



Белорусский национальный технический университет
Факультет Технологий Управления и Гуманитаризации
Кафедра «Иностранные языки»

СОГЛАСОВАНО
Заведующий кафедрой


18.09. 2014г.

СОГЛАСОВАНО
Декан факультета


13.09. 2014г.

**УЧЕБНО-МЕТОДИЧЕСКИЙ КОМПЛЕКС ПО УЧЕБНОЙ
ДИСЦИПЛИНЕ
ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ ЯЗЫК)
для специальности**

1-26 02 02 «Менеджмент»

Составители:

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Рассмотрено и утверждено

на заседании совета ФТУГ №10 от 23.06.2014

Перечень материалов

1. Теоретический раздел (грамматический и лексический справочники)
2. Практический раздел (тематические тексты, грамматические и лексические упражнения)
3. Раздел контроля (тестовые задания, контрольные работы)
4. Учебная программа и учебно-методическая карта по дисциплине.

Пояснительная записка

Электронный учебно-методический комплекс по дисциплине «Иностранный язык (английский)» для специальности 1-26 02 02 «Менеджмент» составлен в соответствии с основными положениями Кодекса Республики Беларусь об образовании от 13 января 2011 г., № 243–3, учебной программы, составленной на основе типовой учебной программы «Иностранный язык для высших учебных заведений», утв. 15.04.2008 г., Концепции обучения иностранным языкам в системе непрерывного образования Республики Беларусь, а также с основными направлениями государственной политики, отраженными в Концепции непрерывного воспитания учащейся молодежи в Республике Беларусь, в плане идеологической и воспитательной работы БНТУ и других государственных нормативно-правовых и инструктивно-методических документах, определяющих приоритетные направления идеологии белорусского государства.

Целью ЭУМК является создание программного комплекса по дисциплине «Иностранный язык», для обеспечения непрерывности и полноты процесса обучения английскому языку в неязыковом вузе.

Особенностью данного комплекса является структурирование подачи учебного материала. Содержание учебно-методического комплекса включает в себя такие разделы как теоретический и практический разделы, блок контроля знаний, раздел для самостоятельной работы студентов, справочные материалы, а так же учебную программу и учебно-методическую карту по дисциплине. В теоретическом разделе ЭУМК представлены материалы по грамматике английского языка и ключевые лексические единицы, соответствующие учебной программе по дисциплине «Иностранный язык», в объеме, предусмотренном учебным планом специальности «Менеджмент».

Практический раздел ЭУМК включает себя: текстовые материалы с заданиями грамматического и лексического характера, различных уровней сложности.

Блок контроля знаний ЭУМК содержит контрольные задания для развития навыков перевода, тесты различного уровня сложности, а также предметно-тематическое содержание экзамена по дисциплине «Иностранный язык». Данный блок обеспечивает возможность самоконтроля обучающегося, его текущей и итоговой аттестации.

Рекомендации по организации работы с ЭУМК. Разработанный ЭУМК предназначен для студентов очной формы получения высшего образования, а также преподавателей БНТУ кафедры «Иностранные языки», для проведения, как аудиторных практических занятий, так и для организации самостоятельной работы студентов. Способствует созданию условий для формирования нравственно зрелой, интеллектуально развитой личности обучающегося, которой присущи социальная активность, гражданская ответственность и патриотизм, приверженность к университетским ценностям и традициям, стремление к профессиональному самосовершенствованию, активному участию в экономической и социально-культурной жизни страны.

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Учебная программа по дисциплине

БЕЛОРУССКИЙ НАЦИОНАЛЬНЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ

УТВЕРЖДАЮ

Декан

факультета технологий управления и
гуманитаризации

 Г.М. Бровка

28.06.13
Регистрационный № УД-ФТУГ 04-30/р.

ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ)

Учебная программа учреждения высшего образования
по учебной дисциплине для специальности
1-26 02 02 «Менеджмент»
(специализация 1-26 02 02 05 «Международный менеджмент»)

Факультет технологий управления и гуманитаризации

Кафедра «Иностранные языки»

Курсы 1–2
Семестры 1–3

Практические
занятия – 154 часа

Аудиторных часов по
учебной дисциплине – 154

Всего часов по
учебной дисциплине – 308

Экзамен – 3 семестр
Зачет – 1, 2 семестр

Форма получения высшего
образования – дневная

Составили: Л.Л. Кажемская, ст. преподаватель
О.В. Веремейчик, канд. пед. наук

2013 г.

Учебная программа составлена на основе типовой учебной программы «Иностранный язык для высших учебных заведений», утв. 15.04.2008 г., рег. № ТД – СГ. 013/тип

Рассмотрена и рекомендована к утверждению кафедрой «Иностранные языки» Белорусского национального технического университета (протокол № 10 от 23 мая 2013 г.)

Заведующий кафедрой 

О.В. Веремейчик

Одобрена и рекомендована к утверждению методической комиссией факультета технологий управления и гуманитаризации Белорусского национального технического университета (протокол № 5 от 25 июня 2013 г.)

Председатель методической комиссии 

Е.Б. Якимович

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Учебная программа учреждения высшего образования дисциплины «Иностранный язык» разработана для специальности 1-26 02 02 «Менеджмент»(специализация 1-26 02 02 05 «Международный менеджмент»).

За последние десятилетия в Республике Беларусь и Европе в целом существенно изменился социокультурный и образовательный контекст изучения иностранных языков. Новые социально-политические, экономические и культурные реалии, процессы интеграции и интернационализации многих сторон материальной и духовной жизни мирового сообщества, открытость границ привели к значительному расширению всесторонних контактов, в том числе профессиональных. Качественно изменился характер научно-технического сотрудничества, чему во многом способствовало развитие информационных технологий и прежде всего глобальной сети Интернет. Это повысило статус иностранного языка как общеобразовательной дисциплины, которая стала реально востребуемой в практической и интеллектуальной деятельности специалиста.

В русле современной образовательной идеологии изменились традиционные взгляды на иностранный язык и методологию иноязычного образования. Его цели и содержание ориентируются на плюралингвизм и диалог культур. Иностранный язык рассматривается не только в качестве средства межкультурного общения, но и средства формирования личности как субъекта национальной и мировой культуры. Предполагается, что мировоззрение, включающее в себя ценности личности, общества, государства, а также более широкого сообщества (европейского, мирового), способствует большему взаимопониманию и сближению народов в современном поликультурном мире, а, следовательно, стабильности и устойчивости его развития.

Особенностью программы является компетентностный подход, усиление практико-ориентированной составляющей, направленность на развитие коммуникативной компетенции будущего специалиста в предполагаемых сферах его профессиональной деятельности. Актуальными являются и вопросы языкового самообразования, диверсификация форм, методов и технологий обучения.

Основными целями социально-гуманитарной подготовки студентов в вузе выступают формирование и развитие социально-личностных компетенций, основанных на гуманитарных знаниях, эмоционально-ценностном и социально-творческом опыте, и обеспечивающих решение и исполнение гражданских, социально-профессиональных, личностных задач и функций.

Сформированность у выпускника социально-личностных компетенций способствует развитию социально-профессиональной компетентности как интегрированного результата образования в вузе.

Общие требования к формированию социально-личностных компетенций выпускника определяются следующими принципами:

принцип **гуманизации** как приоритетный принцип образования, обеспечивающий личностно-ориентированный характер образовательного процесса и творческую самореализацию выпускника;

принцип **фундаментализации**, способствующий ориентации содержания дисциплин социально-гуманитарного цикла на выявление сущностных оснований и связей между разнообразными процессами окружающего мира, естественнонаучным и гуманитарным знанием;

принцип **компетентностного подхода**, определяющий систему требований к организации образовательного процесса, направленных на усиление его практической ориентированности, повышение роли самостоятельной работы студентов по разрешению задач и ситуаций, моделирующих социально-профессиональные проблемы, и формирование у выпускников способности действовать в изменяющихся жизненных условиях;

принцип **социально-личностной подготовки**, обеспечивающий формирование у студентов социально-личностной компетентности, основанной на единстве приобретенных гуманитарных знаний и умений, эмоционально-ценностных отношений и социально-творческого опыта с учетом интересов, потребностей и возможностей обучающихся;

принцип **междисциплинарности и интегративности** социально-гуманитарного образования, реализация которого обеспечивает целостность изучения гуманитарного знания и его взаимосвязь с социальным контекстом будущей профессиональной деятельности выпускника.

В соответствии с вышеуказанными целями и принципами социально-гуманитарной подготовки выпускник высшего учебного заведения при подготовке по образовательной программе первой ступени (специалист) должен приобрести следующие **социально-личностные компетенции**:

- компетенции культурно-ценностной и личностной ориентации,
- компетенции гражданственности и патриотизма,
- компетенции социального взаимодействия,
- компетенции коммуникации,
- компетенции здоровьесбережения,
- компетенции самосовершенствования.

Выпускник в процессе социально-гуманитарной подготовки должен развить следующие **метапредметные компетенции**:

- владение методами системного и сравнительного анализа;
- сформированность критического мышления;
- умение работать в команде;
- владение навыками проектирования и прогнозирования;
- сформированность личностных качеств: самостоятельность, ответственность, организованность, целеустремленность, а также мотивационно-ценностные ориентации;
- умение учиться, постоянно повышать квалификацию.

Главная цель обучения иностранным языкам – формирование иноязычной коммуникативной компетенции будущего специалиста, позволяющей использовать иностранный язык как средство профессионального и межличностного общения.

Достижение главной цели предполагает комплексную реализацию следующих целей:

- **познавательной**, позволяющей сформировать представление об образе мира как целостной многоуровневой системе (этнической, языковой, социокультурной и т. п.); уровне материальной и духовной культуры; системе ценностей (религиозно-философских, эстетических и нравственных); особенностях профессиональной деятельности в соизучаемых странах;

- **развивающей**, обеспечивающей речемыслительные и коммуникативные способности, развитие памяти, внимания, воображения, формирование потребности к самостоятельной познавательной деятельности, критическому мышлению и рефлексии;

- **воспитательной**, связанной с формированием общечеловеческих, общенациональных и личностных ценностей, таких как: гуманистическое мировоззрение, уважение к другим культурам, патриотизм, нравственность, культура общения;

- **практической**, предполагающей овладение иноязычным общением в единстве всех его *компетенций* (языковой, речевой, социокультурной, компенсаторной, учебно-познавательной), *функций* (этикетной, познавательной, регулятивной, ценностно-ориентационной) и *форм* (устной и письменной), что осуществляется посредством взаимосвязанного обучения всем видам речевой деятельности в рамках определенного программой предметно-тематического содержания, а также овладения технологиями языкового самообразования.

В качестве стратегической интегративной компетенции в процессе обучения иностранным языкам выступает коммуникативная в единстве всех составляющих: – языковой, речевой, социокультурной, компенсаторной, учебно-познавательной компетенций.

Языковая компетенция – совокупность языковых средств (фонетических, лексических, грамматических), а также правил их использования в коммуникативных целях.

Речевая компетенция – совокупность навыков и умений речевой деятельности (говорение, письмо, аудирование, чтение), знание норм речевого поведения, способность использовать языковые средства в связной речи в соответствии с ситуацией общения.

Социокультурная компетенция– совокупность знаний о национально-культурной специфике стран изучаемого языка и связанных с этим умений корректно строить свое речевое и неречевое поведение.

Компенсаторная компетенция – совокупность умений использовать дополнительные вербальные средства и невербальные способы решения коммуникативных задач в условиях дефицита имеющихся языковых средств.

Учебно-познавательная компетенция– совокупность общих и специальных учебных умений, необходимых для осуществления

самостоятельной деятельности по овладению иностранным языком.

В результате изучения дисциплины студент должен **знать:**

– особенности системы изучаемого иностранного языка в его фонетическом, лексическом и грамматическом аспектах (в сопоставлении с родным языком);

– социокультурные нормы бытового и делового общения, а также правила речевого этикета, позволяющие специалисту эффективно использовать иностранный язык как средство общения в современном поликультурном мире;

– историю и культуру стран изучаемого языка.

уметь:

– вести общение социокультурного и профессионального характера в объеме, предусмотренном настоящей программой;

– читать и переводить литературу по специальности обучаемых (изучающее, ознакомительное, просмотровое и поисковое чтение);

– письменно выражать свои коммуникативные намерения в сферах, предусмотренных настоящей программой;

– составлять письменные документы, используя реквизиты делового письма, заполнять бланки на участие и т.п.;

– понимать аутентичную иноязычную речь на слух в объеме программной тематики;

– написать эссе или доклад, в котором доказательства разворачиваются системно, важные моменты, подчеркиваются и приводятся детали, подкрепляющие излагаемую точку зрения, дать оценку разным идеям и вариантам решения проблем, написать эссе или доклад в развитие какой-либо позиции, приводя доводы за и против определенной точки зрения и поясняя плюсы и минусы вариантов решения, синтезировать информацию и аргументы из нескольких источников.

– понимать общее содержание сложных текстов на абстрактные и конкретные темы, в том числе узкоспециальные тексты;

– делать четкие подробные сообщения на различные темы бытового, общественно-политического, общенаучного и профессионального характера;

– излагать свой взгляд на основную проблему, демонстрируя преимущества и недостатки различных мнений.

владеть базовой лексикой общего языка и языка специальных целей, фонетикой, нормативной грамматикой и синтаксическими структурами английского языка с целью правильного оформления высказывания и понимания речи собеседника;

– достаточно высоким уровнем контроля грамматической правильности и избегать ошибок, которые могут привести к непониманию;

приобрести навыки:

– критического мышления, необходимого для творческой профессиональной деятельности;

– самостоятельной работы.

Требования к практическому владению видами речевой деятельности

Чтение

Студент должен уметь:

- владеть всеми видами чтения (изучающее, ознакомительное, просмотровое, поисковое), предполагающими разную степень понимания прочитанного;
- полно и точно понимать содержание аутентичных текстов, в том числе профессионально ориентированных, используя двуязычный словарь (изучающее чтение);
- понимать общее содержание текста (70 %), определять не только круг затрагиваемых вопросов, но и то, как они решаются (ознакомительное чтение);
- получать общее представление о теме, круге вопросов, которые затрагиваются в тексте (просмотровое чтение);
- найти конкретную информацию (определение, правило, цифровые и другие данные), о которой заранее известно, что она содержится в данном тексте (поисковое чтение).

Тексты, предназначенные для просмотрового, поискового и ознакомительного чтения, могут включать до 10 % незнакомых слов.

Говорение

Монологическая речь. Студент должен уметь:

- продуцировать развернутое подготовленное и неподготовленное высказывание по проблемам социокультурного и профессионального общения, перечисленным в настоящей программе;
 - резюмировать полученную информацию.
- Примерный объем высказывания 15 фраз.

Диалогическая речь. Студент должен уметь:

- вступать в контакт с собеседником, поддерживать и завершать беседу, используя адекватные речевые формулы и правила речевого этикета;
- обмениваться профессиональной и непрофессиональной информацией с собеседником, выражая согласие/несогласие, сомнение, удивление, просьбу, совет, предложение и т.п.;
- сочетать диалогическую и монологическую формы речи.

Примерное количество реплик – 8 (с каждой стороны).

Аудирование

Студент должен уметь:

- воспринимать на слух иноязычную речь в естественном темпе (аутентичные монологические и диалогические тексты, в том числе профессионально ориентированные), с разной полнотой и точностью понимания их содержания;
- воспроизводить услышанное при помощи повторения, перефразирования, пересказа.

Учебные аудио- и видеотексты могут включать до 5 % незнакомых слов, не влияющих на понимание основного содержания.

Письмо

Студент должен уметь:

- выполнять письменные задания к прослушанному, прочитанному, логично и аргументированно излагать свои мысли;
- владеть навыками составления частного и делового письма;
- реферировать и аннотировать профессионально ориентированные и общенаучные тексты с учетом разной степени смысловой компрессии.

Согласно учебному плану учреждения высшего образования на изучение дисциплины отведено всего 308 ч., в том числе 158 ч. аудиторных занятий, из них практические занятия –158 ч.

Распределение аудиторных часов по семестрам приведено в таблице 1.

Таблица 1

Семестр	Практические занятия	Итоговый контроль знаний
1	36	зачет
2	50	зачет
3	68	экзамен

СОДЕРЖАНИЕ УЧЕБНОГО МАТЕРИАЛА

1 семестр

Чтение

Задача: активизировать и корректировать имеющиеся умения и навыки чтения на расширенном языковом материале, совершенствовать их с целью подготовки к ознакомительному и изучающему виду чтения. Студенты должны уметь:

- 1) прочитать учебный текст на заданную ситуацию общения с точным пониманием его содержания и выделением смысловой информации с использованием словаря (1000 п.зн. за 1 академ.час);
- 2) прочитать учебный текст с целью ознакомления с его содержанием без словаря (1500 п.зн. за 0,5 академ.часа).

Говорение

Диалогическая речь

Студенты должны уметь вести беседу, используя вопросы, восклицания, просьбы, приказания, приглашения, ответные реплики в виде выражения согласия или отказа, переспроса, возражения, дополнения, сообщения сведений. Они должны уметь поздороваться и попрощаться,

представиться, спросить, как дела, высказать свои пожелания, и т.д., используя реплики и выражения, наиболее часто употребляющиеся в Англии при общении на бытовом уровне, а не созданные искусственно с использованием знакомой лексики. Образно говоря, обучаемые должны учиться говорить “по-английски”, а не «на английском языке». Высказывание каждого собеседника должно содержать не менее 8 реплик.

Монологическая речь

Студенты должны уметь логично и последовательно делать сообщения описательного и повествовательного характера как по заданной теме или ситуации, так и в связи с прослушанным или прочитанным; объем высказывания — 10-12 фраз.

Предметно-тематическое содержание курса

1. Careers Discussing ideas about careers

Past abilities

Curriculum vitae

Editing

Telephoning

1. Selling online Discussing shopping online

Placing an order

Replying to an order

Negotiating

2. Companies Discussing types of companies

Reaching agreement

Аудирование

Студенты должны понимать на слух иноязычную речь в естественном темпе в двукратном предъявлении преподавателя или в звукозаписи. Тексты могут содержать до 2% незнакомых слов, о значении которых студенты могут догадаться, и до 1% слов, о значении которых нельзя догадаться, но незнание которых не препятствует пониманию текста в целом. Длительность звучания — 2 мин.

Письмо

Обучающийся должен правильно писать слова и словосочетания, составляющие основной минимум, грамотно оформлять в письменном виде предложения, выполнять письменные задания по образцу.

Языковой материал

Фонетика. Корректировка основных уже приобретенных фонетико-орфоэпических навыков; звуковой строй английского языка; особенности произношения гласных и согласных; расхождение между произношением и написанием; особенности интонации английского предложения.

Лексика. Общий объем составляет примерно 500 слов и словосочетаний (без учета интернациональной лексики, сходной в плане выражения и совпадающей по содержанию).

Грамматика.

Грамматический материал

1. Ability/Past Ability
2. Request
3. Present Tenses
4. Adjectives
5. Modals: can/could, must, have to, need to, should

ПРОМЕЖУТОЧНЫЙ И ИТОГОВЫЙ КОНТРОЛЬ

Для промежуточного контроля после прохождения каждой темы даются лексико-грамматические тесты. На последнем занятии проводится итоговое тестирование по всему пройденному грамматическому и лексическому материалу.

Требования к зачету:

1. Чтение со словарем текста на одну из изученных в течение семестра ситуаций общения объемом 1300 п.зн.
2. Постановка в письменной форме 5 вопросов по содержанию текста. Ответы на вопросы преподавателя.
3. Передача краткого содержания текста на английском языке.
Время на подготовку – 30 мин.

Псеместр

СОДЕРЖАНИЕ ОБУЧЕНИЯ

Чтение

Студенты должны уметь читать про себя (со словарем) с максимально полным и точным пониманием содержания впервые предъявляемые несложные тексты общественно-бытового и научно-популярного характера, содержащие до 5% незнакомых слов. Объем текста — 1500 п.зн. за 1 академ. час.

Студенты должны уметь читать про себя (без словаря) с целью понимания основного содержания тексты, включающие до 3% незнакомых слов, о значении которых студенты могут догадаться, и до 3% слов, о значении которых нельзя догадаться, но незнание которых не препятствует пониманию текста в целом. Объем текста — 2000 п.зн. за 0,5 академ. часа.

Г о в о р е н и е

Диалогическая речь.

Студенты должны уметь вести беседу, включающую развернутые дополнительные сообщения и аргументацию своей точки зрения в соответствии с ситуацией по теме, а также в связи с содержанием услышанного, увиденного, прочитанного. Высказывание каждого собеседника должно содержать не менее 8 реплик.

Монологическая речь.

Студенты должны уметь: 1) делать подготовленные сообщения в виде информации или развернутого рассказа на основе прослушанного, увиденного, прочитанного; 2) раскрыть тему, сделать выводы и аргументировать их. Сообщения должны содержать личную оценку. Объем высказывания – не менее 12 фраз.

Предметно-тематическое содержание курса

1. Great ideas

- Discussing ideas
- Giving information
- Editing
- Meetings

2. Stress

- Discussing causes of stress
- Discussing gender-related qualities
- Discussing and rank stressful jobs
- Punctuation
- A report
- Editing
- Making and responding to suggestions

3. Entertaining

- Discussing corporate entertaining
- A report
- A hotel booking
- Making small talks

4. Marketing

- Discussing ideas about marketing
- Answering an enquiry
- Reports
- Editing
- Using stress to correct information
- Getting the message right

А у д и р о в а н и е

Студенты должны понимать на слух и реагировать на разнообразные типы высказываний, в которых обсуждаются различные точки зрения по проблемам, а также тексты различного характера в естественном темпе, в двукратном предъявлении преподавателя и в звукозаписи. Тексты могут содержать до 2% незнакомых слов, о значении которых студенты могут догадаться, и до 2% слов, о значении которых нельзя догадаться, но незнание которых не препятствует пониманию текста в целом. Длительность звучания — 25 мин.

Письмо

Обучаемый должен уметь:

- 1) заполнить подробную анкету о себе;
- 2) составить подробный план прочитанного текста;
- 3) составить перечень вопросов к предстоящему разговору с реальным или воображаемым партнером.

Языковой материал

Фонетика. Овладение интонацией сложных предложений, вводных членов предложения, интонацией предложений в косвенной речи, интонацией разговорных формул (приветствие, прощание, знакомство, благодарность, извинение и т.д.).

Лексика. Общий объем составляет 500 слов и словосочетаний и включает в себя строевые слова, стандартные реплики, клише, словосочетания, слова-понятия и типовые фразы-образцы, относящиеся к изучаемым сферам общения и понимания.

Грамматика.

Грамматический материал

1. Adjectives and degrees of comparison.
2. Verb and noun combination
3. Past Simple and Past Continuous
4. Past Simple and Present Perfect
5. Multi-word verbs

Промежуточный и итоговый контроль

Для промежуточного контроля после прохождения каждой темы даются лексико-грамматические тесты. На последнем занятии проводится итоговое тестирование по всему пройденному грамматическому и лексическому материалу.

Требования к зачету

1. Чтение без словаря оригинального текста по специальности объемом 1500 п.зн. Передача краткого содержания текста на английском языке

2. Перевод с листа с использованием словаря фрагмента данного текста объемом 400 п.зн.

3. Перевод предложений, содержащих активную лексику по пройденным темам, с русского на английский язык.

3. Беседа или диалоги по пройденным устным темам и речевым ситуациям.

III семестр

СОДЕРЖАНИЕ ОБУЧЕНИЯ

Чтение

Студенты должны уметь читать про себя (со словарем) с максимально полным и точным пониманием содержания впервые предъявляемые несложные тексты общественно-бытового и научно-популярного характера, содержащие до 5% незнакомых слов. Объем текста — 1500 п.зн. за 1 академ. час.

Студенты должны уметь читать про себя (без словаря) с целью понимания основного содержания тексты, включающие до 3% незнакомых слов, о значении которых студенты могут догадаться, и до 3% слов, о значении которых нельзя догадаться, но незнание которых не препятствует пониманию текста в целом. Объем текста — 2000 п.зн. за 0,5 академ. часа.

Говорение

Диалогическая речь.

Студенты должны уметь вести беседу на расширенном языковом материале, включающую развернутые дополнительные сообщения и аргументацию своей точки зрения в соответствии с ситуацией по теме, а также в связи с содержанием услышанного, увиденного, прочитанного. Высказывание каждого собеседника должно содержать не менее 10 реплик.

Монологическая речь.

Студенты должны уметь: 1) делать подготовленные сообщения в виде информации или развернутого рассказа на основе прослушанного, увиденного, прочитанного; 2) раскрыть тему, сделать выводы и аргументировать их. Сообщения должны содержать личную оценку. Объем высказывания — не менее 12 фраз.

Предметно-тематическое содержание курса

1. Planning

Discussing planning

Linkers
Time management
Editing
Checking information

2. Managing people

Discussing qualities and skills of a good manager
Preparing for report writing
Requesting information
Socializing
Taking a message

3. Conflict

Quizzing on managing conflict
Business letters
Editing
Dealing with conflict

4. New business

Discussing conditions for starting new businesses and public- and private-sector companies
Linkers
Report writing
Editing

5. Products

Discussing your favourite products
Linkers
Enquiring about product
Editing
Asking questions about a product
Presenting a product

Аудирование

Студенты должны понимать на слух и реагировать на разнообразные типы высказываний, в которых обсуждаются различные точки зрения по проблемам, а также тексты различного характера в естественном темпе, в двукратном предъявлении преподавателя и в звукозаписи. Тексты могут содержать до 2% незнакомых слов, о значении которых студенты могут догадаться, и до 2% слов, о значении которых нельзя догадаться, но незнание которых не препятствует пониманию текста в целом. Длительность звучания — 2 мин.

Письмо

Обучаемый должен уметь:

- 1) составить перечень вопросов к предстоящему разговору с реальным или воображаемым партнером;
- 2) составить аннотацию, резюме, реферат по прочитанному материалу со своими собственными выводами и заключениями;
- 3) грамотно сделать перевод общетехнических текстов с учетом их языковой и логически-смысловой специфики.

Языковой материал

Фонетика. Совершенствование навыков произношения в нормальном темпе английской разговорной речи.

Лексика. Общий объем составляет 500 слов и словосочетаний и включает в себя строевые слова, стандартные реплики, клише, словосочетания, слова-понятия и типовые фразы-образцы, относящиеся к изучаемым сферам общения и понимания.

Грамматика

Грамматический материал

1. Word partnership.
2. Expressing future actions.
3. Verbs with prepositions.
4. Reported speech.

Требования к экзамену

1. Чтение со словарем оригинального текста по специальности объемом 2000 п.зн. Передача краткого содержания текста на английском языке
2. Перевод предложений, содержащих активную лексику по пройденным темам, с русского на английский язык.
3. Беседа или диалоги по пройденным устным темам и речевым ситуациям.

ИНФОРМАЦИОННО-МЕТОДИЧЕСКАЯ ЧАСТЬ

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Средства диагностики

Оценка уровня знаний студента производится по десятибалльной шкале.

Для оценки достижений студента рекомендуется использовать следующий диагностический инструментарий:

- устный и письменный опрос во время практических занятий;
- проведение текущих контрольных работ (заданий) по отдельным темам;
- защита выполненных на практических занятиях индивидуальных заданий;
- собеседование при проведении индивидуальных и групповых консультаций;
- выступление студента на конференции по подготовленному реферату;
- сдача зачета по дисциплине;
- сдача экзамена.

Для промежуточного контроля после прохождения каждой темы даются лексико-грамматические тесты. На последнем занятии проводится итоговое тестирование по всему пройденному грамматическому и лексическому материалу. По результатам тестирования осуществляется допуск к экзамену.

Методы (технологии) обучения

Основными *технологиями обучения*, отвечающими целям изучения курса, являются:

проблемное обучение (проблемное изложение, частично-поисковый и исследовательский методы);

интерактивные технологии, основанные на активных формах и методах обучения (мозговой штурм, дискуссия, пресс-конференция, спор-диалог, учебные дебаты, круглый стол и др.);

игровые технологии (деловые, ролевые, имитационные игры);

рефлексивные технологии (сочинения-эссе, портфолио и др.).

проектная технология, представляющую самостоятельную, долгосрочную групповую работу по теме-проблеме, выбранную самими студентами, включающую поиск, отбор и организацию информации. В процессе работы над проектом речевое иноязычное общение «вплетено в интеллектуально-эмоциональный контекст другой деятельности»;

кейс-технология, основу которой составляют осмысление, критический анализ и решение конкретных социальных проблем. Кейс-технология позволяет организовать обучение иностранным языкам, ориентированное на развитие способности студентов решать определенные жизненные ситуации, важные повседневные проблемы, с которыми они непосредственно сталкиваются в жизни;

симуляцию, которая применительно к иностранному языку представляет

собой подражательное, разыгранное воспроизведение межличностных контактов, организованных вокруг проблемной ситуации, максимально приближенной к реальной;

технология обучения в сотрудничестве, предполагающую создание условий для активной совместной учебной деятельности студентов в разных учебных ситуациях. Это обучение в процессе общения студентов друг с другом и с преподавателем при наличии общей цели и индивидуальной ответственности каждого члена группы за собственный вклад в общее дело, за выполнение общего задания;

компьютерные технологии, предполагающие широкое использование Интернет-ресурсов и мультимедийных обучающих программ. Компьютерные технологии позволяют интенсифицировать и активизировать учебно-познавательную деятельность студентов, эффективно организовать и спланировать самостоятельную работу, совершенствовать контрольно-оценочные функции (компьютерное тестирование).

Организация самостоятельной работы студентов

Самостоятельная работа студентов (СРС) организуется в соответствии с Положением о самостоятельной работе студентов, разрабатываемым высшим учебным заведением.

