooling, heating, board converting equipment.

12 – 18.06.1999 – Mercuri International consulting company
“Effective Sales Work” training.

02.1998; 10.1997 – Coca-Cola trainings for sales staff.

Other skills:

- Microprocessor devices design, firmware design, working knowledge of AVR Assembler programming language.
- Experience in small business registration and respective accounting.
- Advanced PC user (OS: Windows 9x, Me, NT (installation, configuring))
- Excellent analytical and communication skills.
- Easy learning.
- Driver’s license since 1992, great driving experience, good knowledge of car mechanics and electronics.

Personal data:

Born in 1973.

Hobby:

Electronics, alpine skiing, volleyball, car mechanics.

References:

Letters of Recommendation available from previous employers.

V. Write a business letter.

REPLY FROM AN EXPORTER

<p>FINE TEXTILES LTD. Hope on Road Stroke-on-Trent ST7 1QF England</p>

Our ref. _____

Your ref. _____

25 May 200__

Johanssen Forlag
21 Kirkegate
Stravanger 5026,
Norway

Dear Mr.Olssen,

We thank you for your enquiry of 21 May and have sent you today, by separate post, our current price-list and a full selection of our silk patterns. All of these are sold well throughout the Scandinavian countries and we can safely recommend them to you. Once you have seen the samples we are sure you will agree that our cloth is unique both in texture and color.

Details of our terms of payment and discounts are enclosed. We can guarantee delivery within a week of receiving your order.

Our representative for Europe, Mr. K. Spider, will be in Norway in a week, and we have asked him to make an appointment to visit you. He is authorized to discuss the terms of an order with you.

Thank you for your interest. We hope to hear from you again soon, and can assure you that your order will be dealt with promptly.

Yours sincerely,
M.York
M.York
Export Manager

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Навчальне видання

Леся Вікторівна Кушмар

ДІЛОВА АНГЛІЙСЬКА МОВА

Контрольна робота. Методичні рекомендації щодо виконання контрольної роботи та самостійного опрацювання навчального матеріалу. Для студентів ОКР «Бакалавр» економічних спеціальностей безвідривної форми навчання (повного та скороченого курсу фахової підготовки)

Відповідальна за випуск Л. В. Кушмар

Підписано до друку _____ 2014 р. Формат паперу 60x84/16, папір офсетний, спосіб друку – ризографія. Замовлення № --- , наклад
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Свідоцтво про реєстрацію Серія ДК № 3079 від 27.12.07 р.
03049, м. Київ - 49, вул. Миколи Лукашевича, 19