

**Государственное образовательное учреждение высшего
профессионального образования**

«Ошский Государственный Университет»

(ОшГУ)

УЧЕБНО-МЕТОДИЧЕСКИЙ КОМПЛЕКС

ДИСЦИПЛИНЫ

Деловой Иностранный

**Основная образовательная программа подготовки специалиста
по специальности**

(специальностям)

531100 Лингвистика

Утверждено на заседании кафедры

Лингвистика и межкультурная коммуникация

Факультет Русской филологии

(протокол № ____ от _____ 2022_ г.)

Зав. кафедрой

_____ док.фил. наук __ Сабирова В.К.

Раздел 1. Программа учебной дисциплины

1.1. АВТОР: Учебная программа по курсу «Деловой иностранный» подготовлен ст.преп. Сулеймановым О.М. кафедры ЛМК Факультет русской филологии

1.3. ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Деловой иностранный – курс по выбору, разработанный для студентов 1- курса «Деловой английский» предназначен для изучения основной лексики в области коммерческой деятельности, логики, экономической теории и т.д., формулирования навыков аннотирования и реферирования специальной литературы, развития навыков и умений диалогической и монологической речи, совершенствования навыков и умений обсуждения проблем, связанных с коммерческой деятельностью.

Обучение учащихся в рамках курса «Деловой английский» определяется возрастающей ролью иностранного языка в современном развитии общества. Целью изучения курса «Деловой английский» является многоаспектное обучение разговорной речи, аудированию, чтению и письму. В ходе прохождения курса уделяется внимание не только углублению знаний по английскому языку, но и привитию навыков из области лингвокультуроведения, которые позволят учащимся свободно ориентироваться в определенных сферах зарубежного общества и адекватно вести себя в ситуациях делового общения.

Курс характеризуется преобладанием устных форм работы и ориентирован на формирование навыков ведения деловой беседы в ходе встреч, переговоров и приемов, активного запаса фраз-клише, сопутствующих такому диалогу, а также одновременное освоение правил служебного этикета (речевого, поведенческого).

Курс обеспечивает словарный запас, необходимый учащимся в возможной будущей профессиональной деятельности, для делового общения с зарубежными партнерами, для работы с деловой корреспонденцией, документами, другими информационными материалами.

Основная цель изучения курса - углубление и специализация знаний, полученных студентами в процессе изучения нормативных курсов по практике устной и письменной речи. Отсюда определяются основные задачи курса: 1) расширить исходный базовый материал практического языка с целью углубления знаний в специальных областях современного английского языка (деловые отношения); 2) ознакомить студентов в общих чертах с основными формами документации на английском языке и способами ее ведения; 3) дать представление студентам об общих принципах устройства деловой сферы англоязычного общества; 4) продолжить знакомство студентов с особенностями проявлений англоязычной культуры в области делового общения, способствуя формированию межкультурной компетенции учащихся; 5) сформировать у учащихся лексический минимум, необходимый для работы с документацией и ведения деловых переговоров на английском языке.

Материал курса составлен таким образом, чтобы позволить преподавателю решить ряд методических задач в процессе изучения данной дисциплины: 1) углубить профессиональную подготовку студентов-филологов; 2) научить студентов приемам сравнительного анализа ситуаций использования иностранного и родного языков в условиях делового общения.

Изучение курса осуществляется на практических занятиях, а также в процессе самостоятельной работы студентов с рекомендуемой литературой. Особое внимание направлено на активное применение полученных знаний учащимися в аспекте повышения общей профессиональной подготовки в прохождении целого блока лингвистических дисциплин, таких как практика устной и письменной речи, аналитическое чтение, теория и практика перевода.

Учебная программа по курсу «Деловой английский» подготовлена в дополнении к основному учебному курсу «Практика устной и письменной речи», на основе теоретических трудов и разработок следующих авторов: М. Леннона, Г. Туллиса и Т. Траппе “Insights into Business”, П. Стратта “Power House”, Е.Е. Израилевич «Коммерческая корреспонденция и документация на английском языке», Г.А. Дудкина и др. «Учебник английского языка для делового общения и т.д. в соответствии с Государственным стандартом высшего профессионального образования (ГОС ВПО).

Программа учебного курса «Деловой английский» предназначена для подготовки специалистов по специальности 050303 – иностранный язык с дополнительной специальностью.