Компьютерные программы, электронные учебно-методические пособия

Вид	Наименование программного продукта	назначение
Компьютерная программа	«Reward InterN@tive». Macmillan Publishers Limited.	электронный учебник
Компьютерная программа	«EnglishPlatinum». ТОО «Мультимедиа Технологии».	обучающая программа
Компьютерная программа	"Профессор Хиггинс. Английский без акцента!". НПЦ «Istrasoft».	обучающая программа
Компьютерная программа	ЕВС (English Business Contracts). ТОО «Медиахаус»	обучающая программа
Компьютерная программа	“LingoFox”	инструментальная программа для создания упражнений и тестовых заданий
Интернет-сайт	www.wikipedia.org (английский язык)	энциклопедия
Интернет-сайт	www.britanica.org (английский язык)	энциклопедия Британии
Интернет-сайт	www.englishclub.net (английский язык)	обучающие тесты
Интернет-сайт	www.english-to-go.com (английский язык)	информационный сайт для самостоятельной работы
Интернет-сайт	www.globalenvision.org (английский язык)	информационный сайт для самостоятельной работы
Интернет-сайт	www.Irs.ed.uiuc.edu/Impact/ (английский язык)	информационный сайт для самостоятельной работы

**Перечень устных тем
для самостоятельной работы**

1. Economics
2. Companies
3. Management
4. Money
5. Banking
6. Monetary and Fiscal Policy
7. Advertising
8. Marketing
9. Accounting
10. Small business

Учебно-методическая карта учебной дисциплины «ИНОСТРАННЫЙ ЯЗЫК» (АНГЛИЙСКИЙ)

Номер раздела, темы, занятия	Название раздела, темы, учебного занятия; перечень изучаемых вопросов	Количество аудиторных часов				Самостоятельная работа студента	Методические пособия, средства обучения (оборудование, учебно-наглядные пособия и др)	Литература	Формы контроля знаний
		Лекции	Практические занятия	Лабораторные занятия	Управляемая (контролируемая) самостоятельная работа студента				
1	2	3	4	5	6	7	8	9	10
Семестр 1									
1	Иностранный язык (Практика устной речи)		36			50			
1.1	Careers Unit1		12						
1.1.1	<i>Языковой материал</i> <u>Грамматика</u> Revision: question formation <u>Лексика</u> Career moves. CB, ex. A,B,C,D <i>Основные виды речевой деятельности</i> <u>Говорение</u> Starting up. CB, p.6 ex. A, B, C <u>Письмо</u> PF, Vocabulary p. 4 ex. A		2			How ambitious are you? Queez	учебник раздаточный материал CD		устная презентация фронтальный опрос
1.1.2	<i>Языковой материал</i> <u>Грамматика</u> Modals: ability, requests, offers <u>Лексика</u> CB, vocabulary file p. 157, 158 <i>Основные виды речевой деятельности</i> <u>Чтение</u> “Ten ways to improve your career”, CB p.8,9 ex. B, C, D <u>Говорение</u> Беседа по тексту What helps when trying to move ahead in your career? Ex. A, p. <u>Аудирование</u> Improving your career (tracks 1.2, 1.2) p.9 ex. A,B, C, D <u>Письмо</u> PF, language review, p.5		2			Composition “Women in business”	учебник раздаточный материал CD проигрыватель		устная презентация фронтальный опрос

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
1.1.3	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Revision: question formation <u>Лексика</u> БК англ. языка И. Богацкий, стр. 37-43 <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Текст: Dos and Don'ts for Job Seekers p. 50 <u>Говорение</u> Telephoning, Making an appointment <u>Аудирование</u> (tr.1.3; 1.4; 1.5) <u>Письмо</u> Covering letter, PF p.7 ex. C,D</p>		2			Writing CV	раздаточный материал CD проигрыватель		фронтальный опрос устная презентация Темы: "Applying for a job"
1.1.4	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Revision: Modals: ability, requests, offers <u>Лексика</u> A new appointment in Fast-Track Inc. <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Текст: CB, p. 13, Profiles of the candidates <u>Говорение</u> The requirements to an applicant <u>Аудирование</u> (tr.1.6; 1.7; 1.8) <u>Письмо</u> Writing e-mail</p>		2			Topic "Making Career"			фронтальный опрос
1.1.5	Film "The Devil Wears Prada"		2						
1.1.6	Контрольная работа по пройденному материалу Unit 1		2						тест
1.2.	Selling online Unit2		12						
1.2.7	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Modals 2: must, need to, have to, should, p.17, ex. A, B, C <u>Лексика</u> CB p.14, ex. A, B <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Текст: Your rights when buying goods <u>Говорение</u> Беседа по тексту Starting up, p.14 A,B,C <u>Аудирование</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com/. <u>Письмо</u> PF p. 9, Ex. A, B, C, D, PF p.8 ex. A, B, C</p>		2			Advantages and disadvantages of buying online	раздаточный материал CD проигрыватель		фронтальный опрос, работа в мини группах.

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
1.2.8	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Revision: Modals <u>Лексика</u> СВр.16, ex. B <i>Основные виды речевой деятельности</i> <u>Чтение</u> Worry for retailers, СВ p.16, Ex.C,D <u>Говорение</u> Беседа по тексту СВ p16 ex. A <u>Аудирование</u> Multi-channel retail, СВ p.15 A,B,C,D,E <u>Письмо</u> PF p 14, ex A,B</p>		2			Самостоятельная работа, Подготовка проекта	учебник раздаточный материал CDпроигрыватель		фронтальный опрос
1.2.9	<p><i>Языковой материал</i></p> <p><u>Грамматика</u>Revision: Modals <u>Лексика</u> Useful language, p.19 <i>Основные виды речевой деятельности</i> <u>Чтение</u> Текст: <u>Говорение</u> Беседа по теме СВ, ex.A p.18 <u>Аудирование</u> Tr. 2.4; 2.5; 2.6 СВ ex.B,C <u>Письмо</u> Placing an order, PF p.10, ex. A, B, C,D</p>		2			Составление диалога (PFр.8 ex.D)	учебник раздаточный материал CD проигрыватель	УМК	устная презентация Letter of Order. Letter of Acknowledgement
1.2.10	<p><i>Языковой материал</i></p> <p><u>Грамматика</u>Modals 2: must, need to, have to, should, <u>Лексика</u> Integration of two companies <i>Основные виды речевой деятельности</i> <u>Чтение</u> Текст: Case Study: Background. <u>Говорение</u> Беседа по теме Negotiating. <u>Аудирование</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com/. <u>Письмо</u> Integration of two companies</p>		2			Topic “Online business”	учебник CD проигрыватель ПК		фронтальный опрос, работа в мини группах
1.2.11	Film “The Johnsons’ family”		2				Видео фильм		
1.2.12	Контрольная работа по пройденному материалу Unit 2		2				раздаточный материал	УМК	тест

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
1.3.	Companies Unit3		12						
1.3.13	<i>Языковой материал</i> <u>Грамматика</u> Present simple Present continuous tenses СВ p.26 <u>Лексика</u> СВ p.22-23 Ex. А,С <i>Основные виды речевой деятельности</i> <u>Чтение</u> СВр.23 ,Ex. В <u>Говорение</u> Разговорные ситуации Starting up СВ p.22, Ex. А,В <u>Аудирование</u> A successful company, Tr. 3.1;3.2; <u>Письмо</u> PF p.12 ex. А,В,С		2			Работа со словарем. Чтение газетных статей	учебник раздаточный материал CD проигрыватель		фронтальный опрос
1.3.14	<i>Языковой материал</i> <u>Грамматика</u> Present simple Present continuous tenses <u>Лексика</u> Describing companies СВ p.23, Ex. D <i>Основные виды речевой деятельности</i> <u>Чтение</u> Articles 1,2 СВ p.23-25 <u>Говорение</u> Беседа по тексту SB, ex. 3b, сp. 13 <u>Аудирование</u> A successful company Tr. 3.3 <u>Письмо</u> An informal e-mail, PF p.14 ex. А ,В, С		2			Dictation: An informal e-mail	учебник CD проигрыватель		устный опрос Speak about The world's most respected companies
1.3.15	<i>Языковой материал</i> <u>Грамматика</u> Linkers,PFp.15, ex.D <u>Лексика</u> Useful language, p.27 <i>Основные виды речевой деятельности</i> <u>Чтение</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com <u>Говорение</u> Suggestions how to make an effective presentation <u>Аудирование</u> Tara Fashions, Tr.3.4, Ex. В, С <u>Письмо</u> Writing an advertisement		2			Самостоятельная работа, диалоги how to make an effective presentation	учебник раздаточный материал CD проигрыватель	УМК	Выборочный опрос
1.3.16	<i>Языковой материал</i> <u>Грамматика</u> RevisionСВр32-35 <u>Лексика</u> Revision СВ p32-35		2				учебник	УМК	фронтальный опрос, работа в мини группах

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
1.3.16	<p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Background Expansion <u>Говорение</u> Chart 1, p.28, Chart 2, p.29 <u>Аудирование</u> Tr.3.5 <u>Письмо</u></p>					Case study: Valentino Chocolates	CDпроигр ы-ватель учебник		работа в мини группах
1.3.17	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Revision , PF p 13, ex A,B,C <u>Лексика</u> Companies, PF p 12, ex A,B,C</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Case Study: Valentino Chocolates, CB p 28-29 <u>Говорение</u> How to spend 1,5 mln euro <u>Аудирование</u> Tr 3.5 <u>Письмо</u> Writing an investment plan, CB p 29</p>		2			Revision Test p.33	учебник раздаточ- ный материал CDпроигр ы-ватель		устная презентация Тема: “Ourcompany ”
1.3.18	Итоговая контрольная работа по пройденному материалу Lexical-grammar test		2					УМК	тест
									зачет
	Итого за семестр		36						

1	2	3	4	5	6	7	8	9	10
Семестр 2									
	Иностранный язык (Практика устной речи)		50						
2.1	Great ideas Unit 4		12						
2.1.1	<p style="text-align: center;">Языковой материал</p> <p><u>Грамматика</u> Past Simple_ Continuous, rules. СВ p 38 <u>Лексика</u> Verb and noun combination СВ p.34 ex.A,B ,Tr. 4.1 Основные виды речевой деятельности <u>Чтение</u> Текст Ferrari attraction, СВ p 36 <u>Говорение</u> Starting up. СВ, p.34 ex. A, B <u>Аудирование</u> The Innovation Works Tr. 4.2, 4.3 <u>Письмо</u> The Innovation Works, Tr. 4.2, 4.3</p>		2				учебник раздаточный материал CDпроигрыватель		самостоятельная работа фронтальный опрос, работа в мини группах.
2.1.2	<p style="text-align: center;">Языковой материал</p> <p><u>Грамматика</u> Past simple Past continuous, p.38 A,B,C <u>Лексика</u> How new ideas are found and nurtured <u>Чтение</u> Текст Three great ideas Articles 1,2,3 p.36 <u>Говорение</u> Global projects <u>Аудирование</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com <u>Письмо</u> PFp.17, ex.A,B,C</p>		2			Text bank p.120-121	учебник раздаточный материал CDпроигрыватель		работа в группе
2.1.3	<p style="text-align: center;">Языковой материал</p> <p><u>Грамматика</u> Past simple Past continuous <u>Лексика</u> Useful language, p.39 Основные виды речевой деятельности <u>Чтение</u> Текст «Azra's award-winning products» <u>Говорение</u> How to conduct a meeting <u>Аудирование</u> Freestyle company Tr.4.4 <u>Письмо</u> Giving detailed inform. PFp.18,19</p>		2			Writing a report	учебник раздаточный материал CDпроигрыватель учебник		устная презентация Тема: Global projects

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
2.1.4	<p>Языковой материал</p> <p><u>Грамматика</u> Past simple Past continuous, PF p 17, ex A,B</p> <p><u>Лексика</u> PF p 16, ex A,B,</p> <p><u>Чтение</u> PF The way of the wiki. PF p 16, ex C</p> <p><u>Говорение</u> Ideas for exciting new products which use Protean</p> <p><u>Аудирование</u> Tr. 4.5</p> <p><u>Письмо</u> Dictation - translation</p>		2			Revision Test CB p.58	учебник раздаточный материал CDпроигрыватель		фронтальный опрос, работа в мини группах
2.1.5	Чтение художественной аутентичной литературы		2				раздаточный материал		Устный опрос
2.1.6	Контрольная работа по пройденному материалу		2					УМК	тест
2.2.	Stress Unit 5		12						
2.2.7	<p>Языковой материал</p> <p><u>Грамматика</u> Narrative tenses, Present Perfect;</p> <p><u>Лексика</u> PF p.20 ex. A,B</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Текст</p> <p><u>Говорение</u> Stressful situations and ways of relaxing, p.42 ex. A, B</p> <p><u>Аудирование</u> Dealing with stress, Tr.5.1; 5.2; 5.3</p> <p><u>Письмо</u> Writing a Message to your boss</p>		2			Work out an action plan to reduce the stress in the HR Depart	учебник раздаточный материал CD проигрыватель		дискуссия в мини группах
2.2.8	<p>Языковой материал</p> <p><u>Грамматика</u> Past simple - Present perfect</p> <p><u>Лексика</u> CB, Ex. A,B</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Slowdown, you move too fast, p. 44 ex. A, B, C, D</p> <p><u>Говорение</u> Беседа по тексту The main causes of stress at work</p> <p><u>Аудирование</u> Dealing with stress Tr.5.3.</p> <p><u>Письмо</u> PFp.21, ex. A, B, C</p>		2			презентация "Stressful jobs"	учебник раздаточный материал CD проигрыватель		Устный опрос

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
2.2.9.	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Past simple - Present perfect <u>Лексика</u> Usefullanguage p.47</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Текст The main causes of stress at work <u>Говорение</u> Беседа по тексту The ways of improving the staff's health <u>Аудирование</u> Tr.5.4; 5.5 <u>Письмо</u> PF p.22, ex.A,B,C,D</p>		2			Writing a report for the International Health Symposium	учебник раздаточный материал CD проигрыватель		самостоятельная работа
2.2.10	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Revision Past simple - Present perfect</p> <p><u>Лексика</u> Revision Test CB p.58/59</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> The most stressful jobs <u>Говорение</u> Беседа по тексту <u>Аудирование</u> Tr.5.. <u>Письмо</u> Practical suggestion for stress management</p>		2				учебник раздаточный материал CD проигрыватель		фронтальный опрос, работа в мини группах
2.2.11	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Revision <u>Лексика</u> Revision Test CB p.58/59</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Текст Background of the company <u>Говорение</u> Беседа по тексту <u>Аудирование</u> Tr.6. <u>Письмо</u> Practical suggestion for stress management</p>		2			Revision Test CB p.58/59	учебник раздаточный материал CD проигрыватель		Устная презентация, самостоятельная работа
2.2.12	Контрольная работа по пройденному материалу		2					УМК	тест

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
2.3	Entertaining Unit 6		12						
2.3.13	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> <u>Лексика</u> Eating and drinking, p.51 ex. A, B, C,D</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com/. <u>Говорение</u> Starting up p.50 ex. A,B <u>Аудирование</u> Corporate entertaining Tr.6.1; 6.2; 6.3 <u>Письмо</u> PF p.24 ex. A, B</p>		2			Работа со словарем. Чтение газетных статей	учебник CD проигрыватель ПК		фронтальный опрос
2.3.14	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Multi-word verbs CB p.53, Ex. A, B, C <u>Лексика</u> Socializing</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Текст Corporate thrills reach new highs Ex. C, D, E <u>Говорение</u> Entertaining business people <u>Аудирование</u> Tr. 6.4 <u>Письмо</u> PF p.25, ex. A, B, C, D</p>		2			Работа с ресурсами удаленного доступа	учебник CD проигрыватель		фронтальный опрос, работа в мини группах
2.3.15	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Revision <u>Лексика</u> Useful language p.55</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Background of the company VMI <u>Говорение</u> Greetings and small talk <u>Аудирование</u> Tr. 6.5 Ex. B, C, D <u>Письмо</u> PF p.26, ex. A</p>		2			Topic “Corporate entertaining	учебник CD проигрыватель		устная презентация

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
2.3.16	<p><i>Языковой материал</i> <u>Грамматика</u> Multi-word verbs СВ p.53, Ex. A, B, C <u>Лексика</u> Socializing</p> <p><i>Основные виды речевой деятельности</i> <u>Чтение</u> Текст Corporate thrills reach new highs Ex. C, D, E <u>Говорение</u> Entertaining business people <u>Аудирование</u> Tr. 6.4 <u>Письмо</u> PFr.25, ex. A, B, C, D</p>		2			Role-play the conversation “At a conference	CDпроигр ыватель		Взаимоконтр оль, фронтальный опрос
2.3.17	Revision Test СВ p.60/61		2			Revision Unit 5	учебник		
2.3.18	Контрольная работа по пройденному материалу		2				тест		
2.4	Marketing Unit 7		14						
2.4.19	<p><i>Языковой материал</i> <u>Грамматика</u> Questions, types of questions СВ p 66 <u>Лексика</u> word partnerships СВ p 62-63, ex A, B</p> <p><i>Основные виды речевой деятельности</i> <u>Чтение</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com/. <u>Говорение</u> Business has only two functions – marketing and innovation <u>Аудирование</u> “The four Ps” Tr 7.1. <u>Письмо</u>: dictation</p>		2			Работа со словарем. Чтение газетных статей	учебник CDпроигр ыватель ПК		фронтальный опрос
2.4.20	<p><i>Языковой материал</i> <u>Грамматика</u> Questions, types of questions <u>Лексика</u> Useful language СВ p67</p> <p><i>Основные виды речевой деятельности</i> <u>Чтение</u> 5: the film. <u>Говорение</u> Беседа по тексту, ответы на вопросы СВ ex A, B, C, D, p 64-65 <u>Аудирование</u> Tr 7.2, 7.3. <u>Письмо</u> a survey</p>		2				учебник CDпроигр ыватель		Взаимоконтр оль, фронтальный опрос

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
2.4.21	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Questions, PF , p 13, ex A,B,C <u>Лексика</u> Vocabulary File p 160 <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> <u>Говорение</u> Telephoning: exchanging information <u>Аудирование</u> Tr 7.5, 7.6, 7.7 <u>Письмо</u> PF</p>		2			проект	учебник CD проигрыва тель		Работа в мини группах, диалогическа я речь.
2.4.22	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Revision <u>Лексика</u> Case study pp 68-69 <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> The launch CB p 68 <u>Говорение</u> Product availability CB p 69</p> <p><u>Аудирование</u> Tr7.9. <u>Письмо</u> Writing file p 134</p>		2			Dictation Revision CB, unit7	учебник		фронтальный опрос
2.4.23	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> repositions <u>Лексика</u> vocabulary unit 7 <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> What is marketing <u>Говорение</u> How to conduct marketing research? <u>Аудирование</u> <u>Письмо</u> Writing file p 134</p>		2			Focus on economics			Работа в мини группах, диалогическа я речь.
2.4.24	Контрольная работа по пройденному материалу Unit 7		2					УМК	тест
2.4.25	Lexical-grammar test		2						тест
									зачет
	Итого за семестр		50						

1	2	3	4	5	6	7	8	9	10
Семестр 3									
	Иностранный язык. Практика устной речи		72						
3.1	Planning Unit 8		14						
3.1.1	<p style="text-align: center;"><i>Языковой материал</i></p> <p><u>Грамматика</u> Expressing future СВ p 74 <u>Лексика</u> Expect the best, plan for the worth and prepare to be surprised СВ p70</p> <p style="text-align: center;"><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> ex C p 71 <u>Говорение</u> Ways to plan СВ ex A,B,C <u>Аудирование</u> Tr 8.1. <u>Письмо</u></p>		2						фронтальный опрос Взаимо-контроль
3.1.2	<p style="text-align: center;"><i>Языковой материал</i></p> <p><u>Грамматика</u> Expressing future, СВ ex A, B, C, p 74 <u>Лексика</u> Useful language p75</p> <p style="text-align: center;"><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> text “ Nizhny Novgorod: Striving for historic city’s dream” СВ ex A,B,C p. 73 <u>Говорение</u> Planning for economic development <u>Аудирование</u> The secret of good planning Tr 8.2, 8.3, 8.4. <u>Письмо</u> СВ p88</p>		2			Работа со словарем. Чтение газетных статей			Работа в мини группах Взаимоконтроль
3.1.3	<p style="text-align: center;"><i>Языковой материал</i></p> <p><u>Грамматика</u> Future tenses <u>Лексика</u> Holding a meeting ex B ,p 75</p> <p style="text-align: center;"><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com/. <u>Говорение</u> Role-play situations СВ Ex C, p.73 <u>Аудирование</u> Meetings, Tr 8.5. <u>Письмо</u> PF</p>		2			Подготовка проекта	учебник CDпроигр ыватель ПК		фронтальный опрос

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10	
3.1.4	<i>Языковой материал</i> <u>Грамматика</u> Revision: Future tenses <u>Лексика</u> Planning CB p76-77 <i>Основные виды речевой деятельности</i> <u>Чтение</u> The voice of business CB p77 <u>Говорение</u> Case study: C,B, p77 <u>Аудирование</u> Tr 8.6 <u>Письмо</u> CB, p.130		2				Revision CB, unit 8	учебник раздаточный материал CD проигрыватель		самостоятельная работа
3.1.5	<i>Языковой материал</i> <u>Грамматика</u> Revision:Tenses <u>Лексика</u> Unit 8 <i>Основные виды речевой деятельности</i> <u>Чтение</u> Business Plan <u>Говорение</u> Planning your new business <u>Аудирование</u>		2				Focus on economics	раздаточный материал		Диалогическая речь
3.1.6	Чтение газетных статей		2					раздат.материал		Дискуссия
3.1.7	Контрольная работа по пройденному материалу Unit 8		2						УМК	тест
3.2	Managing people Unit 9		14							
3.2.8	<i>Языковой материал</i> <u>Грамматика</u> Reported speech, rules <u>Лексика</u> Management is nothing more than motivating other people CB p 78 <i>Основные виды речевой деятельности</i> <u>Чтение</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com/ . <u>Говорение</u> беседа по теме Good managers <u>Аудирование</u> Good managers Tr 9.1-9.3 <u>Письмо</u> excersises		2					учебник раздаточный материал CD проигрыватель ПК		Диалогическая речь, парная работа

1	2	3	4	5	6	7	8	9	10
3.2.9	<i>Языковой материал</i> <u>Грамматика</u> Reported speech, rules CB Ex A,B,C p 82 <u>Лексика</u> Vocabulary: Verbs and prepositions CB Ex A,B,C p 80 <i>Основные виды речевой деятельности</i> <u>Чтение</u> CB Ex A,B,C p 81 <u>Говорение</u> Young managers <u>Аудирование</u> Tr 9.4		2				учебник раздаточный материал CDпроигрыватель		Мини презентации, Самостоятельная работа
3.2.10	<i>Языковой материал</i> <u>Грамматика</u> Revision: Reported speech PF <u>Лексика</u> Useful language CBP 83 <i>Основные виды речевой деятельности</i> <u>Чтение</u> CB Ex A, p 89 <u>Говорение</u> Socializing and entertaining <u>Аудирование</u> Tr 9.5, 9.6, 9.7. <u>Письмо</u> PF		2				учебник раздаточный материал		самостоятельная работа
3.2.11	<i>Языковой материал</i> <u>Грамматика</u> Revision: Reported speech PF <u>Лексика</u> CB p88 <i>Основные виды речевой деятельности</i> <u>Чтение</u> Case study p 84-85 <u>Говорение</u> Role play. Group work . CB p136-140 <u>Аудирование</u> Voice of America learning English / [Electronic resource]. – Mode of access http://learningenglish.voanews.com/ . <u>Письмо</u> Writing file CB p 135		2			Revision CB, unit 9	учебник раздаточный материал ПК		самостоятельная работа
3.2.12	<i>Языковой материал</i> <u>Грамматика</u> Verbs and prepositions <u>Лексика</u> vocabulary Unit 9 <i>Основные виды речевой деятельности</i> <u>Чтение</u> PF Seven ways to manage people more successfully <u>Говорение</u> Discussing skills of a good manager <u>Аудирование</u> .		2						

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
3.2.13	<u>Письмо</u> Requesting information PF p.39 D Revision		2				учебник раздаточный материал		Фронтальный опрос, взаимоконтроль
3.2.14	Контрольная работа по пройденному материалу Unit 9		2					УМК	тест
3.3	Conflict Unit 10		14						
3.3.15	<i>Языковой материал</i> <u>Грамматика</u> Conditionals. Rules. CB p94 <u>Лексика</u> Managing conflicts CB p90. <i>Основные виды речевой деятельности</i> <u>Чтение</u> Conflict management CB p91, ex A,B <u>Говорение</u> Group discussion: Handling conflicts, CB p91, ex A,B <u>Аудирование</u> Tr 10.1, 10.2. <u>Письмо</u>		2				учебник раздаточный материал CD проигрыватель		Устный опрос
3.3.16	<i>Языковой материал</i> <u>Грамматика</u> Conditionals, CB p94, ex A,B,C. <u>Лексика</u> Vocabulary file, CB p 157 <i>Основные виды речевой деятельности</i> <u>Чтение</u> Voice of America learning English / [Electronic resource]. – Mode of access: http://learningenglish.voanews.com/ . <u>Говорение</u> Negotiating, dealing with conflicts <u>Аудирование</u> Tr 10.3. <u>Письмо</u> PF p42, ex A,B.		2				учебник раздаточный материал CD проигрыватель ПК		Фронтальный опрос,

Продолжение таблицы

1	2	3	4	5	6	7	8	9	10
3.3.17	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Conditionals. PF, p41, ex A, B <u>Лексика</u> CB p93, ex A, B, C <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Fax reading. PF p42, ex C <u>Говорение</u> Discussion: how to reach an agreement. CB p93, ex D <u>Аудирование</u> BBC Learning English / [Electronic resource]. – Mode of access: http://www.bbc.co.uk/worldservice/learningenglish <u>Письмо</u> Fax writing PF p. 43, ex D</p>		2				учебник раздаточный материал CD проигрыватель		Фронтальный опрос,
3.3.18	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Conditionals. PF, p41, ex C, D <u>Лексика</u> PF p40, ex A, B, C.</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Case study : European Campers. CB p96 <u>Говорение</u> Conflict negotiation. CB p96 <u>Аудирование</u> Tr. 10.4. <u>Письмо</u> Writing file, CB p.130</p>		2			Revision CB, unit 10	учебник раздаточный материал CD проигрыватель		Устный опрос
3.3.19	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> PF, p40, negative adjectives <u>Лексика</u> vocabulary unit 10 <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Case study : Conflict. CB p97 <u>Говорение</u> Managing conflict <u>Аудирование</u> <u>Письмо</u> PF Business letters p.42</p>		2				учебник раздаточный материал		взаимоконтроль
3.3.20	Revision SB p.114		2				учебник		

1	2	3	4	5	6	7	8	9	10
3.3.21	Контрольная работа по пройденному материалу		2					УМК	тест
3.4	New Business		14						
3.4.22	<i>Языковой материал</i> <u>Грамматика</u> Time clauses, rules. СВр102 <u>Лексика</u> Starting up a new business. СВр98, ex A, B, <i>Основные виды речевой деятельности</i> <u>Чтение</u> The human touch. СВ p100, ex A, B <u>Говорение</u> Describing business sectors. СВ p98, Ex C <u>Аудирование</u> Tr 11.2-11.4. <u>Письмо</u>		2				учебник раздаточный материал CD проигрыватель		Фронтальный опрос, самостоятельная работа, взаимоконтроль
3.4.23	<i>Языковой материал</i> <u>Грамматика</u> Time clauses, СВ p102, ex A, B. <u>Лексика</u> Economic terms СВ p99, ex A, B <i>Основные виды речевой деятельности</i> <u>Чтение</u> How to add the human touch. СВ p 101 <u>Говорение</u> Group work: СВ p101, ex D <u>Аудирование</u> Tr 11.1. <u>Письмо</u> СВр 99, ex D		2				учебник раздаточный материал CD проигрыватель		Устный опрос
3.4.24	<i>Языковой материал</i> <u>Грамматика</u> Time clauses, СВр102, ex C <u>Лексика</u> Useful language. СВ p 103, ex D <i>Основные виды речевой деятельности</i> <u>Чтение</u> Learn English / [Electronic resource]. – Mode of access: http://learnenglish.britishcouncil.org/en/ <u>Говорение</u> Dealing with numbers. СВ p 103 <u>Аудирование</u> Tr 11.5. <u>Письмо</u> Report writing. PF p 46, ex A, B, C		2			Report writing PF p 47, ex D, C	учебник раздаточный материал CD проигрыватель ПК		Фронтальный опрос, самостоятельная работа, взаимоконтроль

1	2	3	4	5	6	7	8	9	10
3.4.25	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Timeclauses. PF p 45, ex A, B <u>Лексика</u> Economic terms PF p 44, ex A, B, C <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Casestudy: MarciaLeeJeans. CB p 104-105 <u>Говорение</u> Choosing a location for a new factory <u>Аудирование</u> Learn English / [Electronic resource]. – Mode of access: http://learnenglish.britishcouncil.org/en/ <u>Письмо</u> Writing file, CB p130</p>		2			Revision PF p 44-45	учебник раздаточный материал CD проигрыватель ПК		Устный опрос
3.4.25	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Timeclauses. PF p 45, ex A, B <u>Лексика</u> Economic terms PF p 44, ex A, B, C <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Casestudy: MarciaLeeJeans. CB p 104-105 <u>Говорение</u> Choosing a location for a new factory <u>Аудирование</u> Learn English / [Electronic resource]. – Mode of access: http://learnenglish.britishcouncil.org/en/ <u>Письмо</u> Writing file, CB p130</p>		2				учебник		Устный опрос
3.4.26	Revision		2				учебник		
3.4.27	Контрольная работа по пройденному материалу		2						
3.5	Products		16						
3.5.28	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Passive constructions, rules. CB p 110 <u>Лексика</u> Describing products, CB p 106 <i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Learn English / [Electronic resource]. – Mode of access: http://learnenglish.britishcouncil.org/en/ <u>Говорение</u> life cycle of a new product, CB p 107, ex E <u>Аудирование</u> BBC Learning English / [Electronic resource]. – http://www.bbc.co.uk/worldservice/learningenglish <u>Письмо</u> PF p 50, ex A</p>		2				учебник раздаточный материал CD проигрыватель ПК		Фронтальный опрос,

1	2	3	4	5	6	7	8	9	10
3.5.29	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Passive constructions, СВ p 110, ex A,B,C <u>Лексика</u> Describing products, СВ p 107, ex D,E</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Fruits of the rainforest in a profitable harvest, СВ p 108 <u>Говорение</u> After-text discussion, СВ p 19, ex C,D <u>Аудирование</u> Tr. 12.1 <u>Письмо</u> PFp 50 ex B,C</p>		2			Advertising a new product	учебник раздаточный материал CD проигрыватель		Фронтальный опрос, самостоятельная работа, взаимоконтроль
3.5.30	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Passive constructions, PF p49, ex A,B <u>Лексика</u> Describing products PF p 49, ex A,B</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Learn English / [Electronic resource]. – Mode of access: http://learnenglish.britishcouncil.org/en/ <u>Говорение</u> Presenting a product, СВ p 111, ex A,B,C <u>Аудирование</u> Tr 12.2. <u>Письмо</u> PFp 51, ex D</p>		2			Making a product presentation	учебник раздаточный материал CD проигрыватель		Фронтальный опрос,
3.5.31	<p><i>Языковой материал</i></p> <p><u>Грамматика</u> Passive constructions PF p49, ex C <u>Лексика</u> Describing products PF p 49, ex D,C</p> <p><i>Основные виды речевой деятельности</i></p> <p><u>Чтение</u> Casestudy: Minerva A.G., СВp 112-113 <u>Говорение</u> Discussing innovations <u>Аудирование</u> BBC Learning English / [Electronic resource]. – Mode of access: http://www.bbc.co.uk/worldservice/learningenglish <u>Письмо</u> Writing file, p 135</p>		2			Revision СВ, unit 12	учебник раздаточный материал CD проигрыватель ПК		Фронтальный опрос,

Продолжение таблицы

3.5.32	<i>Языковой материал</i> Грамматика составные прилагательные Лексика vocabulary unit 12 <i>Основные виды речевой деятельности</i> Чтение Casestudy: Minerva A.G., СВр 112-113 Говорение Need for new products Аудирование PF Talk business p.76 tr.12.1 – 12.7 Письмо Writing an e-mail PF p.51		2				учебник раздаточный материал CD проигрыватель		Устный опрос
3.5.33	Контрольная работа по пройденному материалу Unit 12		2					УМК	тест
3.5.34	Pre-exam Lexic – Grammar Test СВ р116-117		2				учебник раздаточный материал CD проигрыватель		Фронтальный опрос, самостоятельная работа, взаимоконтроль
3.5.35	Перевод текста по специальности		2						
3.5.36	Итоговая контрольная работа		2						
	Итого за семестр		72						экзамен
	Всего аудиторных часов		158						

Теоретический раздел

Грамматический справочник

1. Глагол (The Verb)

Таблица времен глаголов английского языка

ACTIVE (действительный залог)				
	Simple (Indefinite)	Continuous (Progressive)	Perfect	Perfect Continuous
Present (настоящее)	He writes.	He is writing.	He has written.	He has been writing.
Past (прошлое)	He wrote.	He was writing.	He had written.	He had been writing.
Future (будущее)	He will write.	He will be writing.	He will have written.	He will have been writing.
Future in the Past	He would write.	He would be writing.	He would have written.	He would have been writing.

1. Настоящее простое время (The Present Simple Tense)

Образование

The Present Simple Tense— это личная форма инфинитива без частицы *to*. В третьем лице единственного числа глагол принимает окончание *-s* или *-es*.

Вопросительная и отрицательная форма образуются при помощи вспомогательных глаголов *do, does*.

Утвердительное	Вопросительное	Отрицательное
I work	Do I work ?	I don't work (do not)
YOU work	Do you work ?	YOU don't work
HE, SHE IT works	Does he, she, it work?	HE, SHE, IT doesn't work (does not)
WE work	Do we work ?	WE don't work
YOU work	Do you work ?	YOU don't work
THEY work	Do they work ?	THEY don't work

Глагол *to be* не нуждается во вспомогательных глаголах для образования форм настоящего времени.

Спряжение глагола *to be* в простом настоящем:

Утвердительное	Вопросительное	Отрицательное
I am	Am I?	I am not
YOU are	Are you?	YOU are not (aren't)
HE, SHE, IT is	Is he, she, it?	HE, SHE, IT is not (isn't)
WE are	Are we?	WE are not
YOU are	Are you?	YOU are not
THEY are	Are they?	THEY are not

Употребление

The Present Simple Tense употребляется:

1. для обозначения обычных, регулярно повторяющихся или постоянных действий с использованием следующих слово сочетаний:

every day (evening, morning) каждый день (вечер, утро)

in the evening вечером

in the morning утром

in the afternoon днем

twice a week два раза в неделю и т.д.

Peter swims well. Петя плавает хорошо (вообще).

Ann goes to the sea every summer.

Анна ездит на море каждое лето (повторяющееся действие).

А также наречий:

always всегда **often** часто

seldom редко **usually** обычно

never никогда **sometimes** иногда

I sometimes meet your father at the station. Я иногда встречаю твоего отца на станции.

My parents **always** spend their holidays at the seaside. Мои родители всегда проводят отпуск на море.

2. Для выражения действий, не зависящих от людей, которые отражают объективные процессы в природе и обществе.

The Earth goes round the Sun.

Земля вращается вокруг Солнца (постоянно).

3. Для выражения действия, которое обязательно произойдет в будущем, когда речь идет об официальной договоренности, о расписании, программе и т.д.

(например: для транспорта, магазинов, концертов и т.д.)

The train **leaves** London next Friday at 8 a.m. and **arrives** in Leeds at 11 a.m.

Поезд отправляется из Лондона в 8 часов утра в следующую пятницу и прибывает в Лидс в 11 часов.

4. В предположениях, к непосредственному будущему времени, начинающихся с « **Why don't you ...?**»

Why **don't you** go for a walk?

Почему бы вам не пойти на прогулку?

5. В придаточных предложениях *времени* после союзов **when, after, before, till/until, as soon as, while**, *условия* после союзов **if, unless, incase**, и *уступки* **even if, even though, whatever, whenever, however** и др., относящихся к будущему времени.

Even if it **snows** we'll go for a drive.

Даже если будет снег, мы поедем на прогулку.

2. Настоящее длительное время (The Present Continuous Tense)

Образование

Present Continuous образуется при помощи вспомогательного глагола **to be** в настоящем времени (**am, is, are**) и смыслового глагола с окончанием **-ing** образующегося следующим образом:

Утвердительное	Вопросительные	Отрицательные
I am sleeping	Am I sleeping?	I am not sleeping
You are sleeping	Are you sleeping?	You are not (aren't) sleeping
He, she, it is sleeping	Is he, she, it sleeping?	He, she, it is not (isn't)
We are sleeping	Are we sleeping?	We are not sleeping
You are sleeping	Are you sleeping?	You are not sleeping
They are sleeping	Are they sleeping?	They are not sleeping

Употребление

1. **Present Continuous** употребляется для обозначения действия, которое происходит в момент речи. Момент речи часто подчеркивается наречием **now** *сейчас*, выражениями **at the moment, at the present moment** *в настоящий момент*, **still** *еще*, а также высказываниями, показывающими, что действие происходит в момент речи.

He **is writing** a letter to his friend now. Он сейчас пишет письмо своему другу.

2. **Present Continuous** употребляется для описания действия, которое происходит сейчас, но не в момент разговора. **Временное действие.**

I'm reading an interesting book at the moment. В настоящий момент я читаю книгу (не обязательно сейчас, главное, что начал и не закончил читать.)

Now **I'm studying** English. Сейчас я изучаю английский.

3. **Present Continuous** употребляется так же для выражения запланированного действия в ближайшем будущем.

Peter **is having** guests today. Петя сегодня принимает гостей.

Sam **is giving** a party on Sunday!

У Сэма в воскресенье вечеринка.

Обратите внимание:

What time **are you leaving** tomorrow morning?

В какое время ты уезжаешь завтра утром?

What time **does your train leave** tomorrow?

В какое время завтра отходит твой поезд?

4. Present Continuous употребляется, для выражения изменяющейся ситуации.

The population of the world **is rising** very fast. Население мира растет очень быстро.

Is your English getting better? Становится ли ваш английский лучше?

5. Для выражения недовольства, критики со словами **always, constantly.**

She **is constantly losing** her gloves!

Она постоянно теряет свои перчатки!

6. Present Continuous используется для выражения действий, происходящих параллельно.

We are having a break now. Peter **is writing** a letter and Mary **is reading** a newspaper.

У нас сейчас перерыв. Петр пишет письмо, а Маша читает газету.

Но есть глаголы, их называют глаголы состояния (**stative verbs**), которые не употребляются в **Present Continuous**. Это глаголы, выражающие чувства, переживания и умственную деятельность:

To be	быть
to believe	верить
to belong	принадлежать
to contain	содержать
to depend	зависеть
to dislike	не любить
to exist	существовать
to expect	ожидать
to forget	забыть
to hate	ненавидеть
to have	в значении иметь, обладать
to hear	слышать
to imagine	воображать, предполагать
to include	включать
to intend	намереваться
to know	знать
to like	нравиться
to love	любить
to need	нуждаться
to mean	намериваться
to mind	помнить, исполнять
to prefer	предпочитать
to realize	представлять себе
to remember	помнить
to see	видеть
to suppose	предполагать, допускать

to think думать (в значении *полагать*)

to understand понимать

to want хотеть

to weigh весить и т.д.

Некоторые глаголы, указанные выше, употребляются в **Present Continuous**, когда они обозначают *действие*(**active verbs**).

Глаголы	Состояние	Действие
see	I see exactly what you mean. Я прекрасно понимаю, что ты имеешь ввиду.	I am seeing her tomorrow morning. Я встречаюсь с ней завтра утром.
weigh	This fish weighs five pounds. Эта рыба весит пять фунтов.	He is weighing the fish now. Он сейчас взвешивает рыбу.
think	I think it's a good day for fishing. Я считаю (полагаю) это хороший день для рыбалки.	I am thinking of moving house. Я планирую переехать.. (think в значении обдумывать, планировать)
have	They have a villa in Italy. У них в Италии вилла.(to have в значении иметь, обладать)	I am having tea now. Я сейчас пью чай. Выражения с глаголом to have(to have breakfast/lunch/dinner, have a lesson и т.д.).
feel	This material feels very smooth. Эта ткань на ощупь очень гладкая. I feel well. Or Я чувствую себя хорошо. I feel tired. Я чувствую себя уставшим.	The doctor is feeling his pulse now. Доктор сейчас прощупывает его пульс. Или I am feeling well. Я чувствую себя хорошо.

3. Будущее простое время (The Future Simple Tense)

Образование

The Future Simple Tense образуется при помощи вспомогательных глаголов **shall/will** + **инфинитив** без частицы «**to**». В современном английском языке вместо **shall** употребляется **will**.

Утвердительное	Вопросительное	Отрицательное
I will (I'll) go there	Will I go there?	I won't (will not) go there
YOU will (you'll) go there	Will you go there?	YOU won't go there
HE, SHE, IT will (he'll) go there	Will he, she, it go there?	HE, SHE, IT won't go there

WE will (we'll) go there	Will we go there?	WE won't go there
YOU will (you'll) go there	Will you go there?	YOU won't go there
THEY will (they'll) go there	Will they go there?	THEY won't go there

1. The Future Simple Tense обозначает однократные, повторяющиеся или постоянные действия и состояния, относящиеся к будущему времени.

С **Future Simple** употребляются следующие наречия будущего времени:

tomorrow завтра
the day after tomorrow послезавтра
next Monday в следующий
next week

2. Мы употребляем **Future Simple** когда решаем что-то сделать в момент речи.

What would you like to drink? Что бы вы хотели выпить? **I'll have** an orange juice, please. Я возьму апельсиновый сок.

3. **Future Simple** употребляется в сочетании с выражениями предположения, сомнения, вероятности после следующих слов и глаголов:

definitely окончательно
certainly конечно
probably вероятно
to be sure быть уверенным
to expect ожидать
to hope надеяться
to suppose предполагать
to think думать и т.д.

I'll probably wait for you. Я, вероятно, тебя подожду.

I think I **will meet** her tomorrow morning.

Я думаю, что встречу ее завтра утром.

4. Для выражения твердых намерений и обещаний.

I'll love you forever

Я буду любить тебя вечно.

I'll give up smoking. I really **will**.

Я брошу курить. Я действительно это сделаю.

5. В предсказаниях.

What can you tell me about my future. You **'ll meet** a handsome young man.

Что вы можете мне сказать о моем будущем? Вы встретите молодого, красивого человека.

6. Для выражения утверждений, которые произойдут в (ближайшем) будущем независимо от нашего желания.

Next week **I'll be** 21. На следующей неделе мне исполнится 21.

7. В угрозах:

I won't speak to you ever again!

Я никогда больше с тобой не буду разговаривать.

8. В вежливых просьбах.

Will you pass me the salt, please. Пожалуйста, передайте мне соль.

Примечание: **Shall** употребляется с **I/we** в вопросах, предположениях или когда просят дать совет.

Shall we go for a walk? Может пойдём прогуляемся?

What **shall I** say if she calls?

Что же мне сказать, когда она позвонит?

Не забывайте!

1. **Present Continuous** выражает запланированное действие в ближайшем будущем.

Ann **is coming** tomorrow. Аня приезжает завтра.

2. Конструкция **to be going + to inf.** — *собираться что-то делать* употребляется для выражения планов или намерения кем-то совершить действие в будущем (также как и **Present Continuous**).

She's going to buy a new car. Она собирается купить новую машину.

Глаголы **go, to come** с конструкцией **to be going + to inf.**

Обычно не употребляются.

I am going to Minsk tomorrow.

Я собираюсь завтра поехать в Минск.

Ане:

I am going to go to Minsk tomorrow.

3. Этот оборот также используется для выражения большой вероятности или неизбежности совершения действий в будущем, так как их признаки очевидны в настоящем: (прогнозируемое будущее или предсказание).

Watch out! Those boxes **are going to fall over!** Смотри! Эти коробки сейчас упадут!

Примечание: Также в предсказаниях может употребляться **Future Simple**.

Perhaps it **will snow** tomorrow. Может быть завтра пойдет снег.

4. Будущее длительное время (The Future Continuous Tense)

Образование

Future Continuous образуется при помощи глагола **to be** в **Future Simple** и **-ing** формы смыслового глагола

Утвердительное	Вопросительные	Отрицательные
I will be sleeping	Will I be sleeping?	I won't (will not) be sleeping
You will be sleeping	Will you be sleeping?	You won't be sleeping

He, she, it will be sleeping	Will he, she, it be sleeping?	He, she, it won't be sleeping
We will be sleeping	Will we be sleeping?	We won't be sleeping
You will be sleeping	Will you be sleeping?	You won't be sleeping
They will be sleeping	Will they be sleeping?	They won't be sleeping

Употребление

Future Continuous употребляется для выражения длительного действия, которое будет происходить в определенный момент в будущем и все еще будет совершаться в этот момент.

Этот момент может быть определен:

1. обстоятельствами времени

at 5 o'clock	в 5 часов
from 5 to 6	с 5 до 6
at midnight	в полночь
all day long	весь день
all the time	все время
at noon	в полдень
at that moment	в этот момент
all day tomorrow	завтра весь день
the whole evening	весь вечер и т.д.

He will be reading the whole evening tomorrow.

Он завтра будет читать весь вечер.

2. Другим будущим действием, выраженным глаголом в Present Simple в придаточном предложении времени или условия.

When I come back, they **will be having** dinner. Когда я вернусь, они будут ужинать.

5. Простое прошедшее время (The Past Simple Tense)

Образование

Все глаголы английского можно разделить на две группы:
правильные неправильные.

Past Simple образуется прибавлением к инфинитиву (без **to**) правильного глагола окончания **-ed**.

wait — waited

Для того, чтобы образовать **Past Simple** от неправильных глаголов, необходимо знать их наизусть. Существует таблица неправильных глаголов английского языка.

Вопросительная и отрицательная формы образуются при помощи вспомогательного глагола «**DID**». При появлении **DID** смысловой глагол принимает форму инфинитива без частицы **to**.

Утвердительное	Вопросительное	Отрицательное
I saw	DID I see?	I didn't (did not) see
YOU saw	DID you see?	YOU didn't see
HE, SHE, It saw	DID he, she, it see?	HE, SHE, It didn't
WE saw	DID we see?	WE didn't see
YOU saw	DID you see?	YOU didn't see
THEY saw	DID they see?	THEY didn't see

Употребление

1. Past Simple указывает на действие, которое уже произошло и не связано с настоящим моментом. Мы констатируем факт прошлого.

Dickens **wrote** lots of novels.

Дикенс написал много романов.

2. Для выражения прошедшего действия, которое уже совершилось, и время совершения которого обозначается следующими наречиями времени и выражениями:

Last year	в прошлом году
ago (five days ago)	пять дней тому назад
yesterday	вчера,
the day before yesterday	позавчера
in 1945	в 1945 году
then	тогда и т.д.
just now	только что (но: just употребляется с Present Perfect)

3. С вопросительным словом **when**.

When did you return home? Когда ты вернулся?

4. Для выражения ряда последовательно совершившихся действий в прошлом.

We **went** to the park , **walked down** to the fountain and **sat down** on a stone seat.

Мы отправились в парк, дошли до фонтана и сели на каменную скамью.

The Verb «to be» in the Past Simple Tense

Глагол «to be» в прошедшем простом времени изменяет свою форму по лицам и числам. Имеет только две формы: «was — был» для единственного числа и «were — были» для множественного числа.

Утвердительное	Вопросительное	Отрицательное
I was	Was I?	I was not (wasn't)

YOU were	Were you?	YOU were not (weren't)
HE, SHE, IT was	Was he, she, it?	HE, SHE, IT was not
WE were	Were we?	We were not
YOU were	Were you?	You were not
They were	Were they?	They were not

Used to

1. Когда речь идет о привычках или действиях, которые были в прошлом, но в настоящее время отсутствуют.

I **used to** smoke. Раньше я курил

2. Когда мы хотим противопоставить прошлое настоящему (очень часто с выражениями **now, no longer, not any more**).

I **used to** play football a lot, but **now** I am too lazy. Раньше (бывало) я играл в футбол, а теперь я такой ленивый.

Обратите внимание:

- **Used to** – имеет только значение прошлого. В настоящем времени не употребляется.
- Вопросительная и отрицательные формы образуются при помощи **did**.

Did you use to wear jeans? Ты носил раньше джинсы?

I **didn't use to** wear jeans or I **used not to** wear jeans. Я раньше не носил джинсы.

- После **used to** всегда употребляется **Infinitive**.
- Не путайте с **to get/be used to** привыкать. После **to get/be used to** всегда употребляется **Gerund**.

I **am used to getting** up early. Я привык рано вставать.

I **used to get up** early when I worked at the plant.

Я бывало вставал рано, когда работал на заводе.

6. Прошедшее длительное время (The Past Continuous Tense)

Образование

Past Continuous образуется при помощи глагола **to be** в **Simple Past** и **-ing** формы смыслового глагола.

Утвердительное	Вопросительное	Отрицательное
I was sleeping	Was I sleeping?	I was not (wasn't) sleeping
You were sleeping	Were you sleeping?	You were not (weren't) sleeping
He was sleeping	Was he sleeping?	He was not sleeping
She was sleeping	Was she sleeping?	She was not sleeping
It was sleeping	Was it sleeping?	It was not sleeping

We were sleeping	Were we sleeping?	We were not sleeping
You were sleeping	Were you sleeping?	You were not sleeping
They were sleeping	Were they sleeping?	They were not sleeping

Употребление

Past Continuous употребляется для выражения длительного действия, происходившего в определённый момент в прошлом. Момент в прошлом может быть обозначен:

1. Точным указанием времени:

at 3 o'clock	в 3 часа
from 10 to 12	с 10 до 12
at midnight	в полночь
at that moment	в этот момент
all day long yesterday	весь день вчера
all the time yesterday	все время вчера
the whole evening yesterday	весь вечер

I was writing a letter to my friend at 5 o'clock yesterday. Вчера в 5 я писал письмо своему другу.

2. Другим действием, выраженным глаголом в **Past Simple** (**с when** *когда*, **while** *в то время как*).

I was writing a letter to my friend when my brother came.

Я как-раз писал письмо моему другу, когда пришел мой брат.

3. **Past Continuous** может употребляться для выражения двух или более параллельных действий.

I was doing my homework while he **was writing** a letter.

Я делал домашнее задание, в то время как он писал письмо.

7. Настоящее совершенное время (The Present Perfect Tense)

Образование

Present Perfect образуется при помощи вспомогательного глагола to have в форме **Simple Present (have, has)** и **Past Participle** (причастие прошедшего времени) смыслового глагола.

Форма **Past Participle** правильных глаголов совпадает с формой **Simple Past**, т.е. к инфинитиву смыслового глагола (без **to**) прибавляется окончание **-ed**:

to live — lived

to stay — stayed
to study — studied

Форма **Past Participle** большинства неправильных глаголов дана в таблице неправильных глаголов.

Утвердительное	Вопросительное	Отрицательное
I have (I've) written an article	HAVE I written an article?	I have not (haven't) written an article
YOU have (you've) written an article	HAVE you written an article?	YOU have not (haven't) written an article
HE, SHE (IT) has (he's) written an article	HAS he written an article?	HE has not (hasn't) written an article
WE have (we've) written an article	HAVE we written an article?	WE have not (haven't) written an article
YOU have written an article	HAVE you written an article?	YOU have not (haven't) written an article
THEY have (they've) written an article	HAVE they written an article?	THEY have not (haven't) written an article

Употребление

The Present Perfect Tense употребляется:

1. Для выражения действия или состояния, которое уже завершилось и к моменту речи мы имеем его результат (или отсутствие результата) в настоящем.

She **cooked** dinner. We can go to table.

Она приготовила ужин. Мы можем садиться за стол.

(Действие закончилось и мы видим его результат)

He is a very interesting man. **He has created** many interesting works in his life.

Он очень интересный человек. За свою жизнь он создал много интересных работ. (Он жив и может написать ещё). *Но:*

J. London **wrote** about a hundred novels. (He is dead). Джек Лондон написал около ста романов. (Его нет в живых).

2. С обстоятельствами, обозначающими еще не истекшие периоды времени:

today сегодня

this week на этой неделе

this month в этом месяце

this year в этом году и др.,

которые показывают, что период времени ещё не окончен в момент речи:

He has been to the cinema twice **this week**.

На этой неделе он дважды был в кино (неделя еще не истекла).

3. С наречиями неопределенного времени:

already уже

ever когда-либо

never никогда

often часто

just только что

yet еще — в отрицательных предложениях

уже — в вопросительных предложениях

lately за последнее время

recently недавно

They have **just** gone out. Они только что ушли.

Наречие **every** употребляется чаще всего в вопросительных предложениях:

Have you **ever** seen this man?

Ты когда-нибудь видел этого человека?

4. С предлогами:

for в течение

since, с тех пор

since и **for** подчеркивают, что действие является незавершенным, оно началось в прошлом и еще продолжается в момент речи.

I have known Bob for ten years.

Я знаю Боба уже 10 лет.

We **have been** in class **since** ten o'clock this morning. Мы находимся в классе с 10 часов утра.

5. С наречием:

since с тех пор

They left for London two years ago and **I have not seen** them **since**.

Они уехали в Лондон два года тому назад и с тех пор я их не видел.

6. С союзом **since** с тех пор, как.

В придаточном предложении сказуемое стоит в форме **Past Simple**.

They **have been** good friends **since** they met in Paris in 1998. Они большие друзья еще с тех пор, как познакомились в Париже в 1998 году.

7. В специальных вопросах начинающихся с **How long ...?**

Как долго\давно...?

How long **have you been married?** Сколько времени вы женаты?

8. После **It's the first/second/etc time** следует **Present Perfect**

It's the first time I have been on a plane.

Я первый раз в самолете.

The Present Perfect Tense никогда не употребляется:

• если есть обстоятельства, указывающие на время совершения действия в прошлом, достаточно отдаленным от момента речи. В этом случае употребляется *Past Simple*.

I never smoked **when I was young**.

Я никогда не курил, когда был молод.

• в специальных вопросах, начинающихся со слова *when* (когда):

When did you start your job?

Когда вы начали работу?

• **How long ago ...?** Как давно...?

8. Настоящее совершенное длительное время (The Present Perfect Continuous Tense)

Образование

Present Perfect Continuous образуется при помощи вспомогательного глагола *to be* в форме **Present Perfect** и формы причастия настоящего времени **-ing** смыслового глагола

Утвердительное	Вопросительное	Отрицательное
I have been working	HAVE I been working?	I have not been working
YOU have been working	HAVE you been working?	YOU have not been working
HE (it) has been working	HAS he been working?	HE has not been working
SHE has been working	HAS she been working?	SHE has not been working
WE have been working	HAVE we been working?	WE have not been working
YOU have been working	HAVE you been working?	YOU have not been working
THEY have been working	HAVE they been working?	THEY have not been working

Употребление

1. Present Perfect Continuous употребляется для выражения длительного действия, которое началось в прошлом и еще совершается в настоящее время. При употреблении этого времени указан период времени, в течение которого совершалась действие. Употребляется с такими обозначениями времени, как:

For an hour	в течение часа
For a month	в течение месяца
For a long time	в течение долгого времени
Since yesterday	со вчерашнего дня
since 5 o'clock	с пяти часов
the whole day	целый день

а также в вопросах начинающихся с:

How long ... Как долго?

Since when ... С каких пор?

How long **have you been learning** English?

- Сколько времени ты изучаешь английский язык? (действие продолжается до сих пор)
- Where have you been? **I've been looking** for you **for half an hour.**
- Где вы были? Я вас ищу уже пол часа.

2. Present Perfect Continuous употребляется для обозначения действия, которое имело место в недалёком прошлом, закончилось недавно или только что и имеет видимый результат или эффект в настоящем. Несмотря на то, что в настоящий момент действие не происходит, говорящий не указывает на его завершенность.

- You are out of breath. **Have you been running?**
- Вы тяжело дышите. Вы бежали?

3. Употребляется для выражения недовольства, раздражения, объяснения чего-либо или критики.

Someone **has been sleeping** in my bed.

Кто-то спал в моей постели (недовольство)

9. Прошедшее совершенное время (The Past Perfect Tense)

Образование

Past Perfect Tense образуется при помощи вспомогательного глагола **to have** в форме **Past Simple (had)** и **Past Participle** (причастие прошедшего времени) смыслового глагола.

Утвердительное	Вопросительное	Отрицательное
I had written an article	HAD I written an article?	I hadn't (had not) written an article
YOU had written an article	HAD you written an article?	YOU hadn't written an article
HE, SHE, IT had written an article	HAD he, she, it written an article?	HE, SHE, IT hadn't written an article
WE had written an article	HAD we written an article?	WE hadn't written an article

YOU had written an article	HAD you written an article?	YOU hadn't written an article
THEY had written an article	HAD they written an article?	THEY hadn't written an article

Употребление

1. The Past Perfect Tense обозначает действие, которое произошло до какого-то момента в прошлом. Этот момент может быть определен:

1. Обстоятельством времени с предлогом **by**:

- by 5 o'clock** к пяти часам
- by Saturday** к субботе
- by the 15th of December** к 15 декабря
- by the end of the year** к концу года
- by that time** к этому времени.

By 9 o'clock we'd finished the work. К 9 часам мы закончили работу.

She **had written** only two letters **by noon**.

К полудню она написала только 2 письма.

2. Действием, которое произошло ранее другого действия

(очень часто с **before, after, till/until, when, already, yet, ever, never**):

When you arrived, **he had just left**.

Когда вы прибыли, он только что уехал.

3. Когда нет необходимости подчеркнуть предшествование одного действия другому, то после **after, before, as soon as** употребляется **Past Simple**:

After she heard the news she **phoned** me at once. После того, как она услышала новости, она мне тут же позвонила.

Примечание

три выражения очень часто употребляются с **Past Perfect** иногда с порядком слов вопросительного предложения.

... **hardly ... when/before** едва ... как

... **scarcely ... when/before** едва ... как

... **no sooner ... than** как только

Hardly had I closed my eyes when I began to imagine the most fantastic shapes.

Едва я закрыл глаза, как самые фантастические образы начали появляться в моем воображении.

10. Прошедшее совершенное длительное время (The Past Perfect Continuous Tense)

Образование

Past Perfect Continuous образуется при помощи вспомогательного глагола **to be** в форме **Past Perfect** и формы причастия настоящего времени **-ing** смыслового глагола:

Утвердительное	Вопросительное	Отрицательное
I had been working	HAD I been working?	I had not been working

YOU had been working	HAD you been working?	YOU had not been working
HE, SHE, IT had been working	HAD he, she, it been working?	HE, SHE, IT had not been working
WE had been working	HAD we been working?	WE had not been working
YOU had been working	HAD you been working?	YOU had not been working
THEY had been working	HAD they been working?	THEY had not been working

Употребление

Past Perfect Continuous употребляется для выражения длительного прошедшего действия, начавшегося ранее другого прошедшего действия, выраженного в **Past Simple** и еще происходившего в момент его совершения. **Past Perfect Continuous** употребляется, когда указан период времени:

for an hour в течение часа
for a month в течение месяца
for a long time в течение долгого времени
since last week с прошлой недели
А также с **how long, before, until** и т.д.

I had been working for a long time when my brother came.
Я долго работал, когда пришел мой брат.

11. Будущее совершенное время (The Future Perfect Tense)

Образование

The Future Perfect Tense образуется при помощи вспомогательного глагола **to have** в форме будущего времени (will have) и Past Participle (причастия прошедшего времени) смыслового глагола.

Утвердительное	Вопросительное	Отрицательное
I will have worked	Will I have worked?	I will not (won't) have worked
YOU will have worked	Will you have worked?	YOU won't have worked
HE, SHE, IT will have worked	Will he, she, it have worked?	HE, SHE, IT won't have worked
WE will have worked	Will we have worked?	WE won't have worked
YOU will have worked	Will you have worked?	YOU won't have worked

THEY will have worked	Will they have worked?	THEY won't have worked
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Употребление

The Future Perfect Tense обозначает действие, которое произойдет до какого-то момента в будущем. Этот момент может быть определен:

1. Обстоятельством времени с предлогом **by**.

By 5 o'clock	к пяти часам
by Saturday	к субботе
by the 15th of December	к 15 декабря
by the end of the year	к концу года
by that time	к этому времени.
by then	

By 9 o'clock we will have finished the work. К 9 часам мы закончим работу.

2. Другим будущим действием, выраженным в **Present Simple** в придаточном предложении времени (очень часто с **until, till / before**) и условия.

When you arrive, **he will have left**.

Когда вы придете, он уже уедет.

Примечание: **until, till** в **Future Perfect** обычно употребляются в отрицательных предложениях

She **won't have finished** this job **until** tomorrow.

Она не окончит эту работу до завтра.

12. Будущее совершенное длительное время (The Future Perfect Continuous Tense)

Образование

The Future Perfect Continuous Tense образуется при помощи вспомогательного глагола **to be** в форме **Future Perfect (will have been)** и **Present Participle — ing** (причастие настоящего времени) смыслового глагола.

Утвердительное	Вопросительное	Отрицательное
I will have been working	Will I have been working?	I will not (won't) have been working
YOU will have been working	Will you have been working?	YOU won't have been working
HE, SHE, IT will have been working	Will he, she, it have been working?	HE, SHE, IT won't have been working
WE will have been working	Will we have been working?	WE won't have been working
YOU will have been working	Will you have been working?	YOU won't have been working

THEY will have been working	Will they have been working?	THEY won't have been working
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Употребление

Future Perfect Continuous употребляется для выражения длительного действия, которое начнется ранее другого будущего действия и будет еще продолжаться в момент его наступления.

By the 1st of June, 2009, he **will have been working** at the factory for twenty years.

К 1 июня 2009 г. он будет работать на фабрике уже 20 лет.

13. Будущее в прошедшем (The Future-in-the-Past)

Образование

В английском языке есть особые формы для выражения действий, которые представляются будущими с точки зрения прошлого. Они называются формами «**the Future-in-the-Past**» и образуются с помощью вспомогательных глаголов «**should**» и «**would**» с соответствующим инфинитивом (без **to**):

Будущее	Будущее в прошедшем
the Future Simple (will work)	the Future Simple-in-the-Past (would work)
the Future Continuous (will be working)	the Future Continuous- in-the-Past (would be working)
the Future Perfect (will have worked)	the Future Perfect-in-the-Past (would have worked)
the Future Perfect Continuous (will have been working)	the Future Perfect Continuous-in-the Past (would have been working)

Употребление

Все 4 формы «будущего в прошедшем» употребляются в тех же значениях, как и обычные формы будущего времени, с той только разницей, что действие в этом случае представляется будущим не с момента речи в настоящем, а с

какого-нибудь момента в прошлом. Грамматическое значение английских глаголов в формах «будущее в прошедшем» в русском языке передают глаголами в будущем времени:

We knew that we **would manage** somehow. Мы знали, что как-нибудь справимся.