1.5. Объем дисциплины и виды учебной работы:

п/п	Шифр и наименование специальности	Курс	Семестр	Виды учебной работы в часах					Вид итогового контроля (форма отчетн.)	
				Трудо-емкость	Всего аудит.	ЛК	ПР/СМ	ЛБ		Сам. Работа
	531100 иностранный язык и межкультурной коммуникации	1	2	60	30	18	12		30	экзамен

1.6. Содержание дисциплины

1.6.1. Разделы дисциплины и виды занятий (в часах). Примерное распределение учебного времени:

№ п/п	Наименование разделов и тем	Количество часов				
		Всего аудит.	ЛК	ПЗ/СМ	ЛБ	Сам.Раб.
1	Company structures	3	1	2		3
2	Recruitment	3	1	2		3
3	Management styles	3	1	2		3
4	Advertising and marketing	3	1	2		3
5	Franchising	3	1	2		

6	Retailing	3	1	2		3
7	Banking	3	1	2		3
8	The stock exchange	2	1	1		3
9	The small business	4	2	2		3
10	Insurance	3	2	1		3
	итого по курсу	30	12	18		30

1.6.2. Содержание разделов дисциплины

1. Company structures.

The departments of an organization. Responsibilities within a company. Presenting companies. Company profiles.

2. Recruitment.

Marching job advertisements with covering letters. Preparing a CV and letter of application. Selecting candidates and job interviews.

3. Management styles.

Management styles in different countries. International negotiations. Cultural differences.

4. Advertising and marketing.

Advertising media. Product endorsements. Advertising slogans. Target markets. Customer profiles and marketing strategies.

5. Franchising.

Categories of franchising. Franchisor/franchisee relations. Franchise market.

6. Retailing.

Retailing in the UK and in continental Europe. Store layouts. Consumer buying habits.

7. Banking.

Banking items and documents. Home and office banking system. Making and answering enquiries about bank documents.

8. The stock exchange.

Assessing the performance of listed companies' shares. Share price listing. European stock market turnovers. Characteristics of stock exchanges.

9. The small business.

Advantages and disadvantages of small business. Advice for starting a business. Business plan.

10. Insurance.

Types of risk. Evaluating risk. Evaluation risk forms.

1.6.3. Темы для самостоятельного изучения.

п/п	Наименование раздела дисциплины. Тема.	Форма самостоятельной работы	Кол-во часов (30)	Форма контроля выполнения самостоятельной работы.
1.	Company structures	описание профиля и структуры компании		выступление с докладом/презентацией
2.	Recruitment	составление резюме	3	взаимопроверка работ, написанных студентами
3.	Management styles	подготовка докладов/презентаций по особенностям стиля руководства компаний разных стран мира	3	выступление с докладом/презентацией
4.	Advertising and marketing	составление рекламного проспекта одного из вида товаров; подготовка доклада об особенностях национальной рекламы	3	презентация проспекта, выступление с докладом
5.	Franchising	подготовка докладов об особенностях национальной системы франчайзинга	3	выступление с докладом
6.	Retailing	описание профиля личности по фотографии с выделением возможной профессии и используемых типичных услуг и товаров	3	проверка письменных работ
7.	Banking	написание жалобы на присланный неправильный банковский счет	3	проверка письменных работ
8.	The stock exchange	- написание краткого обзора статьи о состоянии финансов компании (фонда акций)	3	взаимопроверка письменных работ
9.	The small business	составление бизнес-плана для организации будущего дела	3	презентация бизнес-плана
10.	Insurance	анализ исков по возмещению убытков за счет страховки и	3	представление отчетов

1.7. Методические рекомендации по организации изучения дисциплины

1.7.1. Тематика семинарских занятий по дисциплине. Не предусмотрено

1.8. Учебно-методическое обеспечение дисциплины

1.8.1. Рекомендуемая литература

основная:

1. Грахова Л.Л., Шахбагова Д.А. Сокровищница бизнесмена. М.: Римэкс, 1992.
2. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
3. Израилевич Е.Е. Коммерческая корреспонденция и документация на английском языке. СПб, 1992.
4. Blanchard K. The one minute manager. New York; Berkley Books, 1985.
5. Lannon M., Tullis G., Trappe T. Insights into Business. L., Longman, 1999.
6. Mc Cartby E., William D. P. Basic marketing, 10th Edition, Boston, IRWIN Homewood IL 60 430, MA 02116.
7. Nickels W.Y. Understanding Business Boston, IRWIN Homewood, IL 60 430, MA 02116.
8. Strutt P. Powerhouse. L: Longman, 1998.

дополнительная:

1. Любимцева С.Н. Английский для деловых людей. М.: Высшая школа, 1991.
2. Johnson Ch., Jonergan J. Starfing Business English, М., ИНФРА, 1994.
3. Jones L., Alexander R. International Business English. Cambridge University Press, 1992.
4. Jones-Macriola S. White G. Getting Ahead. Cambridge: University Press, 1993.
5. Howard-Williams D., Herd C. Business Words. Heinemann, 1992.