The Future-in-the-Past Tense употребляется для выражения будущих действий, о которых шла речь в прошедшем времени, со следующими обстоятельствами времени:

tomorrow	завтра
the next day	на следующий день
the day after tomorrow	послезавтра
two days later	два дня спустя
in two days	через два дня
next week	на следующей неделе

14. Страдательный Залог (The Passive Voice)

В английском языке имеется два залога: **the Active Voice** (действительный залог) и **the Passive Voice** (страдательный залог).

1. Если подлежащее обозначает лицо или предмет, совершающий действие, то глагол-сказуемое употребляется в форме **действительного залога**.

The hurricane ruined almost all houses in this village.

Ураган разрушил почти все дома в этой деревне.

2. Если же подлежащее обозначает лицо или предмет, подвергающийся действию со стороны другого лица или предмета, то глагол-сказуемое употребляется в форме **страдательного залога**.

We **were given** a bonus. Нам была выдана премия.

Образование времен страдательного залога

Времена страдательного залога образуются при помощи вспомогательного глагола «**to be**» в соответствующей временной форме и смыслового глагола в форме причастия прошедшего времени **Past Participle (Participle II)**.

	Indefinite	Continuous	Perfect	Perfect Continuous
Present	A picture is painted	A picture is being painted	A picture has been painted	-----
Past	A picture was painted	A picture was being painted	A picture had been painted	-----
Future	A picture will be painted	-----	A picture will have been painted	-----
Future – in – the – Past	A picture would be painted	-----	A picture would have been painted	-----

Таким образом, при спряжении глагола в страдательном залоге изменяется только глагол «**to be**», смысловой же глагол имеет во всех временах одну и ту же форму – **Past Participle (Participle II)**.

2. В страдательном залоге имеются только два времени группы Continuous: **Present Continuous** и **Past Continuous**; формы **Future Continuous** и **Perfect Continuous** отсутствуют.

Преобразование предложений из действительного залога в страдательный

1. Дополнение действительного оборота становится подлежащим страдательного оборота

Somebody has stolen **his car** (действительный залог).

Кто-то украл его машину.

His car has been stolen.Его машина была украдена.

2. Глагол в страдательном обороте употребляется в том же времени что и в действительном.

I **wrote** the letter.Я написал письмо.

The letter **was** written.Письмо было написано.

I'll **take care of** your pets.Я позабочусь о твоих питомцах.

Your pets **will be taken care of**.О твоих питомцах позаботятся.

3. При необходимости упоминания лица или предмета, осуществляющего действие, а также предмета, являющегося инструментом действия или материалом, с помощью которого действие производится, используются предлоги **by** и **with**. При чем предлог **by** используется, чтобы сказать, *что* или *кто* выполнил действие, а предлог **with** – что использовал деятель (*инструмент или материал*) для совершения действия.

The cake was cooked **by** my Granny.

Торт был приготовлен моей бабушкой.

4. В пассивных вопросительных конструкциях, начинающихся с **who**, **whom** или **which** всегда присутствует предлог **by**.

Who **was** the Mona Lisa **painted by**?

Кем была написана Мона Лиза?

5. Если в состав сказуемого в действительном залоге входят модальные глаголы и их эквиваленты, то в страдательном залоге это сказуемое будет выглядеть следующим образом:

Модальный глагол + be + Past Participle

действительный залог	страдательный залог
We must finish our work in May. Мы должны закончить свою работу в мае.	Our work must be finished in May. Наша работа должна быть закончена в мае.
You can buy this book in any bookshop. Вы сможете купить эту книгу в любом книжном магазине.	This book can be bought in any bookshop. Эта книга может быть куплена в любом книжном магазине.

Market Leader Pre-Intermediate

Unit 1 “Career”

<p>Ability Academic background Accountant Achievement (open to new ideas) Adaptable Administration and Development Advantage/ disadvantage Advertising Agenda Aim/ target/ goal/ objective Ambitious/ to be ambitious Applicant Application form Appointment/ to make an appointment Bilingual/ multilingual Candidate Career Career break/ to take a career break Career ladder/ to climb a career ladder Career move/ to make a career move Career opportunities/ to have, to offer excellent career opportunities Career plan/ to decide on a career plan CEO (Chief Executive Officer) Challenging/ challenge Colleague Committed Competitive Computer programmer Confident Constant Contact details Creative Current Customer/ consumer CV (Curriculum Vitae) Deadline/ to meet the deadline Deal Decision Demanding Department Determined Effective Efficient Energetic Enthusiastic Experienced Extra qualifications</p>	<p>Fast learner Finance Frequent Frustrating/ to be frustrated with Full-time job Headquarters Human Resources Incompetent Independent Interpersonal skills Job interview Job security/ job insecurity Junior manager Leader Long-term Management Managing Director Motivated Notice period Outgoing/easy-going, sociable PA (personal Assistant) Part-time job Personal Personnel /staff PR (public relations) Premises Previous Profile Promotion Qualified Quality Recruitment Reliable Research and Development Salary/ wages/payment Sales and Marketing Sales revenue Seasonal Senior (manager) Short-term Skill Solution Staff turnover Strengths and weaknesses Subsidiary Successful career in Suitable experience Systems analyst Temporally/ temporal To achieve (results) / achievement To advertise/ advertisement/ advert/ ad To appear To apply for a job To attend</p>	<p>To be a workaholic To be dismissed To be fired To be good at To be in charge of To be made redundant To be on time To be on/ to take maternity leave To be on/ to take sick leave To be responsible for To earn To get on with people To hire/to employ To interview/interviewer/interviewee To make progress To work anti-social hours/ at weekends To work flexitime To work on your own/ for oneself To work overtime To confirm To contact smb To contribute To deal with To do a job/ one’s best To do courses To do research To do smb’s best To earn a bonus/ money To employ/ employer/ employee To expand To feel fit for the job To fill a vacant position To fill in an application form To find out To get ahead in one’s career To get a nine- to- five job To get on with people To get the sack To get to the top To get a promotion To give up work To go ahead To go on a training course To go/ to be on strike To handle To have access to (facilities) To have good knowledge of (marketing) To hire To increase/ increase market share To interview for a job</p>
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Unit 2 “Selling Online”

Accommodation	Receipt	To purchase
According to	Refund	To reach an agreement
After sales service	Reliable	To reduce
Agenda	Representative	To refund
Appeal	Request	To reply
Arrangement	Retailer	To require
Available	Safe/ secure	To run out of cash
Average	Sale	To sell the goods over the internet
Bargain (n, v)	Schedule	To set up
Book cover	Stock	To ship
Brief	Storage	To solve problems
Business correspondence	The Board of Directors	To spring up
Certain	To achieve	To summarize
Complicated	To acknowledge	To supply
Confident	To allow	To thrive/ thrive/ thriven
Consumer	To appeal to	Transfer
Cooling off period	To arrange	Tricky
Credit card details	To attract smb's attention	Urgent
Customer	To be frustrated with	Warehouse
Cyberspace	To be out of stock/ to be in stock	Website
Delivery (~service)	To be satisfied with	Wholesale dealer
Destination	To buy in bulk	Wide range
Discount	To buy/to sell online	To take time off
Dotcom adverts	To cancel an order	To use spreadsheets
Earnings	To change one's mind	To use a computer
E-commerce	To charge	To use initiative
Emergency	To claim	To work on a PC
Enquiry	To confirm	Training course
Error	To contact smb	Turnover
Essential	To control/to get out of control	Vacant
Experience (v, n)	To deal	Wages/payment/salary
Expiry date	To deliver	Well-paid/ badly paid
Fee	To demand	Working conditions
Fixed amount	To differ	Making phone calls
Further (information)	To dispatch	The line is busy/ engaged
Goods	To do business with smb	To call back
High street retailing	To download	To leave a message/ to take a message
In advance	To estimate	To confirm (contact details)
Insurance	To exchange	To get through
Interest-free credit	To face (~a problem)	To put through
Item	To go into liquidation	To hold on
Joint venture	To have access	To receive a call
Layout	To have negotiations/ to negotiate/a negotiator	To call about/ to phone about
Low-budget (adj.)	To hesitate	To involve
Method of payment	To increase	To look smart
Money back guarantee	To make a good impression on smb	To make a living
Objective/ aim/ target/ goal	To offer	To make progress
On condition (that)	To offer/ to give a discount	To make up one's mind
Order (n, v)	To pay attention to	To make a fortune
Packaging	To pay in advance	To meet sales target
Per hour	To pay with a credit card	To retire (at 55)
Prepaid card	To place an order with a company	To run a company
Priority	To point out	To seek
Productive	To provide	To stick to the point
Profit/profitable		To take early retirement/ a break
Prohibition		
Query (n, v)		
Range/ to extend the range		
Reasonable		

Unit 3 “Companies”

Account	Net profit	To establish
Administration	Overseas market	To expand
Advertisement (advert, ad)	Overseas stores	To extend
Annual	Own (adj., v)	To focus on
Asset	Parent company	To forecast a profit
Assignment	Performance	To go international = sell in overseas market
Balance sheet	Performance-based bonus	To go online
Banking and finance	Pharmaceutical	To go public
Base (n, v)	PR campaign	To have a positive/negative effect on
Brand name	PR campaign	To headquarter
Business sector	Presentation	To hold a meeting
Capacity	Pre-tax profit	To move towards the goal
Career opportunity	Private ≠ public	To offer
Chemicals	Production	To outline strengths/ weaknesses
Company (bankrupt, family-owned, global, medium-sized, multinational, small, parent, profitable)	Productive	To pay interest
Competition	Profit	To produce
Competitive	Profit after tax	To promote
Conscious	Profitability	To put money in savings account
Construction	Profitable	To increase by 15%
Consumption	Promotion	To introduce a new product
Cost (n, v)	Record sales	To invest in
Costs	Refund (v, n)	To launch a marketing campaign
Dealer (~ network)	Research and Development (R&D)	To make profit
Demand for	Retail outlet	To make money
Department	Retailing	To outline strengths/ weaknesses
Discount	Revenue	To pay interest
Distribution	Reward (n, v)	To promote
Distributor	Rise (n, v)	To put money in savings account
Domestic market	Sales and Marketing	To raise
Engineering	Sales Director	To recruit
Equipment	Sales Manager	To refer to
Export (n, v)	Sales representative (sales rep)	To rent
Fall	Share price	To replace
Figure	Stock	To return
Finance (n, v)	Stock Exchange	To run a business
Financial	Subsidiary	To run out of money
Focus on	Telecommunications / Media	To serve customers
Growth	To advertise	To set up =to establish=to found
Head office = Headquarters	To assess	To slow down
Human Resources (HR)	To attract people’s attention	To start (the company started in 1992)
Impartial	To be based/ to be located	To summarize = to sum up
Income	To be enthusiastic about (- the product)	To very
Increase of 15%	To be handmade	Tourism
Insurance	To be self-employed	Transport
Interest	To break down	Trend
Investment	To break even	Turnover
IT (information technology) / Electronics	To break into the market	Up-to-date = modern
Key market	To bring out	Valuable
Launch (v, n)	To build on smb. reputation	Vehicle manufacturing
Local staff	To build up	Visual aid
Location	To buy out (a local competitor)	Warehouse
Machinery	To close down	Workforce
Market share	To compete with	Worldwide
Motivate ≠ demotivate	To distribute	
Net profit	To draw up a plan	
Overseas market	To earn money	
Performance-based bonus	To encourage	
Pharmaceutical	To enter the market	
Multinational company		

Unit 4 “Great Ideas

Advertising agency	To be developed in response to	To make good profits
Agenda	To be technically advanced	To make money from
Bestselling products	To buy in bulk	To make a breakthrough
Budget (v, n)	To create	To manufacture
Business plan	To boost	To move on to
Capacity	To build up a range	To make a breakthrough
Chairman	To be in favor of	To meet a need
Complain (n, v)	Key features	To miss an opportunity
Condition	Licensing agreement	To protect the environment
Copy (n, v)	Low / high production costs	To purpose
Creation	Patent (n, v)	To receive an award
Creative	Patentable	To reduce waste
Creator	Patented	To save time
Database of	Patentee	To see an opening
Design (n, v)	Property	To solve a problem
Designer	Rent (n, v)	To steal
Developed	To develop	To swamp the market
Developing	To design a product	To treat
Development	To double	To win an award
Discovery	To discover by accident	Translucent
Entrepreneur	To do research	To spend money on smth.
In order to	To encourage	To start a company
In response to	To enhance status	To pay in advance
Innovation	To enter a market	To protect the environment
Innovative	To exploit an opportunity	To recap (to recapitulate)
Innovator	To extend a range	To reduce waste
Invented	To expand / expansion	To save time
Invention	To exploit an opportunity	To solve a problem
Inventive	To extend a range	To summarize
Inventor	To fill a gap	To target
Research (n, v)	To generate ideas from	To turn the ideas into commercial opportunities
Right (n)	To hire	To win an award
Target (n, v)	To improve (~ idea)	
To allow	To innovate	
To apply for a patent	To invent	

Unit 5 “Stress”

Absence	Relationships	To give orders
Absenteeism	Rise (n, v)	To give up a job
Abuse (n, v)	Rumor	To go on business
Account	Rumor about smth	To go up
Arrangement	Salary/ payment/ wages	To handle
Cause (n, v)	Savings	To have a double pressure on smb.
Cause of stress at work	Senior executive	To improve (~a situation/ one’s health and fitness)
Colleague	Shift	To interrupt
Competitive way of life	Staff/personnel/ employees	To lead a meeting
Complaint	Stress	To lead to
Counseling service, n	Stress counselor	To make a loan
Current account, n	Stress- free job	To make a speech
Deadline	Stress level	To make progress in a career
Deposit account	Stressed	To manage stress
Dramatically	Stressful	To meditate
Dream job	Stress-related illnesses	To meet a deadline
Experience (n, v)	Symptoms of stress	To merge with another company
Facilities (for studying, sport)	Tight deadline	To mix with
Fall (n, v)	Timetable	To negotiate
Flexible	To affect work	To overcome
Flexitime	To ask a boss for a pay rise	To overeat
Formal = informal	To attend (meetings/lectures)	To overwork
Free medical check up	To be absent	To pay attention to detail
In place of/ instead of	To be fired	To pretend
Income	To be in trouble	To realize an ambition
Increase (n, v)	To become ill from stress	To recruit/ to employ
Interest	To be exhausted	To reduce (v)
Job security = job insecurity	To be promoted/ to get promoted	To resign
Lack of promotional opportunities	To be skeptical about	To seek social help
Lifestyle	To be stressed	To set up a counseling service
Loan (n, v)	To be stuck in a traffic jam	To solve (~a problem)
Loss	To be unemployed	To suffer emotional strain
Major causes	To be/to work under pressure	To spend a lot of time at work
Massage	To borrow	To suffer emotional strain
Merger	To bring down	To suffer from stress
Morale	To cause (~problems)	To travel abroad on business
No-smoking policy	To check	To work anti-social hours
Open plan offices	To complain	To work in shifts
Overdraft	To control	To work long hours
Personal life	To cope with pressure	To work to tight deadline
Praise (n, v)	To cost a fortune	To work under pressure
Pressure	To criticize	To worry about
Promotion opportunities	To cut the workforce by (10%)	To write a report with a tight deadline
Pay rise	To deal with	Valuable
Queue (n, v)	To do many things at the same time	Workaholic
Rat race	To earn/ to make money	Workload
Reason for smth.	To express emotion	
Recruitment	To experience problems	
Redundancy		

Unit 6 “Entertaining”

<p> Accessible According to Activity Bar chat Behavior Benefit (v, n) Book table Boom days Budget (n, v) Compared to/ with Conference room Conglomerate Content Corporate entertaining Corporate gift giving Cost control Credit environment Cuisine Delicacy Destination Economic boom Economic decline Effective way Entertainment book Establishment Etiquette Event External affairs For a variety of reasons Gift/ present High demand for High-class entertainment Hospitality Hostess/host/owner In addition to In particular Influential Jacuzzi Light meal Location Losses/ expenses </p>	<p> Mutual interest Occasion Overseas countries/ foreign countries (~branch) Participant Per participant Relationship Responsibility Restructuring Sauna Shareholder Similar Spacious Sponsorship Survey Trend To ask for a bill To attend a conference To avoid doing smth To be abroad on business To be in steep decline To be familiar with To be located/ to be situated To book a table (Br.) / to make a reservation (Am.) To call off= to cancel To cancel To come over To complain To confirm the booking To create demand To cut down (a budget) on To do business To entertain To evolve To feel at ease To find out To force To indicate To inform </p>	<p> To invest/investment To give a lift to smb. To halve To have a dessert To have fun To have the main course To hold a conference To increase To keep an old client To leave a tip To look around To look at the menu To look forward to doing smth To look after To multiply To obtain immediate sales To order To pay for To put down the receiver To recognize smb To recommend To reply to To retain customers To reveal To select To spend money on corporate entertaining To take part in / to participate To take smb out To throw out To tighten To turn down /to refuse To turn up/to appear/ to arrive To take up/ to accept (an invitation) Venue Year-in/ year-out </p>
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Unit 7 “Marketing”

<p>Advertisement / advert/ ad Advertising agency Advertising budget Advertising campaign Amount Available Belief Best-selling Brand Brand value Budget Certain Choice Competing brands Competitive advantage Competitor/ competition Conscious (fashion, health ~) Considerable Consumer Consumer behaviour Consumer goods Consumer profile = a kind of picture of the typical customer Creative Customer Customer loyalty Customer orientation Decline (n, v) Definition Delay (n, v) Desire (n, v) Dispatch (n, v) Existence Expenses/ costs Experience (n, v) Extremely well Failure Fair Feature Free gift Income level Incredibly Initially Label Likely Long –lasting Long-term benefits Luxury</p>	<p>Market Market niche Market research Market segment Market share Marketing campaign Marketing mix Meaningful Memorable Necessity Particular Per capita Percentage Powerful Price Product Product availability Product launch Product life cycle Product range Production costs Profitable Promise (n, v) Promotion Publicity (extensive ~, wide ~, ~ agent) Purchase (n, v) Quality Recognizable Sales Sales figures Sales forecast Sales leaflet Sales target Strap line = slogan To achieve/ to reach To advertise on TV, on Internet, v To agree to the credit terms To appeal to To associate with To be a failure To be worth doing smth. To believe To belong to To carry out market research To choose To concentrate on</p>	<p>To conduct a consumer survey on smth To continue = discontinue To decrease To define To determine To distinguish from To establish a brand To expect smb to do To extend the range To find out To increase To involve To keep up with the demand To launch a new product To launch an advertising campaign To make ads To make a product available to the public To manufacture/ to produce To mean To meet sales target To offer smth for half the price To overspend To pay extra for To promote product by doing smth To queue up To recognise To reflect To reinforce To rely on smb To request one’s support To result in To retail To run out of smth. To spend money on smth To submit to To target a new product at smb To withdraw Usual = unusual Value Volume of sales With regard to Word of mouth</p>
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Unit 8 “Planning”

Account	Report on	To set up courses
A chain of shops	Research	To solve
Adequate	Resort	To step back
Advertising budget	Retirement	To stick on
Alert (to stay alert)	Sales target	To stick to the plan
Approximately	Sanitation	To submit
Broadcasting	Schedule	To take advantage of
Challenge (n, v)	Scheme	To update
Common opinion	Short-term (long-term) planning	To vary
Complex	Significant	To vote by show of hands
Considerable task	Slum (to live in slums)	To write a schedule/ a plan/ a report
Consumer goods	Solution	To expect
Demand (v, n)	Specialised firm	To be outside control
Devaluation	Spectacular	To collect (information)
Endless	Stock market tips /investment advice)	To consider options
Exchange rate	Subsidiary	To define aims
Facilities	The board of directors	To estimate (costs)
Favour	To arrange	To expand
For instance	To attract visitors	To forecast (sales)
Handicrafts	To broadcast throughout	To get a bonus
In addition	To comment on	To improve
In search of	To do research	To keep within (- the budget)
Inflation	To expect	To lead to
Infrastructure	To get on with the tasks to a timetable	To make a profit
Interior	To go wrong	To meet the deadline
Long-term investments	To hand in a report	To overspend by ... %
Luxury resorts	To identify tasks	To meet sales target
Market leader	To implement	To rearrange
Occasion	To improve performance	To reassess
Ordinary	To inform personally	To set a deadline
Payback period	To make a list of things	To work inefficiently
Pocket diary	To offer a free customer service	Training (course)
Presenter	To plan smth from an early age	Unproductively
Product launch	To persuade	Update
Profile	To present	Valuable / undervalued
Questionnaire	To provide with	Various
Rainforests	To remind	Vast
Reduction in the value of a country's currency	To reply	Waste (n, v)
	To retire	

Unit 9 “Managing People”

Aggressive	To adapt to	To give the impression
Ambitions	To address smb.	To give a gift
Approach	To agree with smb.	To globalize/ globally/ global
Approximately	To agree on	To have a tendency to do
Asset	To apologize to someone	To hug
Background	To apply (a law/ an idea)	To ignore
Behavior	To argue with smb. about smth.	To invest money in
Bonus	To be able/ unable to do smth.	To judge the abilities
Bribery	To be flexible	To keep customers
Bureaucracy	To be forceful	To lose temper
Chain (~ of shops)	To be persuasive	To make a suggestion
Challenge (n, v)	To become an expert	To manage people
Commission	To believe in abilities	To merge
Common	To bow	To observe
Concept	To build up loyalty	To participate in
Conditions	To build up relations	To plan ahead/ in advance
Co-operation	To change a strategy	To put pressure on
Counterpart	To check up	To report to somebody on something
Customer complaint	To communicate with	To respond to concerns
Dress code	To compete/ competitive/ a competitor	To retain
Efficiency / efficient	To concern	To set goals
Failure rate	To confirm	To shake hands
Feature	To deal with	To strengthen
Globalization trend	To develop personal relationships	To subsidize
Invoice	To delegate	To support each other
Joint venture	To enjoy doing	To take smb. out to lunch
Local people	To estimate	To take up a position
Managerial positions	To exceed	To talk to somebody about something
Merger	To exploit / exploitation	To work for a company
Multicultural teams	To find out about	To work long hours
Redundancy	To focus on	To work overtime
Regular meeting	To foresee	Unskilled
Secure	To gain experience	Workplace
Skill	To get to know	
Strengths/ weaknesses	To give orders	
Subsidy	To give smb. the sack	
To apologize for something		
To improve smb's performance		

Unit 10 “Conflict”

Academic titles	Relaxed	To get back at (to pay back, to pay off)
Affection	Responsive/ un~	To get one's own way
Aggressive	Sense of humor	To get to the point
Anger	Separately	To give a signing-on bonus
Assertive	Solution	To handle well/ badly
Calmness/ calm	Relaxed	To have a break
Casual	Responsive/ un~	To have an argument
Clarity of the subject matter	Sense of humor	To ignore
Complaint	Separately	To interrupt
Compliments	Solution	To intervene
Consistency	Spontaneous/spontaneity	To involve in
Counterparts	Status	To jump queues
Creativity/ creative	Style of behavior	To lead to (~ a strike)
Demanding	Sympathy/ sympathetic/ un~	To make an effort
Direct/ indirect	Tactics	To make compromises
Emotional	Talks/ negotiations	To make concessions
Emphasis on (to put ~)	Thoroughly	To manage a conflict
Enthusiasm/ enthusiastic	Unplanned thoughts	To miss (~ a meeting)
Excessive	To accept	To pay in (~ euros)
Expenses	To address an issue	To place an order
Eye contact	To affect one's commission	To place great weight on
Formal/ informal	To agree with smb. on smth.	To plan in advance
Formality	To argue with	To praise
Frustration	To arrange (~ delivery)	To pretend
Humorous	To attach little importance to	To propose
Immediately / immediate	To avoid doing	To put a point across
Impatience / impatient	To bang a fist on the table	To reach an agreement
Intense	To be angry with	To reject (~ a suggestion)
Insurance costs	To be comfortable/ uncomfortable with	To request one's advice
Interpreter	To confirm	To resolve a conflict
Issue	To be consistent	To rise dramatically
Liberal use of	To be flexible	To shout at
Lively	To be worth (~ considering)	To show frustration
Marketing tricks	To blame smth./ smb	To sit back
Manner	To bring together	To sort a conflict/ a problem out
Negotiator/ negotiating team	To change opinion/ attitude	To speak smb. mind
Nervous	To complain to smb. about smth.	To suggest
Objective/ subjective	To compromise / to meet half-way	To take a side of smb
Outcome	To concentrate on	To take actions
Outdoor equipment	To consider	To warn
Outstanding results	To contribute towards (~ the cost)	To work out
Patience /patient	To cover	To work under pressure
Personal relationship	To criticize	To worry about
Personal sympathy	To deliver goods within ... days	Toughness/ tough
Point of view	To disagree about	Translator
Polite/ impolite	To distinguish	Trick (n, v)
Politeness/ impoliteness	To exceed the sales target	Urgent
Properly	To feel stressed	Visuals
Proposal	To focus on issues	Weakness/ weak
Protocol	To get angry with	With reference to ...

Unit 11 “New business”

Advanced courses	Leadership	To contribute 10% towards the cost
Average salary	Rank	To distribute
Back up	Rapid/ rapidly	To dominate
Balance of trade	Recession	To encourage (~ development)
Basis for	Regulations	To ensure
Bribery	Limits (~ on profit)	To exceed expectations
Business arena	Low/ high interest rates	To fund/ to finance
Business plan	Low/ high taxes	To gauge
Chairman	Marketing campaign	To go up
Confident	Mentor	To graduate from
Daily workload	Monetary policy	To have a lot of debt
Debt	Paperwork	To intend to do
Determined	Personal commitment	To keep costs
Economic conditions	Pollution (air ~, water~)	To lend money
Economic growth	Privatization	To modernize
Enterprise	Profits increase	To pollute
Entrepreneur	Public expenditure	To privatize
Entrepreneurial	Rent (n, v) (cheap/ expensive ~)	To rank
Entrepreneurship	Research (n, v)	To reduce
Exchange rate	Savings	To remain profitable
Foreign investments	Skilled (~ staff)	To result in
Former	Slight improvement	To run courses
Full employment	Stable economy	To sell in the upper price ranges
Fund	Stable government	To set up a business
GDP (Gross Domestic Product)	Stimulus	To stimulate
Government bureaucracy	Strong/ weak currency	To take time off
Government grants	Subsidies	Wage rates
Graduate	Tax incentives/ to offer ~	To work long hours
Growth rate	The Chamber of Commerce	Total
Healthy	Tight (~ monetary policy)	Trade deficit
High/ low unemployment	Unemployment rate	Trade surplus
High-tech center	To be accused of	Training courses
In order to do	To appeal to	Transport links
Inflation rate	To be in good/ poor condition	Union / trade union
Ingredient	To be keen to do	Workforce/ ~ reduction
Intellectual labour	To be transformed into	Workload
Interest rate reduction	To benchmark	
Job losses	To borrow money	
Labour force	To complete	

Unit 12 “Products”

Annual sales	Leather (~ goods)	To enhance
Attractive	Lightweight	Regional manager
Bald	Long-lasting	Reliable
Best-selling	Luxury buy	Robust
Comfortable	Magnificent	Slim
Competitive price	Pocket-sized	Stylish
Design (n, v)	Popular	Timeless classic
Dimensions	Practical	To be 33 centimeters high/ long
Economical	Regional manager	To be a good value for money
Elegant	Reliable	To be attracted by
Energy-enhancing	Robust	To be ideal for
Enhancing	Slim	To be made of (leather)
Entirely new	Stylish	To be marketed/ to market
Eventually	Timeless classic	To bring back memories
Exciting	To be 33 centimeters high/ long	To come in a wide range of (~ colors)
Expensive	To be a good value for money	To discontinue
Extremely well-made	To be attracted by	To display
Fashionable	To be ideal for	To download
Hard-wearing	To be made of (leather)	To enhance
Health-giving	To be marketed/ to market	
High-quality	To bring back memories	
High-tech	To come in a wide range of (~ colors)	
Household goods	To discontinue	
Innovation	To display	
Invention	To download	
Kitchenware		

Практический раздел

1. Полезная грамматика = Useful grammar / Т. В. Бруй, Е. М. Васильева, Л. Л. Кажемская и А. К. Точилина. - Минск : БНТУ. - 2011. - 110 с.

<http://rep.bntu.by/handle/data/5144>

2. Полезная грамматика = Useful grammar / А.К. Точилина, Л.Л. Кажемская и Т.И. Васильева . - Минск : БНТУ, 2013. - 67 с.

<http://rep.bntu.by/handle/data/6766>

Лексико-грамматические упражнения

I. Откройте скобки, употребив глагол в правильной временной форме.

1. The boy (*to refuse*) _____ to admit that he (*to break*) _____ the window. So he (*to send*) _____ home to bring his parents to school.
2. Look, it (*to get*) _____ late. I (*to miss*) _____ the ten o'clock train if I (*not to hurry*) _____ Jack said he (*to come*) _____ to pick me up. I don't know why he (*not to appear*) _____ yet. Perhaps he (*to get*) _____ into the traffic jam.
3. Yesterday Tom and Janice (*to go*) _____ to the zoo. They had an adventure there. While they (*to walk*) _____ by the giraffe, it (*to begin*) _____ to chew Janice's hat.
4. Last night when I (*to have*) _____ a shower, the lights (*to go*) _____ out. I (*to ask*) _____ my mother if she (*to do*) _____ it accidentally. She said she (*to bring*) _____ a flashlight in a minute. So I (*to save*) _____ from the bathroom with her help.
5. When Helen (*to hear*) _____ that her best friend (*to deceive*) _____ her she (*to turn*) _____ pale.
6. Look here, Mike. Why you (*to watch*) _____ TV instead of studying. If you (*to have*) _____ your exam tomorrow you will definitely fail it. Don't say that I (*not to warn*) _____ you.
7. If you (*not to turn*) _____ off that noisy music, I (*to do*) _____ it myself. You (*to play*) _____ it since morning. Why you (*not to listen*) _____ while I (*to speak*) _____ to you?
8. — Tell me, Mr. Smith, you (*to fix*) _____ the computer when the slid (*to fall*) _____ down?
— Yes. I (*to do*) _____ the same thing ever since I (*to start*) _____ working here.