Справочная литература:

1. Богацкий И.С. Бизнес-курс английского языка: Словарь-справочник. Киев: Логос, 1999
2. Любимцева С.Н. Английский для деловых людей. М.: Высшая школа, 1991

3. Практический словарь делового английского языка. СПб: «Эрви», 1998
4. Сапаргалиева Л.И., Бацкалева Е.Ю., Рева Н.И. Marketing. Владивосток: ВГУЭС, 2001.
5. Рева Н.И., Бацкалева Е.Ю. Applying for a job. Владивосток: ВГУЭС, 1999.
6. Рева Н.И., Бацкалева Е.Ю., Сапаргалиева Л.И. Contract. Владивосток: ВГУЭС, 2001.

1.9. Материально-техническое обеспечение дисциплины.

1.9.1. Перечень используемых технических средств.

Аудиомагнитофон.

Компьютер.

Мультимедийный проектор.

1.9.2. Перечень используемых пособий.

1. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
2. Израилевич Е.Е. Коммерческая корреспонденция и документация на английском языке. СПб, 1992.
3. Lannon M., Tullis G., Trappe T. Insights into Business. L., Longman, 1999.
4. Strutt P. Powerhouse. L: Longman, 1998.

1.9.3. Перечень видео- и аудиоматериалов программного обеспечения.

Аудиозаписи к следующим пособиям:

1. Lannon M., Tullis G., Trappe T. Insights into Business. L., Longman, 1999.
2. Strutt P. Powerhouse. L: Longman, 1998.

1.10. Примерные зачетные тестовые задания

Итоговый тест по курсу «Деловой английский»

I вариант

I. Circle the word that does not belong to the same field in each horizontal group:

1. business company society subsidiary

2. salary manager salesman employee
3. finance product research marketing
4. distributing selling assembling promoting
5. components tools hardware strategy
6. end user customer client distributor

II. Which of the groups of three words that you identified above refer to the following definitions?

1. people who buy goods or services
2. types of commercial organisations
3. different departments or functions
4. people who work inside a company
5. activities that involve meeting customers.....
6. products that can be sold

III. Adjectives of Nationality

Read the ten short passages. Below each one you will find a sentence which you should complete using an adjective of nationality. Make sure that your sentences reflect the information that is contained in the passage itself.

1. Packard Bell Electronics has already taken 10% of the US computer market and has performed better, in some areas, than its two main national rivals Compaq and Apple. Compaq, Apple and Packard Bell are
2. Nordak is currently recruiting a senior manager who will head up the UK office of its first foreign subsidiary. Nordak is not of origin.
3. The shares of Heineken NV reached a record level of 244.5 guilders yesterday on their home market in Amsterdam, Holland. Heineken is a company.
4. The 'Societe de Bourse Franchise' publishes an annual guide to the 120 biggest national companies whose shares are sold on the Paris exchange. The Paris exchange sells the shares of the 120 biggest companies.
5. Coroll have received several enquiries from companies who are interested in representing products in Spain. However, for the time being they have no intention of expanding into the part of Europe. Coroll has no plans to enter the market.

IV. Advertising slogans

Read the slogans and match them with the products or institutions for which you think they were actually used.

1. Get into our bed and sleep better a. cosmetic cream
2. Down under: it's home to us b. 'Nordic ski' exerciser

3. Would Mrs O'Brien trust her precious soles to just anyone . c. Australian airline company
4. I went to work and left my wrinkles at home d. socks
5. Waist disposal unit..... e. matress

V. Circle the word that does not belong in to the field in each horizontal group.

1	promotion	export	Pricing	packaging
2	clause	client	Contract	brochure
3	slogan	fee	Money	pay
4	star	executive	Actor	celebrity
5	To endorse	to afford	to promote	to support
6	computer	television	Commercial	advertisement
7	publicity	image	Reputation	agent
8	To plummet	to fall	to rise	to drop

VI. Match the words on the left with the words on the right to make compound nouns which are commonly used in advertising.

1. market a. audience
2. mass b. time
3. target c. media
4. direct d. symbol
5. status e. research
6. sales f. mail
7. prime g. promotion

VII. Complete the following sentences with the correct form of *make* or *do*.

1. Store managers ...decisions about which products to keep and which ones
2. ... away with.
3. Although that company has almost the same name as ours, we have nothingwith them.
4. You should certain that the customers are always satisfied.
5. In many cases, it sense to stock original products that cannot be found easily in other shops.
6. He..... living as store manager for over 30 years and does not plan to retire yet.
7. Could you me a favour and work the morning shift?
8. workers redundant is never an easy task for a manager.

VIII. Fill in the blanks below with the correct prepositions.

1. Although Leila is young, she is already successful..... business.
2. It is necessary.....us to improve our after-sales service.
3. Is your computer compatible mine?
4. The customers are very critical some of the products we sell.
5. We must be attentive the needs of our customers.

IX. Match a word from each of the columns below to form expressions that could be used to replace the words in italics in sentences A-1. Write the answers in the space provided after each sentence (there are two answers to F).

VERBS			
1	check	6	Raise
2	provide	7	Change
3	move	8	Withdraw
4	pay	9	Earn
5	order	10	Issue
NOUNS			
a	capital	f	the bill
b	Cash	g	Interest
c	foreign money	h	a statement
d	Funds	i	Shares
e	a loan	j	Balances

1. In order to *increase financial resources* the company intends to *sell units of its capital* on the
2. stock market.....
3. Nowadays it is possible to *transfer money* between different accounts using an electronic banking system installed in your home.
.....
4. My bank has agreed to *give me the money I need*, repayable over three years, to help me get the business started.
.....
5. It doesn't matter if the banks are closed when I arrive because I'm sure that at the hotel in Zurich I'll be able to *convert some dollars* into Swiss Francs.

X. Read the following authentic newspaper headlines and decide in each case whether they reflect a good (+), average (o) or poor (-) performance of the company's shares on the Stock Exchange.

1. Matsushita expects Y85bn profit boost.....
2. Welpac dives to £1.2m loss.....
3. Philips surges to £193m in third quarter.....
4. Jump in Rhone-Poulenc income.....
5. Bibby falls £10.7 into the red.....

6. Sumitono Metal Mining tumbles.....

XI. Commonly confused words. Circle the correct word in brackets in each of the following sentences.

1. This report examines the (*relationship/relation*) between education and the level of development in Africa.
2. During the meeting, he made a brief (*illusion/allusion*) to the decline in exports to Western Europe.
3. Austria has been (*accepted/excepted*) into the European Union.
4. Of the two proposals put forward, I prefer the (*later/latter*).
5. (*Who's/Whose*) responsible for consumer affairs in this company?

XII. Give a one-word definition.

1. An estimate of the price of something.
2. Another word for a professional insurer.
3. A request for payment following an accident.
4. An intermediary between a client and an insurer.

XIII. Countable and uncountable nouns.

In each of the following sentences indicate with a tick (/) or a cross (X) whether the noun in italics has been used correctly. If not, write the sentence out correctly in the space provided.

1. Their *training* has been organised to cover basic communication skills.....
2. Over the years our company has accumulated a lot of *experiences* in the field of laser scanning techniques.....
.....
3. *Our premises* are located in the centre of Brussels.
.....
4. *Businesses* were especially good last quarter and this will affect our profits for the year.....
5. The *datas* show a fall in the number of fatal accidents.
.....

II вариант

I. Circle the word that does not belong to the same field in each horizontal group:

1. business company society subsidiary
2. salary manager salesman employee
3. finance product research marketing
4. distributing selling assembling promoting

5. components tools hardware strategy
6. end user customer client distributor

II. Match each of the words that you circled with the following:

1.a monthly payment in exchange for work
2.an item that has been made
3.a plan of action
4.a non-profit-making organisation
5.putting parts together
6.a person or business which has an agreement to sell the goods of another firm

III. Adjectives of Nationality

Read the ten short passages. Below each one you will find a sentence which you should complete using an adjective of nationality. Make sure that your sentences reflect the information that is contained in the passage itself.

1. The Ministry of Trade and Industry in Japan has for the first time awarded licences to six foreign firms who can now operate investment funds on the Tokyo market. The Tokyo market was previously restricted to firms.
2. This year we have decided not to attend the 'Fiera Milan' trade fair in Italy as the date coincides with a similar but more important event in Frankfurt in Germany. We will be attending the trade fair.
3. Our main markets are Eastern Europe and North America. However, we also do some bu with Portugal. The market is not one of our most important.
4. Whenever we set up a foreign subsidiary, we always make sure that it is managed by soi from the country concerned. The same will be true for our new operation in Finland. Our new subsidiary will have a manager.
5. Although our company was originally Swedish, four years ago we transferred all of our operations to Switzerland and re-registered over there. The company is no longer

IV. Advertising slogans

Read the slogans and match them with the products or institutions for which you think they were actually used.