9. Last night Tim (*to take*)_____to see «My Fair Lady» at «The Paradise». After the performance he (*to tell*)_____ his friends he never (*to see*)_____ a better musical.
10. I am sure she (*to do*)___well if she (*to go*) _____to University. She is bright. Recently she (*to take part*) _____in several maths competitions and (*to be*) _____ a success. At the last competition she (*to award*)_____ a special prize.
11. Mary asked me if I (*to see*) _____Helen lately and said that they both (*to come*) _____to my birthday party next Friday. I said I (*to be*) _____delighted to see them.
12. — The roads are wet. It (*to rain*)_____since midnight. Ask Dad if he (*to drive*)_____to work today.
— I don't think so. Yesterday when we (*to drive*)_____ on the motorway late at night we (*to see*)_____ a terrible accident.
13. When I asked why she (*not to want*)___to go downtown with me she said that the teacher (*to give*)_____them a lot of homework in maths as they (*to have*)_____ another test in a few days.
14. A bad accident (*to happen*)_____on Highway 95 last night. Someone (*to drive*)_____at high speed and a bicyclist (*to hit*) _____at crossroads.
15. Look at Erin. She (*to cry*)_____and (*to laugh*)_____ at the same time. I wonder if she (*to scream*) _____the next minute.
16. I'm tired of this cold weather. As soon as spring (*to come*)_____, I (*to play*)_____ tennis and jog in the park.
17. While I (*to make*)_____ dinner last night, some oil (*to catch*) _____on fire. The minute the ceiling detector (*to begin*)___ to buzz, my roommate (*to run*)___into the kitchen and said he (*to call*)_____the fire-brigade immediately. He said that the same thing once (*to happen*)_____to him. I said he didn't have to do it as the fire could (*to fight*) _____out the two of us easily.

II. Вставьте артикль, где необходимо.

1. One day on ... bright summer afternoon ... well-dressed young man, who looked like ... gentleman called to see ... well-known dentist in ... Picadilly street in London. He was shown into ... waiting-room and told that ... dentist was having ... dinner and he would examine ... man's teeth as soon as he finishes ... meal.
2. Last year we went on ... adventure holiday near ... Lake Michigan. We slept in ... tents. It was a good thing to take ... extra clothes as the nights were cold. We had ... instructors to show us how to go canoeing. But when we went sailing, ... boat turned over. I think I was the worst person in ... group.
3. I went to ... central post-office in ... Church street to buy ... stamps.
4. ... Port of London is to ... east 1. Everybody in ... office except ... boss comes to ... work on ... foot.
of ... City. This is ... East End of London, unattractive in ... appearance, but very important to ... country's commerce.

5. Captain Smith was ... captain of «The Titanic». He hoped to prove that «The Titanic» was ... fastest ship in ... world. Although it was early spring he led ... ship to ... north. He knew that there were ... icebergs, but «The Titanic» was considered to be ... unsinkable ship.
When he understood his mistake he helped to evacuate ... passengers and died ... hero. He was one of ... 1490 people who drowned on that terrible night.
6. There is ... tendency in ... Great Britain and ... USA for ... small shops to disappear. They are eaten up by ... big firms. Such firms have ... branches all over the country. Many English people regret ... disappearance of ... small shops.
7. I told ... children that they wouldn't get ... presents if they behaved badly.
It was ... beautiful day although there were ... few clouds in the sky. We went for ... walk by ... sea and then decided to visit ... Johnsons who live next to ... Lake Erewash. As we had left ... car by ... hotel we were staying at we went there by train. We had ... dinner at their place and had ... very enjoyable time.
8. The buffalo is ... large animal living in ... North America. Many years ago ... people from ... other lands came to America. ... immigrants crossed ... country in ... wagon trains. They killed ... buffalo for ... food. Today you can sometimes buy ... buffalo meat at a restaurant.
9. ... recent newspaper article on ... British teenagers' use of ... pocket money proves what ... most parents already know. ... teenager these days spends nearly all ... pocket money given by ... parents on ... computer games.
10. ... vase is a kind of pot for holding ... flowers.
11. For over ... year and ... half Pamela and her partner Edith have been the owners of the Sea View Hotel in ... Lime street. For ... last ten years they have made ... good profit from the hotel. Pamela is excellent with ... figures and seldom makes ... mistake. ... two ladies, however, don't do all the work themselves. They invite ... college students who do the cleaning and washing up. Old Albert, ... retired policeman, takes care of the swimming-pool.

III. Вставьте, правильный предлог или послелог, где необходимо.

1. Most people don't go ... holiday ... Christmastime.
2. Don't shout ... children, otherwise they'll get used ... it and will pay no attention ... your words.
3. It's ... to you to decide whether you'll join ... us or not.
4. When the ship was approaching ... Naples, all the tourists went ... on the deck to look ... the city which could be seen ... the distance.
5. When we went ... holiday my mother was never angry ... me ... my bad behavior.
6. Agatha was brought ... in the country ... her aunt.
7. They arrived ... New York ... 13th of June and are leaving ... Japan next week.
8. I filled ... the wrong form ... mistake.
9. They saw a man ... a suitcase ... one hand and a bag ... the other entering ... the hotel.

10. ... 11 o'clock exactly ... Friday morning, Miss Blake was standing ... the bus-stop.
11. She was rude ... me ... yesterday morning and she hasn't apologized ... me ... it yet.
12. You need to put ... something warmer than a jacket ... such a windy day.
13. He is married ... my sister and they have two children.
14. They'll have to get ... early ... Friday morning to catch ... the 7 o'clock train ... Leeds.
15. Jack is ... the habit ... riding his motorbike up and down the road ... the morning.
16. ... my surprise she did not even try to enter ... the University last year.
17. His office is ... the third floor. When you leave ... the lift, it's ... your left.
18. The National Gallery faces ... Trafalgar Square. The Gallery is famous ... its wonderful collection of unique paintings.
19. The doctor asked me if I could take care ... my friend as there was nobody else but me who could look ... him while his parents were ... holiday.
20. The passengers were standing ... a queue, waiting ... their turn to get ... board ... the plane.
21. I am not satisfied ... my progress ... maths.
22. He was ... such a hurry, so he left ... the party ... saying good-bye to the host.
23. Luckily we arrived ... the station ... fifteen minutes after we had left home.
24. What were George's reasons ... giving ... his job?
25. I heard this news ... Monday morning ... the radio.
26. They reached ... the lake ... foot and then continued their trip ... car.
27. We expect him to arrive ... the hotel ... Sunday morning.
28. His illness is getting worse and I am afraid he'll have to go ... hospital ... an operation ... a week or so.
29. I was pleased ... his reaction ... what I said.

IV. Составьте предложения, расположив слова в нужном порядке.

1. every/over/societies/university/a/clubs/and/has/meet/interest/to/the/ got/hundred
2. hard/find/it/suitable/place/a/for/battle/was/scenes/to/the?
3. a/us/is/there/scientists/don't/still/lot/around/know/that
4. do/for /A/there/afraid/isn't /I/you/anything/am/else/can.
5. you/leave/the/for/do/time/want/to/airport/what?
6. wasn't/at/teacher/asked/our/me/why/my/working/desk/I.
7. think/will/time/for/be/dinner/you/do/you/today/in?
8. most/thing/her/future/children/of/the/worried/only/that/was/the/her.
9. hope/here/bus/three/the/in/minutes/be/I/will.
10. just/I/for/waiting/he/have/man/is/the/been.
11. understand/the/about/you/teacher/is/do/what/talking?
12. mother/to/take/me/advised/my/English/course/another
13. start/no/meeting/before/there/the/to/o'clock/is/more/need/nine.

14. interested/countries/other/are/reading/you/in/cultures/about/and?
15. Rita/new/every/tries/learn/day/to/words/twenty-five.
16. easier/1/was/the/much/exercise/than/it/be/last/would/thought.
17. hope/there/she/be/is/that/week/by/better/any/will/next/the?
18. that/was/he/evident/presence/our/want/quite/speak/it/didn't/to/in.
19. order/he/allowed/enter/not/passport/the/not/country/in/his/was/to/as/was.
20. the/walk/you/windows/around/all/closed/if/see//the/were/did/house/to?
21. TV set/I/make/room/for/moved/the/have/bookshelves/to/the/more.
22. me/for/what/it/difficult/was/to/doing/1/concentrate/was/on.
23. discussion/end/any/to/is/other/an/there/this/put/to/way?
24. slower/the/invention/much/were/of/scientific/computer/before/the/calculations.
25. this/less/expected/1/than/am/in/half/do/exercise/hour/to/an.
26. strange/do/his/understand/it/to/difficult/find/you/accents?
27. it/early/the/so/mind/I/leaving/didn't/party/as/was/boring/very.
28. are/live/nowadays/to/most/countries/simply/city/too/in/noisy.
29. garden/look/take/time/does/to/how/much/it/after/a/such/big?
30. interesting/for/talk/there/something/must/them/to/about/be/.
31. time/see/brother/that/I/at/only/to/my/was/the/person/wanted.
32. make/it/moon/be/the/tourist/when/to/regular/will/possible/to/trips?
33. cup/after/there/like/good/a/hard/nothing/tea/of/day/is/a.
34. are/1/not/go/to/as/children/am/circus/eager/to/the/as/the.
35. French/are/class/students/there/speak/your/any/in/who?
36. a/that/describes/a/person's/called/life story/biography/book/is.

V. Переведите на английский язык слова, данные в скобках.

1. He has already (*сделал*) _____ an appointment with the dentist.
2. I usually put (*намного больше*) _____ sugar in my tea.
3. He didn't earn (*много*) _____ money to rent a big flat
4. You should write this test only (*чернилами*) _____
5. I saw him standing on (*другой*) _____ side of the street.
6. We (*согласны*) _____ to stay at school somewhat later today.
7. I hardly know (*кого-нибудь*) _____ here.
8. Is he as (*высокий*) _____ as his brother?»
9. Have you (*сделал*) _____ plans for your holiday yet?
10. She doesn't care how (*много*) _____ money she spends on her clothes.
11. People are (*намного более*) _____ intelligent than monkeys.
12. The smoke (*поднялся*) _____ in the still air.
13. Their house is big and (*наш*) _____ is small.
14. (*Или*) _____ come in (*или*) _____ go out, but close the door.
15. He hasn't got (*нигде*) _____ to live.
16. Help (*себе*) _____ to this cake.
17. I have already (*сделал*) _____ my choice of the future profession.
18. (*Ни*) _____ Monday (*ни*) _____ Tuesday will be a good day for

the meeting.

19. Last year I wrote (*меньше*)_____ dictations than this year.
20. He was (*намного*)_____ luckier at the exam than any of us.
21. Some people are clever and hard-working; (*другие*)_____ are clever but don't do much work.
22. Can't you (*сказать*)_____ the difference between them?
23. We have to do it by Friday, (*не так ли*)_____?
24. He ran to the station (*чтобы не опоздать*)_____ for the train.
25. I have seen a lot of him (*в последнее время*)_____
26. He (*научился*)_____ to play chess last year.
27. Are you (*интересуешься*)_____ in cooking?
28. We are not allowed (*делать*)_____ personal calls here.
29. What (*идет*)_____ at the «October» cinema this week?
30. It's important (*не волноваться*)_____ over small things.
31. We paid for our dinner (*сами*)_____.
32. There's no need to hurry, (*не так ли*)_____?
33. (*Ни он ни*)_____ I have a gift for languages.
34. Susan can't find her keys (*нигде*)_____.
35. Our team hasn't won a single game (*в последнее время*)_____
36. They are going to have (*другое*)_____ meeting next week.
37. It will be (*намного*)_____ better if we go by bus.
38. We (*привычны*)_____ to having problems with Dick.
39. They say that other people's problems are easy (*решить*).
40. They didn't (*ожидали*)_____ so many people at the concert.
41. The new building looks (*красиво*)_____ .
42. Are you going to do all the painting (*сами*)_____?
43. She was a(*счастливый*)_____ visitor to get free goods from the shop.
44. All the experts (*говорят*)_____ the earth is getting warmer.
45. Do they (*ожидают*)_____ a lot of people at the concert tonight?
46. Take these head-phones. (*Другие*)_____ ones are broken.
47. You have to leave your bags in the cloakroom, (*не так ли*) _____?
48. No (*волнительных*)_____ things ever happen here.
49. You shouldn't (*говорить*)_____ lies, you know it.
50. Your new dress looks very (*дорого*)_____
51. These clothes are (*последний*)_____ fashion.
52. Your news (*были*)_____ interesting.
53. The committee has (*сделал*)_____ its decision.
34. This boy is taller than (*другие*)_____ in the class.
55. I saw (*никого*)_____ of our pupils there.
56. He has made (*меньше*)_____ progress this year.
57. Did you (*сказал*)_____ anything to Jane about the party?
58. More exercise will be (*хорошо*)_____ for him.
59. She has (*сделала*)_____ a very successful career.

60. This boy is (*намного*) _____ taller than the others.
61. You had to look after your little sister, (*не так ли*) _____ ?
62. I am so (*удивлен*) _____ to hear that.
63. We don't look after (*собой*) _____ properly.
64. A special television programme (*идет*) _____ now.
65. Everyone can (*делать*) _____ mistakes.
66. If he really hates his job, why doesn't he look for (*другая*) _____ one.
67. Unfortunately I have so (*мало*) _____ opportunities to be of any help to you.
68. I am sorry for the people (*которые*) _____ have no sense of humour.
69. He usually gets up after the sun (*встает*) _____ .
70. There are several big parks in London (*кроме*) _____ Hyde Park.
71. Nobody can (*сказать*) _____ the difference between these two things.
72. I don't like to (*одалживать*) _____ things from anybody.
73. There are very (*мало*) _____ lumps of sugar left.
74. The President is going (*сделать*) _____ a statement.
75. I am not sure *if* (*что-то*) _____ can be done under the circumstances.
76. He doesn't like to stay in big hotels (*также*) _____
77. It's cold today, (*надень*) _____ your warm coat.
78. He has never wanted (*другой*) _____ life but this.
79. Is anybody else going to come (*кроме*) _____ Helen.
80. Will you please (*отнести*) _____ these books back to the library?
81. I don't like horror films and (*тоже*) _____ does my friend.
82. I think they know very (*мало*) _____ English songs.
83. I am afraid there isn't (*ничего*) _____ else I can do for you.
84. The two planes were landing one after (*другим*) _____
85. Have you ever (*делал*) _____ any farm work?
86. The children were so (*взволнованы*) _____ to see the clown.
87. They have been here more than once (*в последнее время*) _____
88. This work is (*намного*) _____ easier to do than you think.

VI. Закончите диалог вопросами, подходящими по смыслу.

1. Sue is back from the shops and she is talking to her husband Joe.
- J: _____
- S: I had to take a taxi because the bags were very heavy.
- J: _____
- S: Yes, I did. I got nearly everything I needed.
- J: _____
- S: Well, I went to the butcher's and to the bakery and to the grocer's.
- J: _____
- S: I don't remember how many rolls I have bought. Several, anyway.
- J: _____
- S: I didn't buy any steak because the butcher didn't have it at that early
2. Jane has met Terry in the street.

- J: Hi, there _____
T: Fine, thanks.
J: _____
To the post-office. I want to send a parcel to my parents.
J: _____
T: No, they live in the States.
J: _____
T: I have studied at this University for two years already.
J: _____
3. Diana is talking to her friend Jason about her week-end.
J: _____
D: We went to Cambridge for the day.
J: _____
D: No, not very much. We went on the river and John got wet.
J: _____
D: The weather was cold and wet.
J: _____
D: John enjoyed seeing King's College Chapel most of all.
J: _____
D: It took more than three hours. The journey was boring.
4. Chris and Jeff are talking about life in big cities and in the country.
Ch: _____
J: I lived in New York five years ago. Ch: _____
J: Not very much. There were too many people, and there was too much noise.
Ch: _____
J: Most young people go to New York because they want excitement.
Ch: _____
J: Yes, it is. New York is too expensive for young people.
Ch: _____
J: As I was born in a small town I just want a quiet life. That's all.
5. Elmer is travelling about Europe and he is calling his mother home.
M: _____
E: I've just arrived in Prague, Mum.
M: _____
E: Yes, I have. I've been to Madrid and Paris.
M: _____
E: I left Paris last night.
M: _____
E: I am leaving for Vienna tomorrow.
M: _____
E: Yes, Mum. I have very little money left. That's why I am calling.
6. Miss Smith is having a job interview with the manager of a tour association.
M: _____
S' No, I haven't done this kind of work before.
M: _____

- S: I saw an advertisement in the local paper.
M: _____
S: I am working in a travel agency at the moment.
M: _____
S: For over three years.
M: _____
S: I want to have a better-paid job.
7. Mike and Jane are talking about Jane's friend Maria.
M: _____
J: No, Maria doesn't study at my college. She is an old friend of mine.
M: _____
J: She is a computer programmer and she is living in the US A at the moment.
M: _____
J: She is working for a big company there.
M: _____
J: Yes. We write letters to each other every week.
M: _____
J: This Tuesday.
8. The Blake family are going to have dinner.
Mr. B: _____
Mrs. B. I'd like to have dinner in the garden.
Mr. B: _____
Mrs. B: Yes, I'd like to have a cold drink.
Mr. B: _____
Mrs. B: I have cooked chicken with rice and vegetables.
Mr. B: Excellent. _____
Mrs. B: Your favorite apple-pie.
Mr. B: _____
Mrs. B: Simon and Brenda are dining out today.
9. Nick and Eric are talking about the summer holiday.
N: _____
E: I took a trip around Europe.
N: _____
E: By train.
N: _____
E: No, it was quite cheap. I bought a rail card.
N: _____
E: A couple of friends came with me.
N: _____
E: We have been to six or seven countries.
10. Joe is back from his holiday. He is talking to Helen about it.
H: _____
J: I spent my holiday at the seaside.
H: _____
J: The weather was beautiful and the sea was warm.

- H: _____
- J: No. My wife never goes on holiday with me.
- H: _____
- J: Yes, I could. There were tennis courts and a swimming pool on the private beach.
- H: _____
- J: I had breakfast and supper in the restaurant at the hotel.
11. Ann is Julia's guest in London. They are planning their week-end.
- J: _____:
- A: Yes, I have seen some of the places already.
- J: _____
- A: The National Gallery and the British Museum.
- J: _____
- A: I'd like to see a play.
- J: _____
- A: «The Paradise» theatre might be nice.
- J: _____.
- A: «All Her Sons» by A.Miller this week.
12. Diana is leaving the party at the Simpsons' house. She is talking to Mr. Simpson.
- S: _____
- D: Thank you. You needn't give me a lift.
- S: _____.
- D: The bus will take me straight to my house.
- S: _____
- D: About an hour.
- S: _____
- D: My son Terry will meet me at the bus-stop.
- S: _____
- D: No. Our house is just round the corner.
13. Cathy and Dennis are discussing their week-end.
- D: _____
- C: I went to the ballet last night.
- D: _____
- C: «The Sleeping Beauty».
- D: _____
- C: Heather Kirkland was dancing the main part and there were several new dancers as well.
- D: _____
- C: She usually dances well but yesterday she danced badly.
- D: _____
- C: Not really. I prefer disco dancing.
14. Mr. X is going to Mexico on business. He is talking to the secretary.
- X: _____.
- S: No, you needn't. We have reserved a room in a good hotel for you.

X _____

S: It's the Sunday morning flight.

X _____

S: Take only light clothes and, perhaps, an umbrella.

X _____

S: Yes, we'll contact you every day.

X _____

S: The information will be sent by mail to the hotel.

15. Jane is back from her trip to Cambridge and she is talking to her mother.

M: _____

J: I spent the day with Mrs. Tate.

M: _____

J: No, no one else went with us.

M: _____

J: We went to King's College.

M: _____

J: No, most of the students were on holiday.

M: _____

J: After we'd looked round King's College, we did some shopping.

Раздел контроля

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Контрольные тесты

Unit 1

“Careers”

I. Match English words with their Russian equivalents.

- | | |
|------------------------------|---|
| 1. application form | a. филиал, дочернее предприятие |
| 2. short-term | b. работать сверхурочно |
| 3. to get ahead | c. обратная связь |
| 4. current job | d. главный исполнительный директор |
| 5. subsidiary | e. рано уйти на пенсию, в отставку |
| 6. staff turnover | f. заявление |
| 7. the CEO | g. соединять по телефону |
| 8. to push sb. through | h. краткосрочный |
| 9. feedback | i. текучесть кадров |
| 10. challenge | j. вызов, сложное ответственное задание |
| 11. to take early retirement | k. настоящая работа |
| 12. to work overtime | l. продвигаться по карьерной лестнице |

II. Replace the underlined words with their synonyms in the correct tense form, given in the chart.

to get the sack, career opportunities, the company, staff, sales revenue, to take a career break, to recruit, vacant position, to have linguistic ability, to get ahead in a career, salary, to make a fortune

1. It's very difficult to climb a career ladder for the person who has just applied for a job.
2. He was fired because he had been constantly late.
3. The personal assistant took time off work to look after her baby.
4. This company offers excellent career prospects, so that every employee has a chance to be promoted.
5. Some people save money all their lives and by the time they are old, they becomewealthy.
6. This company motivates its staff with the help of high payment.
7. The successful candidate for the position of a sales manager should speak at least twoforeign languages.
8. The new contract will enable us to employ about 50 extra people.
9. Fast-Track advertised the post only inside the firm as it believes in offering career opportunities to its personnel.
10. The company announced that its annual profit was 25% below target and very few sales contracts had been made.

III. Fill in the gaps with the correct preposition where necessary.

1. While selecting an applicant, you should pay attention ... his level of education, experience and the ability to work in a team.
2. – Good morning. Could I speak ... Mr. Brown, please?
Hold I will put you
3. Having worked in Human Resources for 10 years, Mr. Smith got a promotion and now he is ... charge ...this department.
4. Newly-employed people often face ... problems because of the lack of experience.
5. My current job involves frequent travel ... the region.
6. The profitability of a company depends ... many factors, such as the performance of its employees, its advertising campaign, its strategy, etc.
7. All the applicants are expected to fill ... an application form and to send it to the company not later than the 3rd of July.
8. I feel I am well qualified ...the position because I have a good knowledge of computing, numeracy skills and the ability to handle administration.
9. Many teenagers often find it difficult to decide ... a career plan while they are still at school.
10. One of the keys to your success is the ability to get ... well with people.

IV. Paraphrase the following word combinations and use them in sentences of your own.

1. a person who applies for a job
2. a person's place or rank in employment
3. act of choosing

4. a person who employs others
5. a person who is employed
6. those who are without jobs
7. something successfully finished or gained, esp. through skill and hard work
8. using a type of computer program that allows figures to be shown in groups on a screen so that quick calculations can be made
9. a manager of a higher rank
10. a person who can work effectively in a group of people

V. Complete the sentences using can, could, was/were able to, would.

1. the new photocopier print out a whole book in less than five minutes?
2. After six hours of negotiation, we make some progress.
3. He was a brilliant linguist and speak over a dozen languages fluently.
4. “..... you mind going on a training course?” “Not at all, as long as it’s next month.”
5. “..... you show me your application form?” “ Certainly. Here you are.”
6. “..... I take a career break?” “Sure, as long as you haven’t had it for 3 years.”
7. I think he get a promotion soon. He is so talented and hard-working.
8. Emily find a good job despite her lack of formal qualifications.
9. “..... I use your mobile phone?” “Sure, you – go ahead.”
10. you do me a favour? Check my E-mail, please.

VI. Put the question to each sentence.

1. Businesses continually need to hire good personnel to take the place of workers who retire.
(indirect question)
2. Most large companies have special departments which are responsible for employer-employee relations. (general question)
3. I think that the first impression people have of you is the right impression.
(alternative question)
4. Mike has succeeded in getting the contract signed. (to the subject)
5. Mr. Jewel is trying to raise some more money at the moment because he is going to set up a small business in 5 months. (special question)
6. The job description will tell the applicant exactly what to do if he is interested in the position. (indirect question)
7. Some people think working in a bank is boring. (tag question)
8. This company provides generous fringe benefits for its employees, including insurance and medical payment. (special question)
9. Not many people manage to make a living as a successful artist. (general question)
10. A portfolio worker is a professional person who works for many different companies or individuals. (alternative question)

11. The job market is getting more and more competitive and the idea of a “job for life” has already become old-fashioned. (tag question)
12. Yesterday I had an interview for a holiday job at a summer camp for children. (to the subject)

VII. Fill in the gaps with one of the words given below in the correct form.

1

interview, well-paid, to dismiss, to hire, to specialize in, to fire, to get a promotion, to fill in, enthusiastic, unemployed, to apply for, fast-learner, skilled, applicants

At the moment I have a very good, 1) ... job that I enjoy doing, but it hasn't always been like this.

Several years ago I used to work as a salesman for a small company that 2) ... producing items of furniture. It was the sort of job where you had to be 3) ... , you had to believe in your product and do everything possible to sell it. But times were hard, and a lot of companies had to 4) ... a lot of their employees, so our company also started to 5) ... the number of people it 6) ... in order to save money – fortunately I wasn't one of them – but in the end it had to close down, and I found myself 7) ...for the first time in my life. I 8) ... several jobs in similar companies, but I wasn't successful – every one of them turned me down.

Then one day I was looking through the paper and I came across an advertisement for courses that specialized in journalism. I 9) ... an application form, sent it off, was accepted onto the course, studied hard, was a ...10) ..., passed my exams, and became a 11) ... journalist. I then wrote to a small magazine, attended an 12) ... with dozens of other 13) ... and, to my surprise, I got the job. The magazine grew in size and popularity, I 14) ... this year and now I'm the editor, so I suppose, I have been lucky, really.

VIII. Give the opposite to the following words.

1. a badly-paid job
2. to have a full-time job
3. to spend money
4. to become poor
5. to stand still in a company
6. to work for a company
7. to be hired
8. to fail

9. the line is free
10. short-term

IX. Match the words to make word partnerships.

- | | |
|-------------------|-----------------------------|
| 1. to apply | a. tasks |
| 2. to run | b. challenge |
| 3. to deal | c. one's best |
| 4. to make | d. with a problem |
| 5. to do | e. a vacant position |
| 6. to study | f. a fortune |
| 7. to fill | g. progress |
| 8. to evaluate | h. for a job |
| 9. to delegate | i. for extra qualifications |
| 10. to broaden | j. a business |
| 11. strengths and | k. one's skills |
| 12. to accept | l. weakness |

X. Translate the sentences into English.

1. Главный исполнительный директор несет ответственность за эффективную работу фирмы.
2. Если вы работаете сверхурочно, компания выплачивает вам в двойном размере.
3. Она отказалась от ненормированного рабочего графика, потому что она хотела проводить больше времени со своей семьей.
4. Уверенный кандидат всегда имеет преимущества перед своими конкурентами.
5. Для того чтобы иметь успех в работе ты должен поставить несколько важных целей.
6. Для успешного продвижения по карьерной лестнице вам необходимо время от времени проходить курсы повышения квалификации.
7. Директору компании требуется надежный, быстро обучаемый молодой человек на должность личного консультанта.
8. – Мистер Смит, Вам звонит Мистер Джуэл по поводу дочернего предприятия. Вас соединить?
- Нет, скажите, что я перезвоню ему позднее.
9. Если вы знаете 2 языка, то вам будет намного проще найти хорошую работу.
10. Моя сестра хотела бы найти работу в отделе маркетинга, а для меня нет работы лучше, чем в отделе кадров.

Unit 2

“Selling online”

I. Put the verb in brackets into the correct tense form.

1. They guarantee that they (refund) our money if we (be) not fully satisfied.
2. In general, teenagers (spend) a higher proportion of money online than the rest of us.
3. Over the past of ten years, there (be) a tendency for business correspondence to become simpler, more informal and this tendency (be) even more visible in e-mails.
4. We (try) to reach an agreement on a joint venture all day.
5. DirectSun (come) into the room, the director of DirectSun (have) negotiations with an important business partner.
6. They (promise) to dispatch the goods within two days of our order, but they (arrive) yet.
7. The machines (be) faulty, so we (return) them to our supplier.
8. We (deal) with your order at the moment.
9. Lifetime Holidays (have) many high street shops and a large catalogue of holidays.
10. We (try) to reach an agreement on a joint venture all day.

II. Match the words to their definitions.

- | | | |
|-------------------------|--|---|
| 1. agenda | | a. a person or company that sells a particular type of product to a customer |
| 2. bargain | | b. a plan or timetable for doing something |
| 3. discount | | c. a business activity in which two or more companies have invested together |
| 4. fee | | d. a person or company that sells goods in large quantities |
| 5. interest free credit | | e. a company or a person that sells goods to members of the public |
| 6. an invoice | | f. a request by a customer for goods and services |
| 7. joint venture | | g. a list of the subjects to be discussed at a meeting |
| 8. method of payment | | h. a price reduction often expressed as a percentage of the original price |
| 9. online | | i. a shop through which products are sold to the public |
| 10. an order | | j. a document sent by a supplier to a customer that lists the goods sold and says how much they cost |
| 11. a retailer | | k. the way you choose to buy the goods you want |

12. retail outlet **l.** when you can pay some time after you buy, but at no extra cost
13. schedule **m.** involving the use of the Internet to obtain and exchange information, buy goods, etc.
14. a supplier **n.** something you buy cheaply or for less than the usual price
15. a wholesaler **o.** a fixed charge, compensation or payment for something

III. Fill in with the most suitable Modal verb.

1. Online retailers offer secure online ordering.
2. In many companies employees wear jeans.
3. You queue up when you buy online.
4. High Street retailers present goods attractively to get people to buy.
5. I make a phone call?
6. This deal is too important to lose, so we make a mistake.
7. A CV be printed on good quality notepaper.
8. Customers be confident that their credit card details are secure.
9. I think we're all in agreement, so we discuss it any further.
10. You advertise these goods online, it's prohibited.

IV. Supply the right preposition.

1. Most teenagers pay _____ goods online _____ their parents' credit cards.
2. We didn't have any more paper _____ stock so we had to order some more.
3. Let's talk _____ the time for setting _____ the website.
4. That could be all right – as long as I get some money _____ advance.
5. They offer a discount _____ customers who buy _____ bulk.
6. The way the Internet encourages people to shop about has a big impact _____ the market.
7. E-toys had a great service for selling toys online in America and in Europe, but eventually they ran _____ money and had to go _____ liquidation.
8. Alpha Tex will place an order _____ condition that we give them an extra discount for cash.
9. Goods are kept _____ our warehouse until ready _____ delivery.
10. If we are not satisfied _____ your service we will look for another supplier.

V. Choose the correct alternative to complete each sentence.

1. If you want to obtain up-to-date information about any possible subject, you need to the Internet.
A entrance **B** access **C** way **D** approach
2. Shopping on some websites is like going round a supermarket with a cart and then going to the
A checkout **B** check-in **C** check mark **D** check-up

3. People who use the Internet are becoming more and more – they want to be able to use it wherever they are.

A emotional **B** moving **C** mobile **D** motivated

4. Buying things on the Internet is

A e-shopping **B** e-buying **C** e-commerce **D** e-business

5. If you want people to visit and order from your , don't put any obstacles in their way.

A web site **B** location **C** layout **D** spot

VI. Guess the word according to its definition. The first letter of each word is given.

1. the help you get from a company when you start to use their product a.....

2. a person who buys products or services for their own use, rather than to use in business or to resell c.....

3. the imaginary place that emails and other pieces of information pass through when they are going from one computer to another c.....

4. setting two different prices online and in shops for the same goods d.....
p.....

5. an arrangement where a company collects money from a person or organization and, in return, promises to pay them money if they are ill, have an accident, cause harm to others etc i.....

6. the network of computer systems that allows computer users around the world to exchange information I.....

7. the way in which the words and pictures on a page are arranged l.....

8. the difference between the cost of buying or producing something and the price you sell it for m.....

9. money that you gain from selling something, or from doing business in a particular period of time, after taking away costs p.....

10. the value of the goods or services sold during a certain period of time t.....

VII. Complete the sentences with the correct word from the box.

bricks-and-mortar	password	productive	searchable		
cut-throat	website	online	tricky	receipt	urgent

1. Internet retailers have been able to offer prices because they do not have to bear the cost of running a physical shop.

2. I am afraid this report is so you will have to stay and finish it.

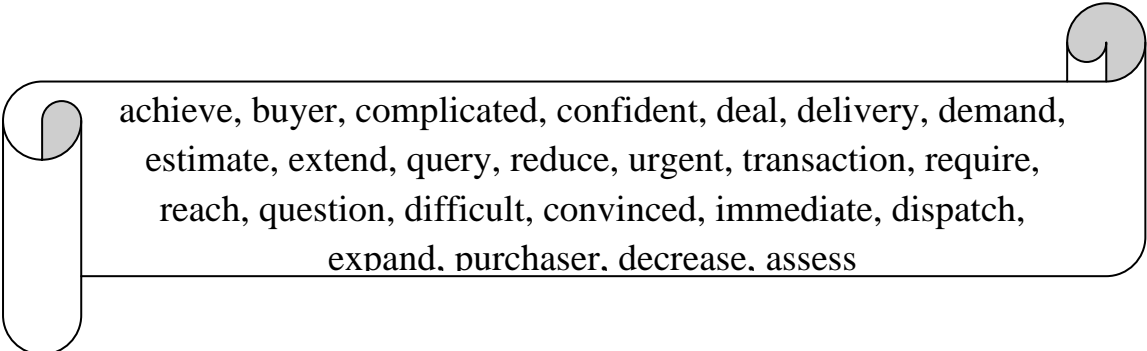
3. If you buy something from the and you don't like what you've got, you can return that item to a store.

4. Paying online is a business for consumers who are too young to own credit cards.
5. When you receive an order, e-mail the customer to acknowledge and to inform them when the goods will be shipped.
6. Pressing parents to spend online is less than pressing on the high street.
7. A lot of people research products and then go to the store to pick that product up.
8. Some retailers are adopting a model of dual pricing in order to keep their position online while maintaining margins in their shops.
9. You log on by entering your , and you can then surf to any site on the Worldwide Web.
10. Every online store should be , and there should be a search button on the home page, if not on every page.

VIII. Put the question to each sentence.

1. Selling online is similar to selling by mail order in many ways.(general question)
2. Online shopping has become a cause for concern in a difficult retail environment.(to the subject)
3. The key to selling online is to understand or recognise what the customer wants when they're on your website and try and provide that information.(indirect question)
4. Bill Gates wrote his first computer program at the age of 13.(special question)
5. Our shop has a turnover of 3,000 euros a week.(tag question)
6. Parents donated money for the purchase of new computer equipment.(alternative question)
7. A good website is one that is easy to navigate, easy to find and easy to transact with.(general question)
8. Previously, most users went online from Internet cafes or at work.(tag question)

IX. Arrange the words into pairs of synonyms.



achieve, buyer, complicated, confident, deal, delivery, demand,
 estimate, extend, query, reduce, urgent, transaction, require,
 reach, question, difficult, convinced, immediate, dispatch,
 expand, purchaser, decrease, assess

X. Translate the sentences into English.

1. Вебсайт компании должен предоставлять большое количество информации о ее продукции.
2. Родителям легче потратить деньги на покупку в обычной розничной торговле, чем в Интернете.
3. Если вы не удовлетворены ценой, мы можем предложить вам небольшую скидку.
4. Во время переговоров очень важно достичь соглашения по вопросам, включенным в повестку дня.
5. Давайте разместим заказ в компании, которая продает свои товары через Интернет.
6. Наша компания вышла на международный рынок и открыла магазины розничной торговли в нескольких городах Италии.
7. Компании с такой репутацией должны предоставлять послепродажное обслуживание.
8. Правление компании было разочаровано работой оптовых торговцев на складах.
9. Наш филиал в Париже смог получить беспроцентный кредит в банке.
10. Привлекательность Интернет сайта и хорошее обслуживание являются одним из условий успешных продаж.

Unit 3
“Companies”

I. Guess the word according to its definition.

1. a company that is at least half-owned by another company, its parent company s.....
2. the way you do a particular job or activity p.....
3. the amount a company receives from sales in a particular period r.....
4. the amount of business done in a particular period, measured by the amount of money obtained from customers for goods or services that have been sold t.....
5. the total amount of goods or services that people or companies would buy if they were available d.....
6. the amount of money coming into and going out of a company, and the timing of these c... ..
7. all the people who work in a particular country, area, industry, company, or place of work w.....
8. the main office of a company h... ..
9. to become larger in size, amount, or number e.....
10. to describe something in a general way, giving the main points but not the details o.....
11. to give something to someone because they have done something good or helpful r.....
12. to make something better i.....
13. to put money into a business activity, hoping to make a profit i.....
14. to make or produce large quantities of goods to be sold using machinery m.....

II. Match the words to make word combinations.

- | | |
|-------------------|-------------------------|
| 1.competitive | a. asset |
| 2.excellent | b. performance |
| 3.parent | c. points |
| 4.share | d. price |
| 5. to summarize | e. customers |
| 6. valuable | f. commitment |
| 7. offer to | g. a competitive salary |
| 8. to deal with | h. share |
| 9. to demonstrate | i. company |
| 10. to meet | j. business |
| 11. to raise | k. priorities |
| 12. market | l. prices |

III. Guess the words given in brackets.

1. In the face of such strong (m/i/o/t/c/t/p/o/n/e/i), small grocery stores are going out of business.
2. Wellings made a number of high-risk (e/t/s/t/n/i/e/s/m/n/v) in the property market during the last 80s.
3. Some people prefer (r/o/e/i/n/v/t/e/n/l/n/m/a/y/l-d/y/f/n/l/r/i/e) products because they don't want to do any harm to the environment.
4. Do you know if the (u/r/s/e/p/p/i/l) will be able to deliver the goods on time?
5. The expedition is looking for (s/i/s/r/s/n/p/o/o/h/p) from one of the major banks.
6. We offer (m/a/p/l/i/a/i/r/t) advice on pensions and investments.
7. I have been asked to give a short (r/e/n/p/o/s/e/i/n/t/a/t) on the aims of the project.
8. The industry has just undergone a period of rapid (a/s/e/i/p/x/n/o/n).
9. He was asked to (u/e/s/s/i/r/m/a/m) the main points of his business plan.
10. Annually our company carries out a (m/t/a/r/e/k) (y/v/e/r/u/s) to find out who its potential clients are and to increase its database.

IV. Find synonyms.

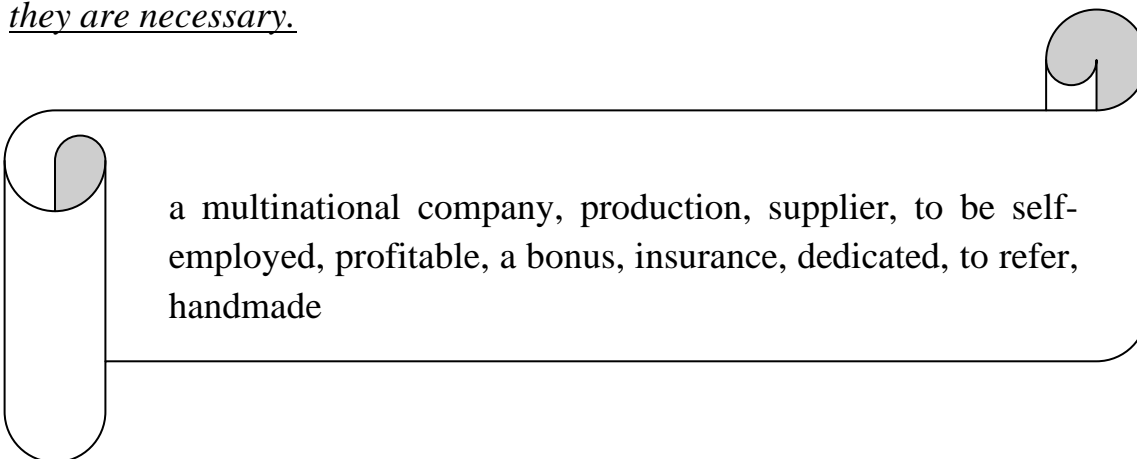
- | | |
|------------------|------------------------|
| 1. headquarters | a. to include |
| 2. staff | b. rival |
| 3. customer | c. outside the company |
| 4. competitor | d. consumer |
| 5. to grow | e. to value |
| 6. to appreciate | f. to employ |
| 7. external | g. to expand |
| 8. to involve | h. to start |
| 9. to set up | i. head office |
| 10. to recruit | j. personnel |

V. Supply the right preposition.

1. There is a heavy demand ... car spare parts nowadays.
2. I am very grateful to you ... informing me about the meeting, and ... the agenda attached.
3. Our strategy focuses ... bringing the customer the best quality for the least money.
4. The companies contribute huge amounts of their money ... the charity.

5. The company was nominated ... being customer-focused and ... the latest innovations in the sphere of information technologies.
6. The management of the company doesn't want its employees to be involved ... the strike.
7. The CEO asked me to find ... more about these training courses for our personnel.
8. Our new up-to-date model responds ... the customers' needs.
9. To succeed ... our competitive world any company should be aware ... the situation in the market.
10. Spartak is offering quality chocolates ... considerably lower prices.
11. In order to stay ... the competition in any business you should find out what is going ... in the market.
12. One of our strengths is that we always try to keep ... the latest fashion trends.

VI. Complete the sentences with the correct word from the box. Make changes if they are necessary.



1. Our government is developing a new pension program for people who are
2. When our employees go on business to Italy they tend to buy expensive shoes.
3. One of the advantages of companies is that they offer excellent career opportunities to their staff.
4. While making a presentation you shouldn't to the notes very often, otherwise the audience will have an impression that you are not knowledgeable.
5. He is certainly but not very talented.
6. The of consumer goods has increased throughout the world.
7. France is the world's biggest of champagne.
8. The advertising campaign proved very
9. Health is one of the ways to protect people from illnesses and accidents.
10. People who stay more than 2 years in the job receive a special

VII. Form the right part of speech from the words “produce”, “succeed”, “manage”.

produce

1. The factory an incredible 100 cars per hour.
2. England is a of high quality wool.
3. Our has increased since we hired efficient staff.
4. A with a strong brand name is very important for good sales.
5. Management is always seeking ways to increase worker
6. Our meeting turned out to be very

succeed

1. The of your presentation depends on thorough preparation.
2. Women need to be tough to in the male-dominated world of business.
3. Were your negotiations last week?

manage

1. How do you normally to be so well organized?
2. The company’s failure was mainly due to bad
3. Could you tell me how I can contact your regional ?

VIII. Complete the sentences using Present Simple or Present Continuous.

1. Our major competitor’s subsidiaries (to spring up) on both sides of the Atlantic. We must launch a new product to keep our clients.
2. I can’t stand Ms. Fox! She always (to make) mistakes!
3. Sony (to expand) fast: sales increased by 30% last year and the same figure is forecasted this year.
4. Catherine (to know) a lot of important businesspeople in Europe.
5. Mr. Kent (to travel) in Australia at the moment. He (to visit) important new markets there as he (to need) to know more about them.
6. When Ann (to arrive) at the office each morning, she (to check) her schedule for the day with her personal assistant.
7. The head of Vista Travel (to want) to make the company a world-class company.
8. Smithson’s magnificent headquarters building (to stand) in Bloor Street in Toronto, Canada.

IX. Put the question to each sentence.

1. Levi Strauss and Co. is not just famous for the jeans and casual clothing that it makes. (tag question)
2. One of the most important features of a successful company is a very good and strong management team. (to the subject)

3. By the time he was in his early thirties he had four companies with a turnover of more than \$3 million. (alternative question)
4. The trouble began in 1990, when Levi's management announced the closure of a large factory in Texas. (special question)
5. In fact, inefficient employees can cost their companies billions. (general question)
6. Microsoft has chosen 50 recruits from the graduates of the elite universities. (special question)
7. They decided that the only thing to do was to sell their own business. (indirect question)
8. A successful company could mean a lot of different things to different people. (general question)
9. Falling production and weak demand have had a negative effect on our plans. (to the subject)
10. Many national companies such as Belita and Modum are expanding fast nowadays. (alternative question)

X. Translate the sentences into English.

1. Транснациональные компании предлагают профессионалам хорошие карьерные возможности.
2. Мы только недавно появились на рынке, но уже имеем значительную рыночную долю.
3. Мы акцентируем внимание на качество, чтобы увеличить наши продажи на ключевых рынках за границей.
4. Любая фирма должна быть конкурентоспособной, иначе она обанкротится.
5. Мы проводим ежегодные презентации, на которых выделяем сильные стороны нашей компании.
6. Сейчас он руководитель отдела кадров, работает на одном из дочерних предприятий в Токио, получает хорошую зарплату и имеет частную медицинскую страховку.
7. Многие компании работают как на локальный, так и на внешний рынок.
8. Руководство решило закупить новое оборудование и развернуть маркетинговую компанию, чтобы достичь безубыточности.
9. Зодиак открыл магазины за границей, вышел на французский рынок и предложил свои акции на Нью-Йоркской бирже.
10. Наша компания часто поощряет работников, которые показывают хорошие результаты.
11. Производство, спрос и наши активы имеют положительное влияние на денежный поток, и мы можем финансировать новые проекты.
12. Все успешные сегодня компании были когда-то малоизвестными. Однако им удалось привлечь внимание покупателей отличным качеством товаров и победить конкурентов.

Unit 4

“Great Ideas”

I. Match a word or a word combination to its definition.

- | | |
|-----------------------------|---|
| 1. to make breakthrough | a. to do or provide something that is necessary |
| 2. R&D | b. a new idea, method or invention |
| 3. brainstorming sessions | c. to make a new product available for sale for the first time |
| 4. innovation | d. to make an important discovery or change |
| 5. to launch | e. an official document giving you permission to own or do smth for a period of time |
| 6. creativity | f. to make, design or produce smth new by chance |
| 7. licensing agreement | g. continuing for a long time |
| 8. long-lasting | h. the act of producing or using new and effective ideas |
| 9. to meet a need | i. the department of a company concerned with studying new ideas and planning new products |
| 10. to discover by accident | j. the act of meeting with a group of people in order to try to develop ideas and think of ways of solving problems |

II. Form the right part of speech from the words “patent”, “invent”, “develop”.

patent

1. When does the expire?
2. No doubt that this idea is because first of all, it is creative and innovative and secondly, it has great sales potential.
3. We have decided to our new drug because we are afraid that another competitors might steal our idea.
4. Many complain that it is getting more and more difficult to apply for a patent.

invent

1. King Gillette the disposable razor blade and founded the Gillette company at the beginning of the twentieth century.
2. The of the computer has revolutionized the business world.
3. Jose Ladislao Biro was a Hungarian, a writer, and a painter. He made the first ball-point pen.
4. One of the most essential conditions that must be fulfilled if you want to patent your idea is that there must be “an step”.

develop

1. Scientists new drugs to treat arthritis now.
2. One of the basic needs in many countries is water.
3. There have been significant computer during the last decade.

III. Supply the right preposition.

1. Many goods are developed response customers' needs.
2. There is an opinion, that the majority of the best ideas are discovered accident.
3. Let's move another item on our agenda.
4. Our Board of Directors agreed to spend more money R&D.
5. I don't think that our idea could be patented since it's similar our rivals.
6. If your idea is creative and innovative you can apply a patent.
7. Plans for a tunnel were rejected favour the bridge mainly because of the increased costs.
8. It's time to get rid our old-fashioned work practices.
9. He won an award developing a new model of digital camera.
10. Our model is technically advanced so we are sure it will be great demand

IV. Make up word partnerships.

- | | |
|-----------------|--------------------|
| 1. product | a. demand |
| 2. customer | b. advantage |
| 3. to encourage | c. competitiveness |
| 4. long-term | d. image |
| 5. to take | e. correspondence |
| 6. upmarket | f. an opportunity |
| 7. customer | g. range |
| 8. to deal with | h. scientists |
| 9. to raise | i. money |
| 10. to miss | j. research |

V. Complete the sentences with the correct word or word combination from the box. Make changes if they are necessary.

to discover by accident, to launch, to make a breakthrough, licensing agreement, brainstorming sessions, selling points, Research and Development, innovation, creativity, long-lasting

1. The scientists a major in the treatment of cancer.
2. She's planning to a company to make electronic toys.
3. An education system that lets children use their was introduced by Mr. Rogers.
4. If our industries avoid , we will never compete successfully with other countries.
5. Scientists that this disease is carried by rats.
6. The method of is widely spread in the USA.
7. Many people believe that it's very important for big companies to invest in
8. In 2005 Burberry decided to renew Sanyo's Japanese for 10 years.
9. According to scientific research, the consumption of this harmful product can have a negative effect on people's health.
10. What are the unique of your product?

VI. Translate the italicized parts of the sentences into English.

1. I didn't follow my friend's advice who said, "The best way to *уничтожить идею* is to take it to the meeting".
2. If we carry out research and find out what customers need we will be able to *удовлетворить их спрос*.
3. To protect the environment companies all over the world need to *снизить отходы производства*.
4. In order to turn our ideas into commercial opportunities we should *взаимодействовать с* many overseas universities.
5. Promoting our innovative idea we fully relied on its *освещение средствами массовой информации*.
6. One of the most important components of a successful meeting is when everyone *говорит по очереди*.
7. How have you managed to *заполнить пробел на рынке?*
8. Our new products *представляют собой выгодную возможность*.
9. We have decided to *выставить* our new models of tractors in Moscow.
10. Our latest innovative design is aimed at *увеличение продаж*.

VII. Complete the sentences using Past Simple or Past Continuous.

1. He (not to wish) to interrupt because the Head of Research and Development (to speak).
2. Pierre and Marie Curie (to discover) radium in 1902.
3. They (to solve) the problem connected with turning a new idea into commercial opportunity all week long.
4. " you (to read) the contract?" "Yes, and I (to send) it back to the legal department."
5. When George Eastman (to introduce) the first Kodak camera in 1888, he (to want) to supply the tools of photography at the lowest possible price to the greatest number of people.

6. While the secretary (to deal with) business correspondence, her boss (to look through) licensing agreement.
7. Some years later Julia Wyman (to do) research into types of company organization when another interesting idea (to come) to her.
8. During the late 1990s companies (to get) ready for the Y2K bug.
9. Eventually he (to set up) his own label and (to become) a millionaire.
10. When I (to be) at business school we often (to work) on case studies.

VIII. Put the question to each sentence.

1. When innovators go to large companies with new designs for their products, they face many problems. (special question)
2. Business benefits from the creativity only if it can develop great ideas and bring them to market. (tag question)
3. Eric von Hippel, a professor of management of innovation has spent three decades studying the role played by customers in shaping new products. (to the subject)
4. A Microsoft research project resulted in an invention. (general question)
5. The results of his research will be published in a scientific magazine next week. (indirect question)
6. We were forced to withdraw the model because customers were complaining. (special question)
7. Sometimes small firms succeed when they copy the products of giant corporations. (alternative question)
8. The Japanese began conquering international markets by copying American products and selling the results at lower prices. (tag question)
9. Imitation is less expensive than innovation. (indirect question)
10. Information technology has changed not just the nature of markets and competition; it has also broken down the barriers of geography and time. (general question)

IX. Match the antonyms.

- | | |
|-------------------------|----------------------------------|
| 1. to miss (a chance) | a. to be against |
| 2. to save | b. to waste |
| 3. a breakthrough | c. to decrease |
| 4. to increase | d. to cancel a meeting |
| 5. to launch | e. a failure |
| 6. to be in favour of | f. to lower |
| 7. to hold a meeting | g. a copy |
| 8. to spend money on | h. to save on, to economize on |
| 9. to raise | i. to exploit (an opportunity) |
| 10. an original idea | j. to withdraw |

X. Translate into English.

1. Для того чтобы заполнить нишу на рынке своим товаром, компания должна использовать все свои возможности, в том числе и расширять ассортимент.
2. Компания подвела итоги за этот год и решила, что необходимо снизить затраты на производство.
3. Изобретатель должен запатентовать свое открытие для защиты от копирования.
4. Один из наших молодых ученых разработал новую идею и сейчас ищет частных инвесторов. Он собирается просмотреть базу их данных.
5. Этот продукт имеет огромный потенциал продаж, т.к. он привлекательный и инновационный.
6. Наша компания представила новую идею на рынке и получила награду.
7. Роберт Томсон работал в компании IT General, когда они запустили новую рекламную кампанию и удвоили свои продажи.
8. Мы обсуждали лицензирование инновационного продукта, когда глава исследовательского отдела спросил, сможем ли мы реализовать (превратить) эту инновационную идею в коммерческую возможность.
9. Все компании должны уменьшить отходы, только так мы сможем защитить окружающую среду.
10. Этот товар отвечал потребностям покупателей, он повышал их статус и защищал окружающую среду.

Unit 5

“Stress”

I. Guess the words according to their definitions. The first letter of each word is given.

1. a date or time before which something must be done or completed – d.....
2. a very busy and competitive way of life (2 words) – r.... r.....
3. conditions in one’s work, one’s style of living, etc. that cause anxiety and difficulty – p.....
4. some special methods which help people to deal with stress (2 words) – c.....
s.....
5. to try to find out more information about something – i.....
6. a policy which bans smoking in public places, at work, etc. (2 words) – n.....
p.....
7. a kind of service that employees can have if they’re stressed (2 words) – c.....
s.....
8. the practice of training the mind and body to become more positive – m.....
9. a general medical examination, usually taken regularly, to test one’s state of health (2 words) – m..... c.....
10. a person who likes to work too hard – w.....

II. Match the words from each column to make word partnerships.

- | | |
|-------------------|------------------------|
| 1. to reduce | a. redundancies |
| 2. stress-related | b. one’s work |
| 3. to cope with | c. the workforce |
| 4. to appear | d. a work-life balance |
| 5. to achieve | e. illnesses |
| 6. fear of | f. workload |
| 7. to increase | g. vulnerable |
| 8. to cut | h. pressure |
| 9. unreasonable | i. job satisfaction |
| 10. to focus on | j. stress levels |

III. Supply the right preposition where necessary.

1. One of the most difficult things for any employee is to ask a boss ... a pay rise.
2. He started to worry ... the increasingly poor quality of his work.

3. People in business may suffer ... stress for many different reasons: if they're overworked, if they have to work ... tight deadlines, if they always feel ... pressure.
4. He had to give ... his studies because of lack of money.
5. Lately she has had a heavy workload, which led to poor health and she made up her mind to take time ... work.
6. She felt she had no control ... the situation, so she decided to leave everything as it was.
7. My brother always suffers ... emotional strain when he has a medical check-up.
8. As some staff are under a lot of stress, I suppose it will be reasonable to set ... a counseling service.
9. Various factors have contributed ... his resignation.
10. Nowadays plenty of employees who work in the offices spend too much time ... paperwork.

IV. Paraphrase the underlined words using the words from the box.

sad	lack of	focus on	reason	gossip	sort out
staff cuts	important	authority	making better		

1. Today a well-known expert is lecturing on the ways of decreasing stress levels.
2. She is stressed after having negotiated a valuable contract with overseas partners.
3. There is an opinion that women pay more attention to details than men.
4. Having not enough time leads to depression.
5. As a result of economic crisis redundancies have become a common thing.
6. He didn't show any cause for dismissing his deputy.
7. What are the ways of improving the staff's health and fitness from your point of view?
8. It is very depressing if you are not involved in decision-making.
9. There's a rumour circulating that the factory is going to shut down.
10. What should the management do to solve the staff problems?

V. Match the words with their opposites.

- | | |
|---------------|-------------------|
| 1. valuable | a. mild, soft |
| 2. to appoint | b. badly paid job |
| 3. steady | c. impatient |
| 4. severe | d. unhealthy |
| 5. to give up | e. to increase |
| 6. healthy | f. to discourage |
| 8. to reduce | h. unreliable |

9. to support
10. patient

- i. to dismiss
j. to start

VI. Guess the words given in brackets.

1. Many people (i/c/p/o/n/m/a/l) that their bosses don't give them any freedom or independence.
2. My stress counselor has advised me to change my (e/i/s/l/t/l/f/y/e) otherwise I might have a nervous breakdown.
3. Very often the employees of our company have to (r/e/r/o/w/k/v/o) as our latest model has been in great demand over the past two years.
4. No doubt that (s/e/g/s/a/a/m) is one of the most effective ways to deal with stress.
5. Our teacher has asked us to speak about the most (f/r/s/t/s/e/s/l/u) situations we have ever faced.
6. Most staff have started to panic since their (o/u/j/s/y/i/b/e/r/c/t) (2 words) is low.
7. The Board of Directors took new measures aimed at (g/k/l/t/a/i/c/n) low morale level of our employees.
8. When I have to make a speech, I'm always nervous, I can't learn how to (d/a/h/n/e/l) my emotions.
9. It goes without saying that putting forward the idea of (x/b/y/f/e/i/l/i/t/l) helps a company to improve its productivity and to increase staff motivation.
10. One of the disadvantages of his job is that he has too much (r/a/r/p/p/w/e/o/k) and the boss that is difficult to deal with.

VII. Supply the right tense form either Past Simple or Present Perfect.

1. - You ever (to work) in an open-plan office?
- Never. The idea of such an office horrifies me!
2. - I'm worried about my husband!
- Oh, what's wrong?
- I believe he has difficult time at work. You see, he (to start) to forget family birthdays and yesterday he even (to forget) where he had parked his car!
3. I (to find out) that massage, meditation and exercise help to reduce stress but there's nothing like shopping for me!
4. Recently he (to suffer) emotional strain and last week he was taken to hospital.
5. Last year our company (to do) everything possible to persuade employees to eat better and to take more exercise.
6. He (to overwork) last month and as a result the management of the company (to praise) him and he (to get) a promotion.

7. When I (to study) at the University it (to be) difficult for me to meet tight deadlines.
8. The company (to decide) to fire him because he (cannot) take any decisions. Moreover, two months ago he (to miss) a valuable contract.
9. You (to learn) the way men and women cope with stress?
10. At first, meditation (to be) a hobby but in the end it (to become) a career.

VIII. Put the question to each sentence.

1. It's very important how people choose to organize their lives. (tag question)
2. Employees have to deal with a lot of time limits for finishing work. (general question)
3. Working under pressure leads to the lack of creativity. (alternative question)
4. Oxford University published the list of the most stressful jobs yesterday. (special question)
5. My dear friend has joined a meditation group in India. (to the subject)
6. Less stress leads to increased job satisfaction and means more productivity. (indirect question)
7. Students' absenteeism is one of the major problems at our University. (to the subject)
8. The unions have said that they will recommend strike action in case of further redundancies. (special question)
9. More and more people want to get away from what they call the rat race. (tag question)
10. People are looking for a better quality of life and a healthier work-life balance. (alternative question)

X. Translate the sentences into English.

1. Они ввели новую систему поощрения работников, чтобы снизить количество стрессовых ситуаций.
2. Софи – трудоголик, поэтому ей нравится ездить в командировки и ходить на курсы повышения квалификации.
3. После слияния компаний давление на работников увеличилось, а возможности продвижения уменьшились.
4. Меня сильно раздражает, когда я долго стою в очереди.
5. Я ненавижу свою работу: постоянные пробки по утрам, давление со стороны начальника. И вы еще спрашиваете каковы причины моего стресса?
6. Всю прошлую неделю она ничего не делала, а сейчас она работает над отчетом ночью, чтобы управиться в срок.
7. Черeda увольнений – сильный стресс для работников компании, поэтому компании приходится нанимать психологов.

8. Массаж, медитация, свободное выражение эмоций, умение улаживать любую ситуацию – все думают, что это лучшее средство против стресса. Чепуха! Мое лучшее средство против стресса - просто не работать!
9. Наемные рабочие обратились к боссу с вопросом о повышении заработной платы.
10. Каждую неделю мой брат ведет переговоры с зарубежными партнерами. Это хорошая возможность для карьерного роста.
11. Бесплатное медицинское обследование – это хорошее поощрение наших сотрудников.
12. Я бросил работу, где я зарабатывал хорошие деньги из-за высокого уровня стресса.

Unit 6

“Entertaining”

I. Match a word or word combination to its definition.

- | | |
|---------------------------|---|
| 1. priority | a. the place where something is arranged to happen |
| 2. corporate entertaining | b. an arrangement or system that makes a particular activity possible |
| 3. venue | c. a struggle or fight to gain control or advantage |
| 4. dessert | d. to refuse a request or offer or the person that makes it |
| 5. tip | e. something that needs attention, consideration, service, etc., before others |
| 6. facility | f. a plan how to spend money, esp. during a certain period or for a particular purpose, taking account of what one will earn or receive and of what one will probably have to spend |
| 7. hone | g. a state of anxiety about something bad that might happen |
| 8. socializing | h. sweet food served after the main part of a meal |
| 9. to turn down | i. the act of entertaining aimed at obtaining sales, keeping old clients and attracting new ones. |
| 10. trepidation | j. a person who takes part or has a share in an activity or event |
| 11. participant | k. much better than most others, very good |
| 12. budget | l. to arrive, to make one's appearance |
| 13. to turn up | m. a small amount of money given as a gratitude for a small service performed |
| 14. outstanding | n. spending time with others in a friendly way |
| 15. contest | o. to improve, to make perfect |

II. Find synonyms.

- | | |
|-----------------------|---------------------------|
| 1. awareness | a. to reject |
| 2. spacious | b. objective |
| 3. tasty | c. meeting point |
| 4. cosy | d. hors d'oeuvre |
| 5. to book | e. knowledge |
| 6. venue | f. delicious |
| 7. to look forward to | g. member |
| 8. to take part in | h. to reserve |
| 9. to turn down | i. having a lot of room |
| 10. to put off | j. pleasant, comfortable |
| 11. participant | k. to wait for, to expect |
| 12. aim | l. to participate |

13. starter

m. to postpone

III. Complete the sentences with one of the words from the box in its correct form.

to recommend	accessible	tournament	health spas	to take	
out	hospitality	thrilling	to look around	golf	wine tasting

1. is a national feature of Belarusian people.
2. When you go to France, you are likely to be invited to a
3. A game in which people hit small white balls into holes in the ground with a set of special sticks is called
4. What a game! The winner was in doubt until the last minute.
5. As a corporate entertaining our company has decided to organize a chess
6. Let's give our guests more time the sights of our city.
7. France, Italy and the Check Republic are well-known for their where people come for cures.
8. I'd like you to visit "the big six" events as I call them in Great Britain.
9. Our senior managers our Japanese guests to the theatre tonight.
10. The island we have chosen for our conference is only by boat.