1. M.P. (*Member of Parliament*) involved in cover up ...a. white correction fluid
2. Prices that won't leave you speechless b. video camera (camcorder)

3. The architects of time c. watches
4. Could you be a more inspiring leader? d. telephones
5. The focus of attention e. the Army

V. Circle the word that does not belong in to the field in each horizontal group.

1	promotion	export	pricing	packaging
2	clause	client	contract	brochure
3	slogan	fee	money	pay
4	star	executive	actor	celebrity
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VI. Match the words on the left with the words on the right to make compound nouns which are commonly used in advertising.

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2. mass b. time
3. target c. media
4. direct d. symbol
5. status e. research
6. sales f. mail
7. prime g. promotion

VII. Complete the following sentences with the correct form of *make* or *do*.

1. Store managers ...decisions about which products to keep and which ones ... away with.
2. We arrangements with a store 'designer up our window displays.
3. Last year we..... well, despite the recession.
4. We..... a mistake by assuming that our products would sell well abroad.
5. I'm in charge of inventory and stock management. Whothat job in your store?
6. We have met many suppliers, but weup our minds yet about which ones to work with.
7. We promise..... our best to have that item for you by the end of the week.

VIII. Fill in the blanks below with the correct prepositions.

1. We're certainthe positive results that a national advertising campaign can have.
2. I was not aware.....the fact that these models no longer exist.
3. We are very satisfied this quarter's profits.
4. I'm interested a career in retailing.
5. We're quite concerned the problem of stock management.
6. Our customers are fondthe 'personal touch' that we try to emphasise in each of our shops.
7. The neighbourhood residents seem enthusiastic the opening of the new shop.

IX. Match a word from each of the columns below to form expressions that could be used to replace the words in italics in sentences A-1. Write the answers in the space provided after each sentence (there are two answers to F).

VERBS			
1	check	6	raise
2	provide	7	change
3	move	8	withdraw
4	pay	9	earn
5	order	10	issue
NOUNS			
A	capital	f	the bill
B	cash	g	interest
C	foreign money	h	a statement
D	Funds	i	shares
E	a loan	j	balances

1. With the new computer system, customers can *consult their accounts* to see how much money they have available.....
2. Next week we will have to *settle the invoice* for the supplies that we received last month.
3. I would like to *arrange to have a copy of all the transactions on my account* for the month of August this year.
4. With the new card you can *take out up to £100 pounds* whenever you need it.
5. The advantage of this account is that you will *receive a percentage* on the money that you deposit.

X. Read the following authentic newspaper headlines and decide in each case whether they reflect a good (+), average (o) or poor (-) performance of the company's shares on the Stock Exchange.

1. Jarvis plans £27m buy as profits leap.....

2. The Limited recovers with a 10% increase
3. UPF trebles to £4.11m
4. Uglan returns to the black with £1.28m.....
5. Aswa ahead at Y4.6bn after six months.....
6. Earnings at Hamleys on course.....

XI. Commonly confused words. Circle the correct word in brackets in each of the following sentences.

1. I've added an appointment with Mr Diaz to (*your/you're*) agenda.
2. The poor weather this summer will certainly (*effect/affect*) the grape harvest.
3. We attended a conference on the (*principles/principals*) of strategic management.
4. Our (*personal/personnel*) attend intensive language courses.
5. The company will (*adapt/adopt*) new measures to limit the number of goods which arrive damaged.

XII. Give a one-word definition.

1. The amount of money that you pay to insure something.
2. The dangers inherent in business and life.
3. The crime of entering someone's property and stealing their possessions.
4. Protection through insurance.

XIII. Countable and uncountable nouns

In each of the following sentences indicate with a tick (/) or a cross (X) whether the noun in italics has been used correctly. If not, write the sentence out correctly in the space provided.

1. The *informations* are in the brochure.....
2. Each *manager* has to complete an individual report.
.....
3. Extensive *researches* were being carried out.....
4. Insurance guarantees a minimum *of* protections.....
5. The new *softwares* have been installed in the system.....

1.11. Примерный перечень вопросов к зачету

Зачет по дисциплине состоит из выполнения ряда письменных заданий по темам курса (в качестве текущего контроля) и написания итогового теста.

Примерные темы письменных заданий:

1. Описание профиля компании.
2. Составление отчета по результатам данных анкеты для собеседования при приеме на работу.
3. Составление рекламного проспекта компании.
4. Составление схемы рабочего плана по работе с франчайзинговыми компаниями.
5. Написание делового письма партнеру на заданную тему.
6. Составление бизнес-плана по заданным параметрам.
7. Заполнение формы страхового документа.

1.12. Комплект экзаменационных билетов (утвержденный зав. кафедрой до начала сессии). Не предусмотрено

1.13. Примерная тематика рефератов. Не предусмотрено

1.14. Примерная тематика курсовых работ. Не предусмотрено

1.15. Примерная тематика квалификационных (дипломных) работ.

Не предусмотрено

1.16. Методика исследования. Не предусмотрено

1.17. Балльно-рейтинговая система

Посещение занятий	Итоговый тест	Выполнение письменных работ	Итого
10 баллов	80-70 б – 5 69-55 б – 4 54- 40 – 3 менее 40 б – не аттестован	20 баллов (за каждую работу – 2 балла)	100 б и более-зачет

Раздел 2. Методические указания по изучению дисциплины (или ее разделов) и контрольные задания для студентов заочной формы обучения. Не предусмотрено

Раздел 3. Содержательный компонент теоретического (практического) материала.

Занятие 1. Company structures.

План:

1. The departments of an organization.
2. Responsibilities within a company.
3. Presenting companies.
4. Company profiles.

Основные понятия: company, company organization, company profile.

Литература:**основная:**

1. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
2. Израилевич Е.Е. Коммерческая корреспонденция и документация на английском языке. СПб, 1992.
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6. Рева Н.И., Бацкалева Е.Ю., Сапаргалиева Л.И. Contract. Владивосток: ВГУЭС, 2001.

Занятие 2. Recruitment.

План:

1. Matching job advertisements with covering letters.
2. Preparing a CV and letter of application.
3. Selecting candidates and job interviews.

Основные понятия: covering letter/a letter of application, curriculum vitae, job interview.

Литература:

основная:

1. Грахова Л.Л., Шахбагова Д.А. Сокровищница бизнесмена. М.: Римэкс, 1992.
2. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
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Занятие 3. Management styles.

1. Management styles in different countries.
2. International negotiations.
3. Cultural differences.

Основные понятия: management style, negotiations.

Литература:

основная:

1. Грахова Л.Л., Шахбагова Д.А. Сокровищница бизнесмена. М.: Римэкс, 1992.
2. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
3. Израилевич Е.Е. Коммерческая корреспонденция и документация на английском языке. СПб, 1992.
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6. Рева Н.И., Бацкалева Е.Ю., Сапаргалиева Л.И. Contract. Владивосток: ВГУЭС, 2001.

Занятие 4. Advertising and marketing.

План:

1. Advertising media.
2. Product endorsements.
3. Advertising slogans.
4. Target markets.
5. Customer profiles and marketing strategies.

Основные понятия: marketing, advertising, endorsement, target markets, marketing strategies.

Литература:

основная:

1. Грахова Л.Л., Шахбагова Д.А. Сокровищница бизнесмена. М.: Римэкс, 1992.
2. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
3. Израилевич Е.Е. Коммерческая корреспонденция и документация на английском языке. СПб, 1992.
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6. Рева Н.И., Бацкалева Е.Ю., Сапаргалиева Л.И. Contract. Владивосток: ВГУЭС, 2001.

Занятие 5. Franchising.

План:

1. Categories of franchising.
2. Franchisor/franchisee relations.
3. Franchise market.

Основные понятия: franchising.

Литература:

основная:

1. Грахова Л.Л., Шахбагова Д.А. Сокровищница бизнесмена. М.: Римэкс, 1992.
2. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
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4. Сапаргалиева Л.И., Бацкалева Е.Ю., Рева Н.И. Marketing. Владивосток: ВГУЭС, 2001.
5. Рева Н.И., Бацкалева Е.Ю. Applying for a job. Владивосток: ВГУЭС, 1999.
6. Рева Н.И., Бацкалева Е.Ю., Сапаргалиева Л.И. Contract. Владивосток: ВГУЭС, 2001.

Занятие 6. Retailing.

План:

1. Retailing in the UK and in continental Europe.
2. Store layouts.
3. Consumer buying habits.

Основные понятия: retailing.

Литература:

основная:

1. Грахова Л.Л., Шахбагова Д.А. Сокровищница бизнесмена. М.: Римэкс, 1992.

2. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
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Занятие 7. Banking.

План:

1. Banking items and documents.
2. Home and office banking system.
3. Making and answering enquiries about bank documents.

Основные понятия: banking.

Литература:

ОСНОВНАЯ:

1. Грахова Л.Л., Шахбагова Д.А. Сокровищница бизнесмена. М.: Римэкс, 1992.
2. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
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Занятие 8. The stock exchange.

План:

1. Assessing the performance of listed companies' shares.
2. Share price listing.
3. European stock market turnovers.
4. Characteristics of stock exchanges.

Основные понятия: companies' shares, stock exchange, broker, jobber.

Литература:

основная:

1. Грахова Л.Л., Шахбагова Д.А. Сокровищница бизнесмена. М.: Римэкс, 1992.
2. Дудкина Г.А. и другие. Учебник английского языка для делового общения, части 1-2, 3-4.-М.; «Аверс», 1991.
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6. Рева Н.И., Бацкалева Е.Ю., Сапаргалиева Л.И. Contract. Владивосток: ВГУЭС, 2001.