IV. Match the words with their opposites.

- | | |
|--------------------------------|------------------------------|
| 1. cost-effective | a. to save |
| 2. to greet | b. to exclude |
| 3. advantage | c. to increase |
| 4. to attract public attention | d. unprofitable |
| 5. overseas | e. disadvantage |
| 6. to allow | f. to say good-bye |
| 7. to spend money | g. to neglect |
| 8. to cut down | h. to distract |
| 9. to look after | i. to ban, to prohibit |
| 10. to include | j. local, national, domestic |

V. Match the halves of the sentences.

- | | |
|---|---|
| 1. Corporate entertaining contributes to the interaction between people and | a. they hadn't managed to go sightseeing. |
| 2. How do you feel about inviting our guests to one of the most stylish restaurants | b. which will be held in Leeds, England. |
| 3. Alice is responsible for hotel booking and | c. meeting their new Chief |

- | | |
|--|--|
| 4. They were late for the conference because | Executive. |
| 5. This year our company has decided to cut down | d. meeting guests at the airport. |
| 6. On behalf of our company, I'd like to invite you to attend this year's conference | e. this hotel offers outstanding conference facilities. |
| 7. I certainly look forward to | f. "There is no such thing as free lunch". |
| 8. I'm in favour of choosing Hotel Moda in Prague because | g. budget on corporate entertaining. |
| 9. There is a saying, | h. where they serve an exclusive Japanese food. |
| 10. Our guests were disappointed because | i. their flight had been delayed. |
| | j. helps to know each other better. |

VI. Form the right part of speech from the words "entertain", "socialize", "negotiate".

entertain

1. We our foreign guests this evening.
2. Our company has invited a popular television for its 10th anniversary.
3. The law applies to theatres, cinemas, and other places of public

socialize

1. I enjoy with my colleagues after work.
2. We talked about various questions, such as unemployment and education.
3. Being helps you to climb a career ladder.

negotiate

1. The trade union a new contract with the management this week.
2. The treaty was the result of long
3. As he often goes on training courses he must be a really skillful

VII. Match the columns to make word combinations.

- | | |
|---------------------|--|
| 1. to book | a. to know each other |
| 2. to look after | b. the old town |
| 3. overseas | c. the meeting |
| 4. to return | d. at extra cost |
| 5. to get | e. subsidiaries |
| 6. to become | f. a table |
| 7. to put off | g. clients |
| 8. a personal | h. a strong international team |
| 9. to walk round | i. your kindness and generosity |
| 10. to be available | j. preference |

VIII. Supply the right preposition where necessary.

1. When they asked the waiter ... the bill, they were speechless because it was enormous.
2. What holiday destinations can you recommend us apart ... Egypt and Turkey.
3. One of the main aims of organizing corporate entertaining for overseas partners is to break ... cultural barriers.
4. The delegation of foreign partners set ... on Friday early in the morning.
5. As she is one of my best friends I couldn't but take ... the invitation.
6. Leave me alone! Don't involve me ... your dirty business!
7. We recommended ... our business partners to attend the Wimbledon tournament and the Chelsea Flower Show!
8. My friend is a creative personality. She always comes new and exciting ideas that's why she is considered a valuable asset for the company she work in.
9. Do you know why she is so hard-working? All her efforts are aimed ... getting more profit!
10. "Help yourself ... some wine, please," said Mrs. Brown.

IX. Put the questions to the sentences.

1. The pharmaceutical industry has to follow a tough new code of practice. (special question)
2. Many companies have realized that it can cost 4 or 5 times as much to gain a new client as it is to keep an old one. (tag question)
3. Corporate entertaining is a barometer of the economy. (general question)
4. The marketing team has sent out a questionnaire to find out what type of venue the participants preferred. (alternative question)
5. The Grand Hotel in England best meets the requirements of the conference. (alternative question)
6. The budget of our company for corporate entertaining makes \$ 2 000 per participant. (indirect question)
7. The chart shows the popularity of certain forms of entertainment with executives while they're abroad on business. (special question)
8. In Italy they often had pasta as a first course. (tag question)
9. Corporate entertaining is considered to be the main benefit of the sponsorship. (to the subject)
10. He is going to participate in the contest which will give him a chance to run over a car with the tank. (indirectquestion)

X. Translate into English.

1. Согласно этикету, в ресторане необходимо оставить чаевые.
2. Только взаимный интерес заставил этих бизнесменов пойти на вечеринку.

3. Директор сообщил, что он уезжает за границу по делу: налаживать внешние связи.
4. По приезде в Стокгольм, наша делегация решила, в первую очередь, осмотреть достопримечательности и попробовать национальную кухню.
5. Белорусы славятся гостеприимством, они готовы потратить много денег на развлечение своих гостей.
6. Общественный опрос показал, что наблюдается тенденция к сокращению трат на развлечения.
7. Если вы едете на конференцию, вам следует забронировать место в отеле рядом с местом ее проведения.
8. Хорошая кухня, немного вина – это все, что необходимо для заключения удачного контракта.
9. Мы подумываем о том, чтобы наши гости остановились в Grand Hotel, так как он предлагает прекрасные возможности.
10. На собрании было проинформировано – бюджет на новую маркетинговую компанию должен быть урезан в два раза.

Unit 7
“Marketing”

I. Guess the word according to the definition given.

1. to try hard to sell a product or service by advertising it widely, reducing its price
_ _ _ m _ _ _
2. the business activity of making sure that people know about a new product, a film etc. _ u _ _ _ _ _ _ _
3. to take money out of a bank account _ _ _ _ _ _ _ w
4. when people hear about something from their friends, people they work with etc.
_ _ _ _ _ _ _ u _ _
5. to sell goods in small quantities to members of the public, usually in a shop _ _ _
_ i _
6. a set of similar products made by a particular company or available in a particular shop _ _ n _ _
7. an occasion at which a new product is shown or made available for sale or use for the first time _ _ u _ _ _
8. to send something or someone to a place _ _ _ _ _ t _ _
9. for or by each person _ _ _ _ _ p _ _ _
10. the amount of money something is worth _ _ _ u _

II. Make up expressions with the words given.

- | | | | |
|--------------|----------|-------------|----------|
| agency | figures | life cycle | range |
| availability | forecast | mix | research |
| behavior | goods | niche | segment |
| budget | launch | orientation | share |
| campaign | loyalty | profile | target |
| campaign | | | |

Market	Marketing	Advertising	Customer	Consumer	Product	Sales
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____

III. Complete the letter with the words given.

analysis
demand

free
goods

mix
plan

research
trends

Dear Sam,

Thank you for your letter about your plans to market our products in the South Pacific Region. As you know, we want to sell our (1) in every (2) market in the world, so naturally we are interested in your region. Obviously we have to do some (3)

For now, I have four questions:

1. How is the present supply and (4) for our kind of products?
2. What kind of marketing (5) do you think we should develop in our marketing (6)
3. What are the market (7) in this sector?
4. Can you recommend someone to carry out a detailed market (8) for us?

I look forward to hearing from you as soon as possible.

Yours sincerely,
Peter Smith

IV. Tick all possible prepositions.

	to	with	on	from	in	at
agree						
appeal						
associate						
belong						
concentrate						
distinguish						
rely						
result						
submit						
spend						
target						

V. Make up word partnerships.

- | | |
|---------------|----------------------------|
| 1. carry out | a) money |
| 2. conduct | b) sales target |
| 3. associate | c) with the demand |
| 4. launch | d) market research |
| 5. meet | e) a failure |
| 6. request | f) a consumer survey |
| 7. run out of | g) a new product |
| 8. target | h) an advertising campaign |
| 9. keep up | i) the range |
| 10. be | j) one's support |

VI. Put the question to each sentence.

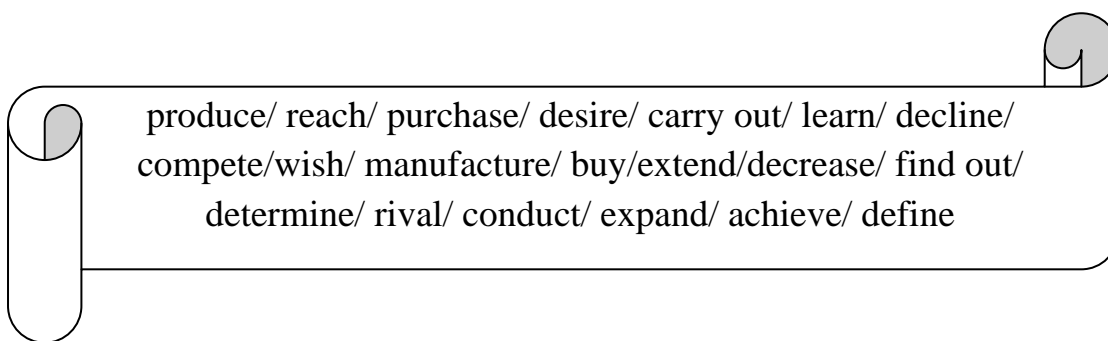
1. In order to regain the top spot, Chanel launched a new ad campaign. (*a general question*)
2. Companies carry out market research to get information about what buyers need and want. (*a special question*)
3. Good marketing should increase the volume of sales. (*a tag question*)
4. World leaders hope to achieve a major breakthrough at the conference on environmental issues. (*a question to the subject*)
5. Zirkon already made good profits when it introduced its new digital camera in 2000. (*an alternative question*)
6. Anita Roddick, founder of the Body Shop, was born in England in 1942. (*an indirect question*)

VII. Match the word to its definition.

- | | |
|--------------------------|--|
| 1. brand | a) when sales, profits, production etc. become less |
| 2. budget | b) to aim products, programs of work, etc. at a particular area or group of people |
| 3. competitive advantage | c) a set of questions given to a group of people to find out about their opinions or behavior |
| 4. customer profile | d) the total amount of something |
| 5. customer loyalty | e) a name given to a product by a company so that the product can be easily recognized by its name or design |
| 6. decline | f) an advantage that makes a company more able to succeed in competing with others |
| 7. market niche | g) a detailed plan made by an organization about how much it will receive as income over a particular period of time, and how much it will spend |
| 8. market segment | h) a description of a typical customer likely to be interested in a particular product |

- 9. product life cycle i) the fact that people choose to use a particular shop and buy one particular product, rather than use other shops or buy products made by other companies
- 10. survey j) a market for a product or service, perhaps an expensive or unusual one, that doesn't have many buyers, but that may make good profits
- 11. target k) the four stages in the existence of a product
- 12. volume l) a group of customers that share similar characteristics, such as age, income, interests, and social class

VIII. Make up 10 pairs of synonyms.



IX. Fill in the missing words. Make changes if necessary.

amount	customer loyalty	failure
available	consumer goods	niche market
benefit	competitive advantage	product launch
budget		

1. Each year business managers draw up a and suggest a series of financial targets.
2. Marco offered regular customers at his bakery and restaurant special meals in order to build
3. The system offers real to the consumer.
4. Savings are needed to finance new
5. This small pharmaceuticals company has targeted specialty cancer treatment as its
6. America's lead in aerospace is one of its most important
7. Rising incomes have brought higher demand for cars and other western
8. Figures show a big rise in the of money in the economy.
9. They plan to make the product widely in vending machines.
10. The CEO recommended a detailed investigation into the reasons for the company's

X. Translate into English.

1. Для успешного маркетинга компания должна иметь хороший лозунг.
2. После дискуссии на конференции все члены рекламной компании были удовлетворены результатами продаж.
3. Я считаю, что компания MaxFactor должна увеличить рекламный бюджет.
4. Каждый месяц менеджер составляет отчет о доходах компании.
5. Маркетинговый отдел занимается прогнозированием рынка сбыта и поиском новых способов продвижения товара.
6. Очередная PR акция направлена на увеличение объема продаж.
7. Жизненный цикл товара начинается с выпуска пробных образцов и заканчивается его продажей.
8. Менеджеру необходимо провести рыночное исследование и изучить поведение покупателя.
9. Ваша продукция соответствует спросу потребителя?
10. Эта рекламная кампания потерпела неудачу, и продажи резко снизились.

Unit 8
“Planning”

I. Guess the words according to their definitions. The first letter of each word is given.

1. the period after one has retired – r.....
2. a piece of work that needs skill, effort, and careful planning, esp. over a period of time – p.....
3. to cause (someone or oneself) to become connected or concerned – i.....
4. to spend more than you have planned – o.....
5. a planned list or order of things to be done, dealt with – s.....
6. to decide on an amount of money to be spent on a particular purpose – a.....
7. new businesses that appear are called – s.....- b.....
8. a written set of questions which a large number of people are asked to answer in order to provide information – q.....
9. an act of sending sound and/or pictures by radio or television – b.....
10. a short description of a company esp. as given on television or in a newspaper – c..... p.....

II. Match the synonyms.

- | | |
|------------------------|-------------------------|
| 1. to inform | a. to decide thoroughly |
| 2. headquarters | b. to evaluate |
| 3. international | c. to call off |
| 4. to forecast | d. head office |
| 5. to decide in detail | e. to let smb. know |
| 6. to modernize | f. to foresee |
| 7. to estimate | g. to update |
| 8. a presenter | h. overseas |
| 9. to implement | i. an announcer |
| 10. to cancel | j. to fulfil |

III. Translate the italicized parts of the sentences using word partnerships from the previous exercise.

1. We are short of time, so can you *говорить четко по делу*, please?
2. Our company has decided to move to another office, so now we *рассматриваем варианты* concerning the most suitable area for us.
3. My Granny has always told me to *планировать все с раннего возраста*.
4. He confidently *прогнозировал увеличение продаж* and he turned out to be right.
5. Organising the conference we tried to do our best to *держаться в рамках бюджета*.
6. We *установили крайний срок* for sending application forms.
7. Every company should decide on *основной идеей* thoroughly as it reflects the image and the values of the company.
8. As there have been tremendous changes in the reorganisation of our company we consider that we should *обновить наши бизнес планы*.
9. This department is in charge of *сбор информации* on marketing research.
10. The first point on our agenda is to *обсудить переезд* and to choose a transport company which will help us.

IV. Form the right part of speech from the words “cancel”, “invest”, “present” in its correct form.

cancel

1. We are obliged to announce about all flights.
2. The flight is fully booked but if there are any we will let you know.
3. She her trip to New York as she felt ill.

invest

1. Your bank manager will advise you where to your money.
2. The government is trying to attract more into the shipbuilding industry.
3. I have almost everything to set up a new business: a great idea, a good business plan. The only thing I need is to find a private

present

1. The sales director will give a short on the new sales campaign.
2. Our company has placed an ad for the vacant position of a
3. When are we going to our new project?

V. Match the words to make word partnerships.

- | | |
|-------------------|----------------------|
| 1. to stick | a. sales |
| 2. to consider | b. research |
| 3. to plan smth. | c. to date |
| 4. to write | d. from an early age |
| 5. to forecast | e. to the plan |
| 6. to keep within | f. the plan |
| 7. to set | g. the relocation |
| 8. mission | h. a schedule |
| 9. to refine | i. information |
| 10. to undertake | j. statement |
| 11. to move | k. forward |
| 12. to update | l. the budget |
| 13. to keep up | m. business plans |
| 14. to collect | n. a deadline |
| 15. to discuss | o. options |

VI. Supply the right preposition.

1. Our new marketing campaign is mainly aimed ... attracting foreign investors.
2. ... addition ... giving a general introduction to computers, the course also provides practical experience.
3. The concert is being broadcast ... Europe.
4. How can you comment ... the current situation on the car market?
5. A chain of redundancies led ... numerous strikes.
6. I was thinking for a long time where to invest my money ..., finally I made up my mind to put it ... hotel business.
7. There is no point ... contacting this company. As we all know it is rather unreliable.
8. We are all inspired ... new opportunities for our company which we have had due to recent investments.
9. You can't rely on her: ... instance, she arrived an hour late for an important meeting.
10. The day before yesterday our Finance Director asked the accountant to hand ... the report on time.

VII. Open the brackets using the Present Continuous, to be going to, will.

1. When we ... (to launch) a new range of sunglasses?
2. Mr. Pallier has just made a note in his diary, and he ... (to call) you back on Friday to confirm the appointment.
3. We are sure we ... (to beat) our rivals pretty soon.
4. Our Chief Executive ... (to meet) our foreign partners to discuss the future actions next week.
5. Work performance leaves much to be desired and you still ... (to expect) increase in profits!
6. I don't think we ... (to open) three subsidiaries next month.
7. We ... (to look forward) to your reply concerning our joint venture.
8. The rival's company ... (to discuss) the terms of a new profitable contract with Beltelecom.
9. Our Marketing manager ... (to invite) an authority on business planning to give a presentation to the sales team.
10. We ... (to hope) to increase the number of international flights in five months' time.

VIII. Match the halves of the sentences.

- | | |
|---|--|
| 1. One of our main aims is | a. otherwise our competitors will win the race. |
| 2. We'll never finish this meeting | b. plans are nothing, planning is everything. |
| 3. I have short memory. | c. to define clients' needs. |
| 4. We're expected to produce high quality products, | d. we can relocate to a new office either in Rome or in Florence. |
| 5. Let's consider two options: | e. if people don't stick to the point. |
| 6. We are planning to open a new Complex | f. that's why every time he goes shopping he makes a list of things. |
| 7. While planning a family occasion | g. Will you remind me about the appointment? |
| 8. My brother complains that he has a bad memory | h. one should be able to set certain targets and to define priorities. |
| 9. To manage time successfully | i. that's why our management has reduced costs. |
| 10. Nobody can deny that | j. it is necessary to take into accounts all the details. |

IX. Put the question to each sentence.

1. Long-term cooperation with our Chinese partners is extremely profitable for us. (special question)
2. On Friday our department is going to estimate the costs on the construction of a new resort. (alternative question)
3. Many people ask themselves what the secret of good planning is. (tag question)
4. My friend believes that making a list of things to do is a waste of time. (general question)
5. As the exchange rate rocketed, we couldn't keep within our budget. (special question)
6. There are different ways our staff could improve their performance. (indirect question)
7. Next week we are planning to have a training weekend for our department. (alternative question)
8. My boss was angry because I hadn't met the deadline. (general question)
9. Mr. Vlasov is responsible for opening new stores in Europe. (subject question)
10. To vast majority of business people there never seems to be enough time. (indirectquestion)

X. Translate into English.

1. Чтобы получить бонус, Вы должны успеть сдать отчет в сроки и предоставить его на рассмотрение на конференции.
2. Многие бизнесмены составляют расписание своих дел на много дней вперед.
3. Нам нужно постараться убедить его переехать в другой офис.
4. Если мы не будем придерживаться плана, то мы не успеем вовремя достроить наш роскошный курорт в Испании.
5. Наши задачи сегодня следующие: обсудить предложенные варианты и составить расписание.
6. Если что-то идет не так, нужно отступить и пересмотреть ситуацию.
7. Совет директоров полагает, что вложение долгосрочных инвестиций в строительство отеля на месте трущоб, очень выгодно.
8. Перед нами стоит очень важная задача: составить план развития сети магазинов одежды.

Unit 9
“Managing people”

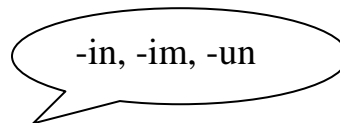
I. Match the words to their definitions.

- | | |
|--------------------|--|
| 1. assumption | a. when someone or something does not achieve the results that were expected |
| 2. bonus | b. someone or something that has the same job or purpose as someone or something else in a different place |
| 3. bribery | c. someone whose job is to manage all or part of an organization |
| 4. chief executive | d. someone chosen to speak or make decisions for another person or group of people |
| 5. commission | e. when someone loses their job in a company because the job is no longer needed |
| 6. counterpart | f. a skill, personal quality, or type of experience that makes you suitable for a particular job |
| 7. deputy | g. an occasion when two or more companies, organizations etc join together to form a larger company |
| 8. dress code | h. something that you think is true although you have no proof |
| 9. failure | i. an amount of money paid to someone according to the value of goods, services, investments etc they have sold |
| 10. favouritism | j. an extra amount of money added to an employee’s wages, usually as a reward for doing difficult or good work |
| 11. a manager | k. someone in an organization who is immediately below someone else, and who does their work when they are not there |
| 12. merger | l. the manager with the most authority in the day-to-day management of a company |
| 13. representative | a m. when one person or group is treated better than others in an unfair way |
| 14. redundancy | n. the way that you are expected to dress in a particular situation, especially as an employee of a particular company |
| 15. qualification | o. dishonestly giving money to someone to persuade them to do something to help you |

II. Supply the right preposition.

1. When staff worry over certain issues, a good manager should respond their concerns promptly.
2. Don't think you have to do everything yourself. Delegate tasks other people.
3. The team had to report their progress the manager every month.
4. They are aggressive when selling and put pressure customers to purchase.
5. James was arguing his manager taxation.
6. Investors can participate the management of the company they invest , but must keep ownership at less than 50%.
7. You should be apologizing your customers wasting their money.
8. He may become a good manager. It depends his communication skills.
9. Jane was talking her boss her plans to leave the company.
10. They focus too much their weaknesses, jump to conclusions too quickly and label all local staff as the same.

III. Make these adjectives negative, using prefixes from the box.



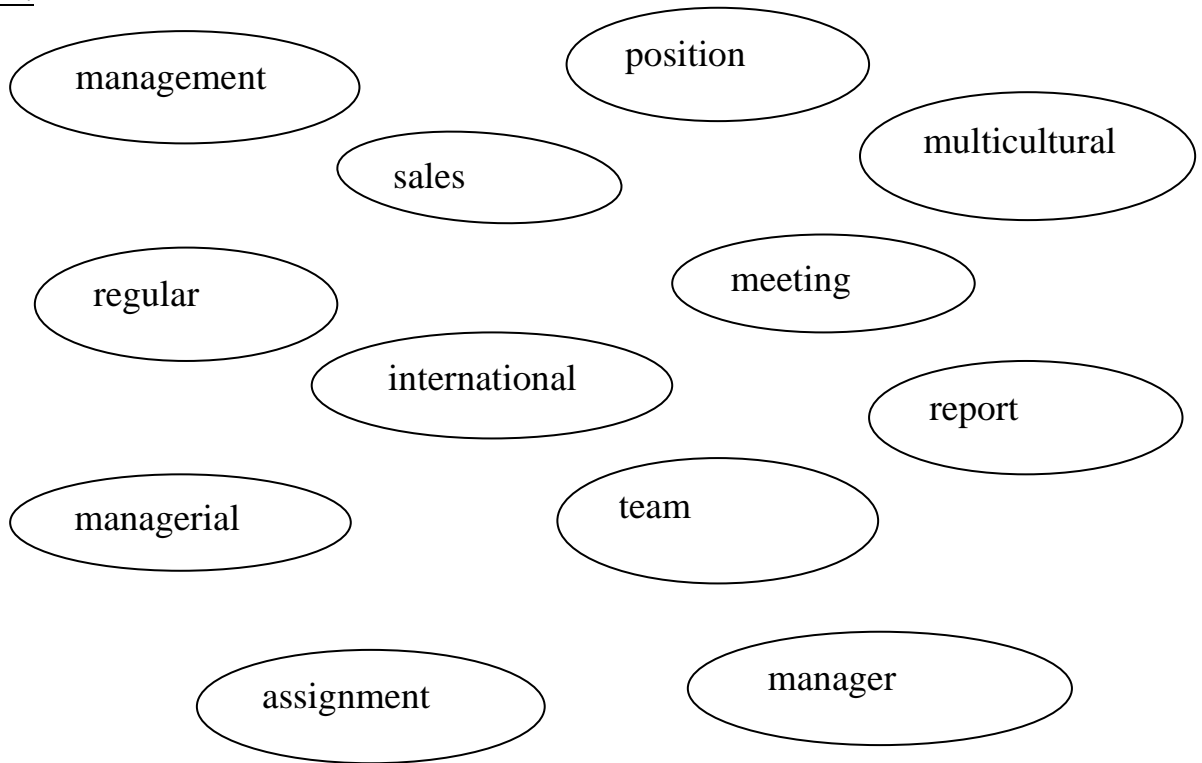
aggressive, ambitious, complete, efficient, familiar, enthusiastic, motivated, profitable, secure, skilled

IV. Guess the word according to its definition.

1. something belonging to an individual or a business that has value or the power to earn money _ _ _ e _
2. someone you work with, used especially by professional people and managers _ _ _ _ a _ _ _
3. a date or time by which you have to do something or complete something _ _ _ _ i _ _
4. an experienced person who gives advice to less experienced people to help them in their work _ _ _ _ o _
5. someone who buys things in order to sell them to someone else, or who helps to arrange business deals for other people _ _ _ _ _ e _ _ _
6. time that you spend working in your job in addition to your normal working hours _ _ _ _ _ i _ _
7. the employees who sell a company's products are the sales representatives, usually known as _ e _ _

8. involving actions to keep someone or something safe from being damaged, stolen etc _ _ _ u _ _
9. a particular quality or ability that gives someone an advantage in relation to others _ _ _ e _ _ _ _
10. money that is paid by a government or organization to make something cheaper to buy, use or produce _ _ _ _ _ i _ _

V. Make word combinations out of these words and use them in sentences of your own.



VI. Word formation. Fill in with the missing forms.

<i>Noun</i>	<i>Adjective</i>	<i>Verb</i>
.....	develop
globalization
..... ..	managerial
motivation
.....	persuade

VII. Choose the correct alternative to complete each sentence.

1. You must keep staff , especially when things get difficult.
A. generated B. motivated C. frustrated D. informed
2. Try to ensure that each employee's is not too great.
A. working B. work-to-rule C. working party D. workload
practice
3. What can we do to improve in this department?
A. morale B. mortality C. moral D. temperament
4. The merger will allow the combined company to costs.
A. fall B. decline C. reduce D. gain
5. The chief executive was because she was incompetent.
A. resigned B. dismissed C. make redundant D. fire

VIII. Complete the dialogue between the Managing Director (MD) and the Personnel Manager (PM). Choose the words above to fill in the gaps.

- | | |
|-------------------------|---|
| accounting for managers | sales |
| communications | new technology |
| computer systems | promotion and marketing |
| distribution | manage |
| make decisions | specialized management-training courses |

MD: John, we must think about 1) for our junior managers.

PM: Yes, our promising younger people need to learn about management structures.

MD: They need to know how to 2)..... and results of these decisions.

PM: And, of course, 3) is essential. And they must know how to read the balance sheet.

MD: Without it, they will never 4) successfully, and they won't know anything about stock control, costing, pricing... you name it.

PM: Yes, cost and price decisions depend on knowing this.

MD: Of course, that's not the only thing they need to know. 5) means that they need to know about things like 6)

PM: What else?

MD: 7) , for example.

PM: Yes, and I think that the 8) departments need managers with this background, as well as the 9) department.

MD: Even the 10) managers could benefit, too. Perhaps we should only appoint managers with a Harvard MBA !

IX. Arrange the words into pairs of synonyms.

aggressive, ambitious, bonus, concentrate on, convincing, effective, foreseen, goal, manage, skilful, hostile, target, safe, enthusiastic, predict, persuasive, efficient, premium, protected, skilled, focus on, determined, interested, run

X. Report the sentences using the reported verbssaid, informed, asked, wondered...

:

1. The CEO has appointed a new management team.
.....
2. We are constantly improving the way we sell our products.
.....
3. Does your manager listen to your suggestions?
.....

4. We will open the chain of shops before long.
.....
5. Are you having difficulty contacting our consultant?
.....
6. The company didn't have overseas stores three years ago.
.....
7. Why is this year's budget so small?
.....
8. What challenges do young managers face, compared to older ones?
.....
9. Management style has changed considerably over the last few years.
.....
10. When are you going to introduce the changes?
.....

XI. Put the question to each sentence.

1. They ignore the background, education and cultural differences between themselves and their staff.(special question)
2. Young executives come back from business school armed with big ideas.(alternative question)
3. Management problems always turn out to be people problems.(general question)
4. When managers work in foreign countries, they may find it difficult to understand the behaviour of their employees.(indirect question)
5. It is important for young managers to make key people believe in them and trust them.(tag question)
6. We should adopt a more sympathetic attitude towards them.(to the subject)
7. Employees are becoming more valued by management.(alternative question)
8. In the past, management and workers were completely separate, even to the extent of having separate restaurants for lunch.(tag question)

XII. Translate the sentences into English.

1. Компания ищет менеджера по продажам для своего нового филиала в Париже.
2. У менеджеров отсутствует мотивация, так как им регулярно недоплачивают за их работу.
3. Если менеджер управляет многонациональным коллективом, он должен быть толерантным и одинаково относиться ко всем сотрудникам.
4. Настоящий менеджер не подавляет своих служащих, а воодушевляет и мотивирует.
5. За последние два года сеть магазинов выросла в несколько раз благодаря правильному менеджменту.
6. Амбициозные люди всегда используют свои возможности максимально, они ставят перед собой цели и достигают их.
7. Когда вы работаете с многонациональной командой, вам следует принимать во внимание особенности каждой нации.
8. Этот топ-менеджер известен тем, что он отказался от традиционного управленческого стиля в пользу мотивации персонала.
9. Хороший менеджер по продажам берет на себя инициативу. Это означает, что если ваш клиент спрашивает вас о чем-то, познакомьте или представьте ему еще какой-то подобный товар или услугу.
10. Эффективность работы менеджера в наибольшей степени зависит от его личных качеств.

Unit 10

Conflict

I. Guess the meaning of the word according to its definition.

1. an amount of money that a business has to spend on something _ _ p_ _ _ _
_
2. much more than is reasonable or necessary _ _ _ _ _ s _ _ _
3. the ability to remain the same in behavior, attitudes, or qualities _ _ _ _ _
_ _ _ y
4. official discussions between groups who are trying to reach an agreement _
_ _ o _ _ _ _ _
5. the final result of a process, meeting, activity etc. _ _ _ c _ _ _
6. relaxed and informal _ _ _ u _ _
7. that needs to be dealt with immediately _ _ g _ _ _
8. in a way that is considered right or correct _ _ _ _ _ y
9. needing a lot of time, ability, and energy _ _ m _ _ _ _
10. strong enough to deal successfully with difficult conditions or situations _ _ _ g
_

II. Fill in the words in the correct form.

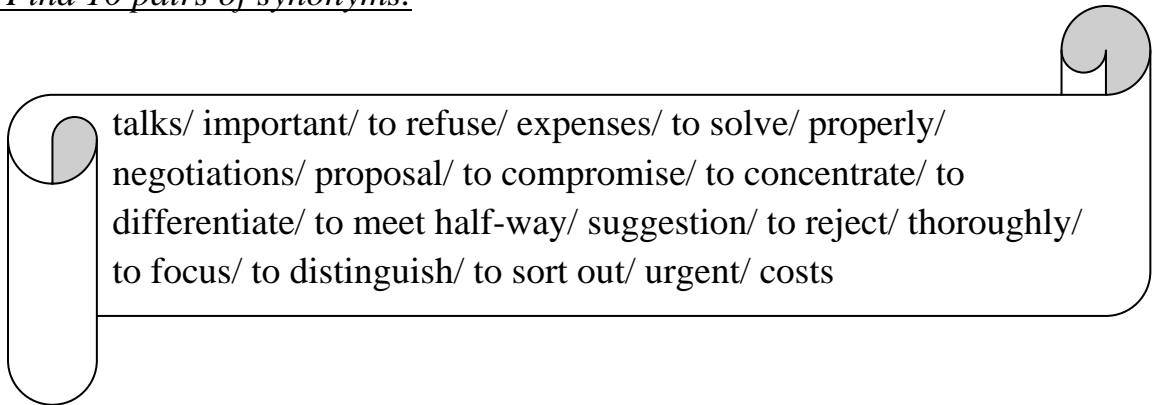
accept	counterpart	propose
address	cover (v)	resolve
agree	exceed	sales target
contribute	place (v)	tough

1. American chief executives are paid far more than their in the UK.
2. Many companies are facingcompetition.
3. It took a massive \$ 1.68 billion pretax charge to losses from bad loans.
4. Doctors should not expensive gifts from pharmaceutical companies.
5. The use of technology has enabled NatWest to a problem facing many businesses across the UK.
6. Actually, I with Mike on this point.
7. Lyle that I become his business partner.
8. The airline has a large order for jets with Boeing.
9. Most pension disputes will be within a year.
10. His department \$ 3.3 million towards the fund.
11. They have already reached their for this year.
12. Working hours must not 42 hours a week.

III. Make up word expressions.

- | | | | |
|---------------|-----------------------|---------------|-----------------|
| 1. to address | a) the sales target | 1. to miss | a) a suggestion |
| 2. to arrange | b) a signing-on bonus | 2. to place | b) sb's advice |
| 3. to exceed | c) an effort | 3. to reach | c) dramatically |
| 4. to get | d) to a strike | 4. to reject | d) a meeting |
| 5. to give | e) half way | 5. to request | e) an order |
| 6. to lead | f) delivery | 6. to resolve | f) sb's mind |
| 7. to make | g) an issue | 7. to rise | g) a conflict |
| 8. to make | h) to the point | 8. to show | h) actions |
| 9. to manage | i) concessions | 9. to speak | i) an agreement |
| 10. to meet | j) a conflict | 10. to take | j) frustration |

IV. Find 10 pairs of synonyms.



V. Tick all possible prepositions.

	with	to	at	on	about	towards	in
1. to agree							
2. to argue							
3. to be angry							
4. to complain							
5. to concentrate							
6. to contribute							
7. to focus							
8. to get back							

9. to involve							
10. to lead							
11. to shout							
12. to worry							
13. to place an order							
14. with reference							

VII. Choose the correct word.

1. I'll ask my bank manager for advice/ advise about investment.
2. Lawyers here only get their fee/ wages if they win the case.
3. The income/ salary from the investment is \$ 52, 000 a year.
4. Do these cars confirm/ conform to the new safety regulations?
5. You shouldn't read confident/ confidential documents!
6. The unions criticized the government's economic/ economical policy.
7. Please send me your latest catalogue and prize/ price list.
8. We've increased produce/ productivity by 10 % in this factory.

VIII. Match the word to its definition.

- | | |
|----------------|---|
| 1. assertive | a) done or given officially or publicly |
| 2. compromise | b) to take goods or mail to a place |
| 3. counterpart | c) to make someone believe something is not true |
| 4. exceed | d) to find a satisfactory way of settling a disagreement, dispute etc. |
| 5. formal | e) to refuse to accept a request, suggestion, or offer |
| 6. frustration | f) behaving in a confident way so that people listen to your opinions and ideas |
| 7. deliver | g) someone that has the same job or purpose as someone in a different place |
| 8. resolve | h) an annoyed or impatient feeling that you get when you are prevented from sth |
| 9. reject | i) to be more than a particular number or amount |
| 10. trick | j) an agreement between two people or groups in which both sides agree to accept less than they first asked for |

IX. Complete each sentence with the correct form of the given word.

employ

1. In an area of high people are desperate to find jobs.
2. Every of the firm is entitled to a 10 % discount.
3. Her gets very angry if she uses the phone too much.

distribute

1. British Leyland their cars throughout the world.
2. His job is to organize the of money to students.

manage

1. The unions had underestimated the employers' ability to
2. He spent 14 years with IBM in sales, marketing and
3. To be a good you need loads of energy.

know

1. We need somebody with a good working of French.
2. Our company is well-..... abroad.
3. She's obviously very as far as marketing is concerned.

contribute

1. His this year include gifts to the San Francisco library and Museum of Modern Art.
2. Our department \$ 2.5 million towards the fund.

X. Ask questions to the sentences.

1. New products must comply with certain standards. (*a general question*)
2. Unions took strike action to stop the production and distribution of the local newspaper. (*an alternative question*)
3. They are almost totally dependent on Western economy. (*a tag question*)
4. Chanel #5 has been the number one fragrance in the world. (*a question to the subject*)
5. Farmers in the northern Indian state grow mostly wheat and rice. (*a special question*)
6. Agriculture in this region still employs half the workforce, although it accounts for only 1 per cent of production. (*an indirect question*)

XI. Supply the correct tense form.

1. Unemployment (peak) last year and since then (go) down.
2. We (study) the effect of the fall in the dollar's value at the moment.
3. Our research (carry out) last year but I (see) the results yet.
4. Turnover (rise) dramatically since we (be founded).

5. The marketing department (recruit) two new assistants so far this year.
6. An extraordinary meeting (hold) next Wednesday.
7. In the UK, price increases (restrict) by the operation of Price Code.
8. We didn't want to see the accounts because we (see) already them.
9. The office was very quiet. Everybody (go) home.
10. Sales (fall) since the beginning of June.

XII. Translate into English.

1. Переговоры в Америке следует вести в неформальной обстановке, чтобы участники могли расслабиться.
2. Наш менеджер – очень нетерпеливый человек и не любит, когда сотрудники опаздывают на работу.
3. Руководитель любой компании иногда должен идти на компромисс, чтобы избежать конфликтов с сотрудниками.
4. Чрезмерный зрительный контакт может привести к агрессии (злости) оппонента.
5. Наша компания делает акцент на сокращение расходов, иначе это отразится на зарплате работников.
6. Американские посредники придают мало значения званию и статусу.
7. Каждый участник должен подготовиться к переговорам должным образом.
8. Чтобы решить какую-нибудь проблему, менеджер должен выслушать мнения и предложения всех сотрудников.
9. Наш главный партнер отказался сотрудничать с нами, так как мы не поставили товар вовремя.
10. Предложение оппонента не было рассмотрено должным образом.
11. Спокойный и уверенный докладчик производит хорошее впечатление на аудиторию.
12. А ваше предприятие придает большое значение производству качественной продукции?

Unit 11

New business

I. Guess the meaning of the word according to its definition.

1. dishonestly giving money to someone to persuade them to do something to help you __ i _ _ _ _
2. someone who starts a company, arranges business deals, and takes risks in order to make a profit _ _ _ _ _ _ _ _ _ _ u _
3. a company or business _ _ t _ _ _ _ _ _ _
4. an amount of money that is obtained and used for a particular purpose _ u _ _
5. to calculate what is likely to happen in the future, using a particular method or set of figures _ _ _ g _
6. the total value of goods and services produced in a country's economy, not including income from abroad _ _ _ s _ _ _ m _ _ _ _ _ _ r _ _ _ _ _
7. an increase in the value of goods and services produced in a country or area _ _ _ _ _ _ _ _ _ _ w _ _
8. all people who work for a company or in a country _ _ b _ _ _ _ _ _ _ e
9. a promise to do something or to behave in a particular way _ _ _ m _ _ _ _ _ _ _
10. spending by a government, usually a national government _ u _ _ _ _ _ _ _ _ _ _ _ _ _ u _ _
11. an official rule or order _ _ _ _ l _ _ _ _ _ _
12. money that is kept in a bank to be used later or invested, rather than spent _ _ _ _ _ s
13. money that is paid by a government or organization to make sth such as a particular food or product cheaper to buy, use, or produce _ _ _ _ _ d _
14. an offer to pay less tax, given to people who do sth that the government is trying to encourage _ _ _ _ _ e _ _ _ _ _
15. to use a company's good performance as a standard by which to judge the performance of other companies of the same style _ _ _ _ _ m _ _ _ _

II. Fill in the word in the correct form.

balance	of	exchange rate	graduate (v)	monetary	stable
trade		gauge	job losses	policy	trade surplus
entrepreneur		debt	leadership	recession	transport links
enterprise				regulations	

1. The overall in the UK is improving as a result of the strong currency.
2. State governments had sought to promote economic development through close links with local
3. The two companies plan to establish an to provide computer services to the telecommunications industry.

4. If the yen-dollar remains at its current level, U.S. exporters could lose \$ 5 billion in business annually.
5. The building society hopes to the likely demand for each property before the auction starts.
6. The IMF has failed to find money to help write off
7. He from The University of California with a degree in mathematics.
8. The store closings will result in for about 2, 500 workers.
9. The company did well under the of its founder, Haruo Suzuki.
10. The program is aimed at maintaining the exchange rate against other currencies by tightening
11. Many economists consider that there is a when industrial production falls for six months in a row.
12. Tighter are being introduced to protect the environment from car exhaust emissions.
13. Japanese enterprises operate under relatively capital market conditions.
14. China has enjoyed a with Japan.
15. Regions with good and a high quality workforce will be at a competitive advantage in bidding for inward investment.

III. Make up word expressions.

- | | | | |
|------------------|----------------|-----------------|----------------|
| 1. average | a) conditions | 1. personal | a) expenditure |
| 2. business | b) investments | 2. profits | b) currency |
| 3. daily | c) labour | 3. public | c) improvement |
| 4. economic | d) reduction | 4. skilled | d) union |
| 5. foreign | e) arena | 5. slight | e) commitment |
| 6. government | f) campaign | 6. weak | f) surplus |
| 7. intellectual | g) salary | 7. tax | g) rate |
| 8. interest rate | h) workload | 8. unemployment | h) increase |
| 9. marketing | i) policy | 9. trade | i) staff |
| 10. monetary | j) grants | 10. trade | j) incentive |

IV. Match the word both to its synonym and antonym.

Word	Synonym	Antonym
1. set up a business	a) loan (v)	a) stop a business
2. lend (money)	b) decline (v)	b) increase (v)
3. hire (staff)	c) plenty of	c) dismiss
4. decrease (v)	d) launch a company	d) loss
5. surplus	e) income	e) borrow
6. reduce	f) recruit (v)	f) deficit
7. revenue	g) lower (v)	g) go up

V. Supply the correct preposition.

1. The government was accused incompetence.
a) in b) of c) with
2. A lot of their products appeal the older consumer.
a) for b) to c) at
3. British Steel have benchmarked themselves the best operations anywhere in the world.
a) to b) in c) against
4. You can borrow money your pension fund on normal commercial terms.
a) from b) at c) in
5. The writer personally contributed \$ 5000 the earthquake fund.
a) in b) for c) towards
6. If talks start, this package is likely to be a basis negotiation.
a) for b) to c) of
7. The discovery of oil acted as stimulus the local economy.
a) for b) of c) to

VI. Fill in the word in the correct form.

A:

1. Our top priority is to maintain customer in our product. (**confide**)
2. I am to succeed in my career. (**determine**)
3. Once again private has not waited for government to take the initiative. (**entrepreneur**)
4. More is also needed to develop the food-processing industry in rural areas. (**invest**)
5. A large proportion of the company's work outside the UK. (**employ**)
6. He was accompanied in the trip by the chairman of the three major US auto makers and other 18 business (**lead**)

B:

negotiate

1. The salary is so how much do you think I should ask for?
2. Unfortunately, with the union have been broken down.

profit

1. Any line which proved was immediately discontinued.
2. Couldn't some workers be more employed in other department?
3. Doubts have been expressed as to the of the business.

grow

1. There is a awareness of the need to improve productivity.
2. The government is worried about the in public expenditure.

produce

1. The new model should be in three months.
2. The finished must leave the factory in perfect condition.

3. I'm afraid our talks with the manufacturers have been

VII. Match the halves of the sentences and put the verbs into the correct form.

A:

- | | |
|---|--|
| 1. We can't invest in that country | a) we can close the meeting. |
| 2. I'll let you know | b) after they (tell) us about their special discount. |
| 3. When we ... (discuss) the contract | c) they want us to promise better terms for future business. |
| 4. We will deal with the insurance | d) until their economy (be) stable. |
| 5. Before they ... (sign) this contract | e) we (lose) a lot of money. |
| 6. If the project (fail), | f) as soon as I (receive) their brochure. |

B:

1. We ... (make) this country great again as long as you (give) us your vote.
2. If we (come) to power, we will provide jobs for everybody.
3. Unless they... (be committed) to the project long-term, they (not carry) it through.
4. As long as the project (be financed) from outside sources, we (have to) ensure a much higher rate of return.
5. While I (look for) a job, I (continue) to study.
6. Before she (apply), she (attend) different training courses.

VIII. Translate into English.

1. Обменный курс валют в нашей стране имеет нестабильное положение, что приводит к изменению экономики.
2. Хороший менеджер должен быть уверенным и решительным для того, чтобы квалифицированно руководить персоналом.
3. Каждый месяц предприятие отправляет какого-нибудь работника на обучающие курсы.
4. Для того чтобы провести хорошую рекламную кампанию, нам необходимо обратиться в рекламное агентство.
5. При основании компании можно взять заем в банке.
6. В Японии открылся центр высоких технологий, которому требуется высококвалифицированный персонал.
7. Чтобы запустить новый продукт, необходимо провести маркетинговое исследование рынка.
8. Наше предприятие остается прибыльным, несмотря на кризис в стране.
9. Наш директор решил взять отпуск, так как он работает долгое время без отдыха.
10. Иностранные инвестиции дают возможность основать компанию, модернизировать ее, а также способствуют ее выходу на мировой рынок.

Unit 12

Products

I. Match the words to their definitions.

- | | |
|------------------|--|
| 1. design | a. improve the quality or value of something |
| 2. earnings | b. a move to a more important job or rank in a company or organization |
| 3. economical | c. to make changes, especially small changes, to something in order to improve it and make it more suitable or effective |
| 4. enhance | d. something useful and intended to be sold that comes from nature or is made in a factory |
| 5. fashionable | e. attractive in a fashionable way |
| 6. modify | f. the way in which something has been planned and made, including its appearance, how it works etc |
| 7. user-friendly | g. popular, especially for a short period of time |
| 8. product | h. the money that a person receives for the work they do in a particular period of time |
| 9. promotion | i. easy to use or operate |
| 10. stylish | j. using time, money, goods etc carefully and without wasting any |

II. Supply the right preposition.

1. The new variety of Kiwifruit is sweeter and more attractive Asian tastes.
2. Good design will never go fashion.
3. Companies spend far too much launching and promoting new products.
4. They claim that none of their cosmetics was tested animals.
5. The European manager is not very enthusiastic selling the product.
6. A CD tower system has several special features which should appeal our customers.
7. There was a very strong demand jeans and T-shirts over the last month.
8. I am afraid your terms payment are not acceptable us.
9. It is necessary to develop a new product and to invest a lot of money it, as it will help our company to compete other companies or another industry.
10. We specialise distributing high quality goods.

III. Complete the text by writing one appropriate word in each gap.

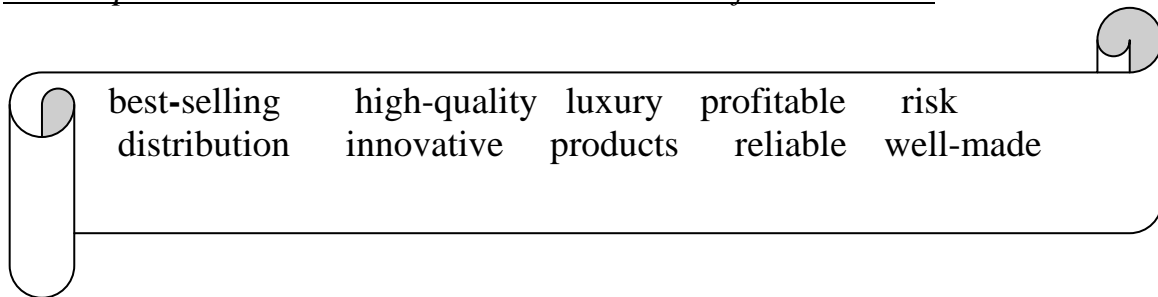
If you want to success with a new product, there are a number of steps you have to get right. First, you should identify a in the market: a need for a product that doesn't exist yet. Then you can either a completely new

product idea, or modify an existing product idea. It is important to market research to check if your idea will have a market, and to be able to target the rightNext, you must decide how to the product, for example by developing an effective advertising campaign.

IV. Put the question to each sentence.

1. The board has already signed contracts with the four largest kiwifruit cooperatives in Italy. (alternative question)
2. Multinational companies which manufacture products in developing countries help the world economy. (general question)
3. Goods will be dispatched within 24 hours of your order.(special question)
4. The kiwifruit Marketing Board has retained all marketing and selling rights for Europe and overseas for the trademarked variety.(indirect question)
5. The fake goods reduce the company's own sales.(to the noun)
6. Most of the best ideas are discovered by accident.(tag question)

V. Complete the sentences with the correct word from the box.



best-selling high-quality luxury profitable risk
distribution innovative products reliable well-made

1. Consumers want products, but they want them at bargain prices.
2. Valentino chocolates are recognized as products with a delicious and unique taste.
3. We supply goods to customers who wantdesign.
4. Toshiba's consumer electronicswere previously marketed in Italy through a distributor.
5. The system will significantly improve communications and be more than the current equipment.
6. There is always somewith any kind of investment.
7. Samsonite sells practical and bags and suitcases.
8. Nestle makes many of the world's food products.
9. The company plans to establish a network of central warehouses to make product more efficient.
10. Electric reported annual earnings that make it the mostcompany in the US.

VI. Read the email from the chief executive to a product manager at a company. Choose the best word A-D to fill each space.

Dear Alice,

I'm getting concerned about the state of our plans for the 1) _____ of the new XZ6 product in September next year. The product has been tested extensively, and 2) _____ will start in May as planned, but we have had no concrete plans from our agency about the advertising campaign. 3) _____ must be informed in plenty of time for the launch, so that they can build up stocks in their shops, but we have done nothing on this front yet. A special website must be developed for the model, but none of our website 4) _____ are aware of what they have to do. In all these areas, the 5) _____ are becoming critical.

Please let me know what you plan to do about the situation as soon as possible.

Vanessa Leyton

Chief Executive

- | | | | |
|------------------------|------------------------|------------------------|------------------------|
| 1. A commence | B launch | C start | D begin |
| 2. A production | B making | C manufactured | D working |
| 3. A Consumers | B Manufacturers | C Shoppers | D Retailers |
| 4. A developers | B software | C screenwriters | D hackers |
| 5. A latenesses | B delays | C absences | D cancellations |

VII. Guess the word according to its definition.

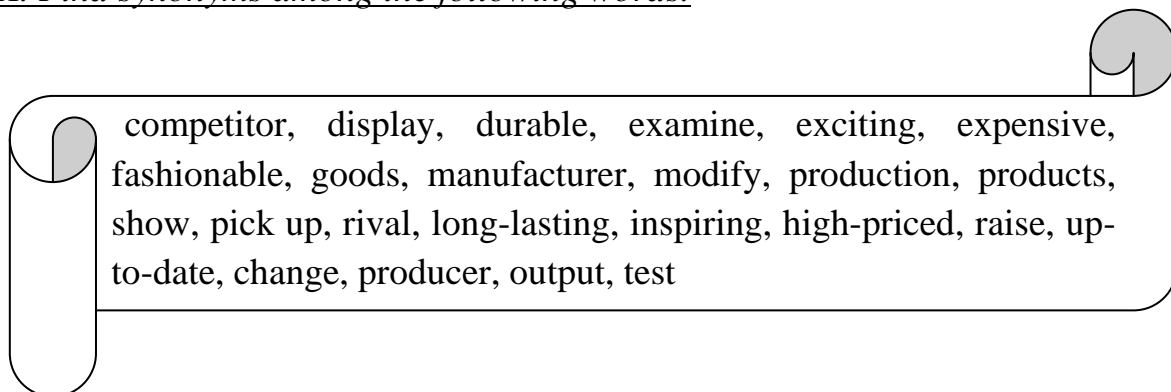
1. a set of similar products made by a particular company or sold in a particular shop _ a _ _ _
2. to show or make a new product available for sale for the first time _ _ _ _ c _
3. the employees who decide what to purchase, and who to make the purchases of finished goods or components to be made into goods, are the _ u _ _ _ _
4. to keep something or to continue to have it _ _ _ a _ _
5. goods that are produced in order to be sold, especially goods that are sold in a store _ _ r _ _ _ _ i _ _
6. to produce large quantities of goods to be sold, using machinery _ _ _ u _ _ _ _ r _
7. a person or business responsible for making goods available to customers after they have been produced, either one that sells directly to the public or one that sells to the shops etc _ i _ _ _ _ u _ _ _
8. a large building for storing items before they are sold, used or sent out to shops, or a large shop selling a large number of a particular items at a cheap rate _ _ _ e _ _ _ _ _
9. used to describe situations and behaviour in which businesses are trying very hard to be more successful than others, for example by selling their goods or services more cheaply than others _ o _ _ _ _ i _ _ _ _
10. a name, sign, or design on a product to show that it is made by a particular company _ _ a _ _ _ _ _ _

VIII. Choose a verb from the box to complete each sentence and write it in the correct form, active or passive.

distribute	modify	produce
have	manufacture	promote
launch	look at	offer

The very first step in the launch of a new product is when the Research department 1) an idea. In the next step, the Marketing department 2) it, and decides if they think it will sell. Sometimes, the Research department 3) the design a little. Next, a prototype 4) to see if it works. Then maybe it 5) to a small number of customers on a trial basis. If everything looks OK, the new product 6) on a large scale. The marketing department 7) the product through an advertising campaign, and then it 8) onto the market. Large quantities of the product 9) to sales outlets all over the world.

IX. Find synonyms among the following words.



X. Change the active sentences into the passive.

1. National Westminster Bank has launched a commercial insurance service for small businesses.
.....
2. Workers in France produce these Renault cars.
.....
3. Their department is developing a new soft drink.
.....
4. Kodak will develop some innovative products in electronic imaging.
.....
5. We should test this new product immediately.
.....
6. They were still researching into the effects of Alkaphen.
.....
7. A fashion designer created the 'little black dress'.
.....

8. The company displays the model at famous motor exhibitions like Geneva.
.....

9. We will open a new subsidiary in Spain soon.
.....

10. A Korean entrepreneur expressed interest in the new product.
.....

XI. Translate the sentences into English.

1. Если вы не доставите товар к концу этой недели, мы будем вынуждены отменить заказ.

2. Новая продукция защищает окружающую среду и соответствует требованиям покупателей.

3. Я предпочитаю покупать прочную и надежную обувь, сделанную из натуральной кожи.

4. Для успешного запуска продукта очень важно найти нужных людей, которые могут помочь с проведением рекламной компании.

5. Инновационное изобретение было успешно испытано и скоро будет выпущено на рынок.

6. Наша компания сфокусировала свое внимание на дизайне и качестве своей продукции.

7. Они хотят привлечь потребителей высококачественными и экономичными товарами.

8. На какой сегмент рынка вы нацеливаете ваш новый продукт?

9. При покупке бытовых электроприборов следует убедиться в том, что на них есть гарантия.

10. Этот магазин предлагает широкий ассортимент товаров и продает их по разумным ценам.

3. every 4. each
25. "Have you done all these tasks?" "Yes,
1. everybody 2. everything
3. every of them 4. every one
26. ... Mary and Stacy are designers.
1. both 2. all 3. none 4. two
27. You will have to talk to ... person alone to find out what happened.
1. both 2. each 3. every 4. all
28. ... of the applicants he interviewed were suitable for a job.
1. every 2. none 3. others 4. the whole
29. ... that he needs is a good rest. He's very tired.
1. all 2. everything 3. whole 4. each
30. There is ... need to do the washing up. The maid will do it.
1. none 2. neither 3. no 4. either
31. We spent ... evening painting the floor.
1. whole 2. all
32. There was an interesting scientific program on television yesterday but ...
us saw it.
1. none 2. all 3. each of us 4. none of
33. ... Clyde ... Laura could give us a lift.
1. neither, and 2. neither, or 3. either, or 4. either, nor
34. Jane didn't say a single word ... the time she was there.
1. whole 2. all
35. ... you start doing some work or I'll fire you.
1. either 2. neither
36. "Which perfume do you like best?" "I don't really like ... of them."
1. neither 2. either
37. The twins' grandfather gave them ... five pounds for their birthday.
1. some 2. each 3. everybody 4. any
38. I need ... pair of shoes; these are falling apart.
1. other 2. others 3. the other 4. another
39. There was a good film on TV ... night. Did you see it?
1. the other 2. another 3. other 4. the other one
40. We are leaving now; ... will join us later.
1. anothers 2. other 3. the others 4. the other
41. He has to write ... two pages before the article is finished.
1. the others 2. another
3. others 4. every other
42. This was the only house that we could afford; all ... were too expensive.
1. others 2. another 3. the other 4. the others
43. Bob plays football every ... day.
1. other 2. the other
44. Some modern novels are very exciting, while ... are so boring! 1.
others 2. other 3. another 4. the other
45. Although they work together, they don't get on with

1. every other 2. another 3. one another 4. other
46. ... happens I'll still be his friend.
1. whatever 2. whichever 3. whenever 4. whoever
47. Emma and Sara have known ... since their childhood.
1. every other 2. another 3. each other 4. other
48. I knew very well ... he was going to tell me.
1. which 2. that 3. what
49. We are sure ... she will win a gold medal.
1. which 2. that 3. what
50. He came home very late, ... made her suspect him in faithlessness.
1. what 2. that 3. which

Тест 2

Прилагательное \ Наречие

1. You look soWhat's up?
1. untidily 3. untidier
2. utidy 4. untidiest
2. Her voice sounded She was nearly crying.
1. bitterly 3. bitter
2. bitterer 4. bitterest
3. It is becoming Put on your coat.
1. cold 3. the cold
2. coldest 4. the colder
4. The fish tasted
1. well 3. badly
2. good 4. salty
5. People know him to be a ...-behaved and ...-hearted person.
1. well, good 3. kind, broad
2. good, smart 4. well, kind
6. She is so ...-minded and often forgets her keys.
1. good 3. absent
2. broad 4. well
7. He is very ...-tempered and doesn't get on with everyone.
1. bad 3. smart
2. kind
8. Can you fix that dripping tap? It's getting on my nervous – it's really
1. irritated 3. irritable
2. irritating
9. I was really ... to see Sam at the party.
1. surprising 3. surprised
2. surprise
10. I find it ... to lie on the sofa and listen to music after a hard day's work.

1. relaxing 3. relax
2. relaxed
11. I get ... when people throw rubbish down in the streets.
1. annoying 3. annoyed
2. annoy
12. I don't find horror films at all ... , I find them quite funny.
1. frighten 3. frightening
2. frightened
13. She was ... upset by his behaviour. He came home so ... that night.
1. deeply, late 3. deep, lately
2. deeply, lately
14. She took a ... knife and looked at me so ... that I immediately left the room.
1. sharply, sharp 3. sharper, sharp
2. sharp, sharply
15. I was ... when I realized that I had ... enough money to pay the bill.
1. embarrassed, hardly 3. embarrassed, harder
2. embarrassing, hard
16. He came ... in the race and was ... by his performance.
1. last, disappointed 3. latter, disappointing
2. latest, disappointed
17. They checked all the documents ... and ... signed that profitable for both sides contract.
1. close, easy 3. closely, easily
2. close, easily
18. If you buy three pockets of chips, the fourth you'll get
1. free 3. more freely
2. freely
19. It is ... believed that politicians are people who can't be ... trusted.
1. wide, full 3. widely, fully
2. wide, fully
20. I was ... dead when I heard a barking dog following me.
1. near 3. nearer
2. nearly
21. Honesty is ... policy.
1. the best 3. more better
2. better 4. the better
22. ... generation declares war. But it is the youth that fight and die.
1. oldest 3. eldest
2. elder 4. older
23. ... of all I like to watch serials.
1. less 3. least
2. little 4. smaller
24. What's the ... news of today?
1. later 3. lately
2. last 4. Latest

25. If you are interested in ... details ask the head of the office.
1. further
 2. farther
 3. furthest
 4. farthest
26. Hotels are becoming ... nowadays.
1. more expensive
 2. the most expensive
 3. expensiver
 4. the more expensive
27. His ... words were: "Bye, baby".
1. latest
 2. last
 3. late
 4. least
28. The Hermitage is ... museum in Russia.
1. the most famous
 2. the famousest
 3. more famous
 4. famouser
29. The village was situated ... than I expected.
1. furthest
 2. the farthest
 3. further
 4. farther
30. Susan is ... interested in art than in music.
1. much
 2. the more
 3. the most
 4. more
31. Who is the ... chess-player in your class?
1. best
 2. well
 3. good
 4. better
32. The damage to the car could be ... than we expected.
1. badly
 2. worse
 3. the worst
 4. the worse
33. The cake is ... the one you made last night.
1. sweeter than
 2. sweetest
 3. sweet as
 4. more sweeter than
34. It took Kate ... to do this work, than she expected.
1. long
 2. more longer
 3. the longest
 4. much longer
35. The people who arrive ... get the best seats.
1. more earlier
 2. most early
 3. the earliest
 4. much early
36. ... we leave ... we will arrive.
1. the earlier, the sooner
 2. the early, sooner
 3. the earliest, the soon
 4. the earlier, sooner
37. Could you speak ..., please?
1. distinctlier
 2. most distinct
 3. less distinctly
 4. more distinctly
38. The train goes so ... that I can't see the beauty of this landscape
1. fast, properly
 2. fastly, properly
 3. faster, proper
 4. fastlier, properier
39. John is a rich person: he even has ... to buy an airplane for his own family.

1. very money enough 3. money enough
2. very money 4. enough money
40. You may dive safely here, the lake is
1. enough deep 3. deep enough
2. deeply enough 4. quite deeply
41. Her face had relaxed, the tension had gone. It looked ... and
1. more younger, more beauty 3. younger, beautifully
2. more young, more beautiful 4. younger, more beautiful
42. I found it difficult to answer him. I was ... to be able to think clearly.
1. enough confused 3. very confusing
2. confusing too 4. too confused
43. She ran to the station as ... as she could.
1. quickly 3. quickest
2. quicklier 4. quicker
44. The exam was ... than the previous one, that we fell asleep immediately after it.
1. much difficult 3. by far difficult
2. much more difficult 4. far difficult
45. This novel is ... I read last month, that I can't stop reading it.
1. ten times more exciting 3. ten times as exciting as
2. more exciting in ten times 4. in ten times much exciting
46. This lake is the same ... as that one.
1. deep 3. deeply
2. depth 4. more deep
47. This encyclopedia costs ... the other one.
1. more 3. twice as many as
2. twice more than 4. twice as much as
48. The more you study ... you will become.
1. the more smart 3. smarter
2. smarter 4. the smarter
49. The boys were getting ... all the time.
1. the tallest 3. the highest
2. taller and taller 4. higher and higher
50. ... you climb, ... you fall.
1. more higher, more further 3. the more higher, the more further
2. the higher, the further 4. as higher, as further

Тест 3

Предлоги (Prepositions)

1. The film starts ... eight o'clock.
1. on 2. in
3. at 4. into

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