Занятие 9. The small business.

План:

1. Advantages and disadvantages of small business.
2. Advice for starting a business.
3. Business plan.

Основные понятия: small business, business plan.

Литература:

основная:

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Занятие 10. Insurance.

План:

1. Types of risk.
2. Evaluating risk.
3. Evaluation risk forms.

Основные понятия: risk, insurance.

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Раздел 4. Словарь терминов (глоссарий)

тема 1.

company – most companies are made of three groups of people: the shareholders (who provide the capital), the management, and the workforce.

company organization - at the top of the company hierarchy is the **Board of Directors**, headed by the **Chairperson (or President)**. The Board is responsible for making policy decisions and for determining the company's strategy. It will usually appoint a **Managing Director (or Chief Executive Officer)** who has overall responsibility for the running of the business. **Senior managers** head the various departments or functions within a company, which may include the following: **Marketing Finance, Public Relations, Production, Personnel (or Human Resources) Research and Development.**

company profile – basic information about a company that includes: name, headquarters, Chairman, business activities, main markets, sales, number of employees.

Тема 2.

letters/a letter of application - the letter of application (also called the covering letter) can be as important as the CV in that it often provides the first direct contact between a candidate and an employer. If this letter is not well

written and presented, it will make a poor impression. The letter of application normally contains three or more paragraphs in which you should:

- confirm that you wish to apply and say where you learned about the job
- say why you are interested in the position and relate your interests to those of the company
- show what you can contribute to the job by highlighting your most relevant skills and experience
- indicate your willingness to attend an interview (and possibly state when you would be free to attend)

curriculum vitae (CV) - contains details of a candidate's education and experience

job interview – a conversation between a candidate and a representative of the company to find out if the candidate suits the company.

Tema 3

management style - the amount of responsibility of any individual in a company depends on the position that he or she occupies in its hierarchy. Managers, for example, are responsible for leading the people directly under them, who are called **subordinates**. To do this successfully, they must use their **authority**, which is the right to take the decisions and give the orders that will allow their subordinates to reach certain objectives. Managers often **delegate** authority. This means that employees at lower levels of the company hierarchy can participate in decision-making. The characteristics of management often vary according to national culture, which can determine how managers are trained, how they lead people and how they approach their jobs.

negotiations - official discussions between the representatives of opposing groups, who are trying to reach an agreement, especially in business or politics.

Tema 4

marketing - is the term given to the different activities involved in distributing goods from the manufacturer to the final customer. The combination of the different elements of a company's marketing plan, such as product conception and development, promotion, pricing and packaging is known as the **marketing mix**.

advertising - is an important element of the marketing function. It is used to increase sale by making the product or service known to a wider audience, and by emphasising its superior qualities. A company can advertise in a variety of ways, depending on how much wishes to spend, and the size and type of the **target audience**. The different media for advertising include television,

radio, newspapers, magazines and direct mail, by which advertisers send letters, brochures and leaflets directly to potential customers.

endorsement - saying in an advertisement that you use a particular product and like it.

target markets/marketing strategies - marketing and advertising specialists must carry out research to determine what customers want and to develop products which satisfy customer needs. A group of customers which shares a common interest, need or desire is called a **market**. Companies must determine which market would be most likely to buy a certain product and aim all their marketing activities at this **target**. Specialists use many different methods to divide markets into precise groups.

Tema 5.

franchising - can be defined as a business system in which a company (or **franchisor**) sells an individual (or **franchisee**) the right to operate a business using the franchisor's established system or **format**. The franchisee is thus able to take advantage of the franchisor's brand names, reputation and experience. As part of the contract (or **franchise agreement**) the franchisee pays an initial sum of money, known as a **franchise (or front end) fee**, to the franchisor and, in addition, agrees to pay a **management services fee**, which is usually calculated as a percentage of the annual turnover. In certain cases the franchisee may also pay an **advertising fee** to contribute to the franchisor's annual advertising and marketing costs. It is important to realise that the franchisee also has to put up the necessary capital to open the business. Once the contract has been agreed, the franchisor provides an **operations manual** which is a document containing all the information that the franchisee requires in order to manage his or her business.

Tema 6.

retailing - is the general term covering all forms of selling goods to the public. Retail businesses are usually classified according to the number of shops or outlets they have.

The smallest operations, such as local grocery or convenience stores are called **single outlet retailers**. These are independent businesses run from one shop. **Small multiple retailers** operate a maximum of nine shops, all selling the same range of products. **Large multiple retailers** (also known as **chain stores**) are the big names in the business, such as Marks and Spencer. These companies have large numbers of stores selling a wide variety of items. Some operate from out of town locations with parking facilities, known as either **superstores** (over 20,000 square feet) or **hypermarkets** (over 50,000 square feet). **Department stores**, such as Harrods in London, are large shops which sell a wide variety of products. They

are organised in departments, each with its own manager, and are usually found in city centres.

Tema 7.

banking - the banking sector in the United Kingdom is made up of a variety of different institutions which are supervised by the country's central bank, **The Bank of England**. This bank not only looks after both the government's finance and monetary policy but it also acts as banker to other banks. However, for the general public and many businesses, banking services are provided by the **Commercial Banks** (also called the **Clearing Banks**) which have offices or **branches** throughout the country. These banks offer a wide range of banking services which include accepting deposits, making loans and managing their customers' accounts. **Merchant Banks**, on the other hand, do not deal with the public in general but specialise in providing services to companies or corporate customers. They are particularly active in arranging mergers and acquisitions and in advising on aspects of corporate finance.

Tema 8.

companies' shares - when a company needs to raise money in order to grow, it can choose between two different options. It can issue **shares** (or parts of its capital) which can be bought by the general public. These shares are known as **equities or ordinary shares**, and are the most common form of share. When you buy shares in a company, you become a **shareholder** and own a part of (or have a **stake in**) that company. As part owner of a company, you can therefore make or lose money depending on the company's profits. If the company does make profits, it pays a sum of money per share, known as a **dividend**, to its shareholders usually twice a year. Companies can also borrow money from a bank or from the general public by issuing **bonds** which are loans with a fixed amount of interest to be paid each year. Each year, billions of pounds of shares are bought or sold (or **traded**) on the London Stock Exchange. In addition to the shares mentioned above, **government stocks, or gilt-edged securities** are also traded. These are loans issued by the government to help it fund its spending (building roads and hospitals, defence, etc.)

stock exchange – a market place where securities are bought and sold.

broker - acts on behalf of their clients to buy and sell shares

jobber - acts as wholesalers on their own behalf buying from, and selling to, brokers but not to the general public.

Tema 9.

small business - many of the larger businesses in the UK are public limited companies which means that the public is able to buy and sell their shares on the Stock Exchange. Such companies have the letters **plc** after their name, and examples include Marks and Spencer, Guinness and the National Westminster Bank. However, since the minimum share capital for a public limited company is J50,000, this makes it an unsuitable choice for small businesses, which are more likely to take one of the following forms:

Sole Trader or Sole Proprietor

This is the simplest way of starting a business. You are self-employed and entirely responsible for all aspects of running your own business. This is especially suitable for small retail businesses.

Partnership

When two or more people want to start a business together they can set up a partnership and agree on how the business will be operated. All partners are responsible for the debts of the partnership and profits and losses are shared between them.

Private Limited Company

A company can be formed with a minimum of two people becoming its shareholders. In order to establish such a company, specific administrative procedures must be followed. For example, the shareholders must appoint a director and a company secretary. If the company goes out of business the responsibility of each shareholder is limited to the amount of money that they have contributed. A private limited company has the letters **Ltd.** (Limited) after its name.

business plan - information about one's proposed business that includes:

DETAILS OF THE BUSINESS

Name of business

Type of business

Format (limited company, partnership etc.)

PERSONAL DETAILS Relevant work experience

PERSONNEL

Number of people/job function

PRODUCT/SERVICE Description

MARKET

Describe your market

Who are your customers?

Is your market growing, static or in decline?

Who are the main competitors?

What are the advantages of your product or service over the competition?

MARKETING

What sort of marketing or advertising do you intend to do?

PREMISES/MACHINERY/VEHICLES Where do you intend to locate the business and why? What sort and size of premises will you need? What machinery/vehicles do you require?

OBJECTIVES

What objectives do you have for the business?

Short-term

Medium-term

Long-term

Тема 10.

insurance/risk - people buy insurance to protect themselves against the losses that may result from an accident or catastrophe. For example, a company involved in a major construction project may have all the necessary skills for completing the job but there is still an element of **risk**. Extreme weather conditions or a natural disaster could damage or destroy the work that has been done. To protect itself, the company can pay a sum of money - a **premium** - to an **insurance company** who will **underwrite** the risk or guarantee to provide financial **compensation** if such an event occurs. The exact details of this insurance are contained in the **insurance policy** which is a document showing the risks that have been **insured against** and the levels of compensation that will be paid.

Раздел 5. Практикум по решению задач (практических ситуаций) по темам лекций. Не предусмотрено