

Белорусский национальный технический университет

Факультет Маркетинга, менеджмента, предпринимательства

Кафедра Современные европейские языки

СОГЛАСОВАНО

СОГЛАСОВАНО

Заведующая кафедрой

Декан факультета

А.И. Сорокина

А.М.Темичев

_____2016

_____2016

ЭЛЕКТРОННЫЙ УЧЕБНО МЕТОДИЧЕСКИЙ КОМПЛЕКС ПО УЧЕБНОЙ ДИСЦИПЛИНЕ

«Бизнес-курс (на английском языке)» для студентов специальности
1-27 03 01 – «Управление инновационными проектами промышленных
предприятий», 1-27 03 02 – «Управление дизайн-проектами на промышленном
предприятии»

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Рассмотрено и утверждено

На заседании совета факультета маркетинга, менеджмента, предпринимательства

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Электронный учебно-методический комплекс по дисциплине «Бизнес-курс (на английском языке)» предназначен для студентов специальности 1-27 03 01 - «Управление инновационными проектами промышленных предприятий», 1-27 03 02 - «Управление дизайн проектами на промышленном предприятии» дневной формы получения образования, а так же для преподавателей кафедры «Современные европейские языки» БНТУ с целью проведения как аудиторных практических занятий, так и для самостоятельной работы студентов.

Белорусский национальный технический университет
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Перечень материалов

Учебно-методический комплекс.

Пояснительная записка

Электронный учебно-методический комплекс по дисциплине «Бизнес-курс (на английском языке)» составлен в соответствии с основными положениями Кодекса Республики Беларусь об образовании: от 13 января 2011г., № 243-З, Республиканской программы «Иностранные языки» от 29.01.1998 г. №129, Концепции обучения иностранным языкам в системе непрерывного образования Республики Беларусь, в плане идеологической и воспитательной работы БНТУ и других государственных программах, нормативно-правовых, инструктивно-методических документах, определяющих приоритетные направления идеологии белорусского государства.

Данный ЭУМК представляет собой программный комплекс по дисциплине «Бизнес-курс (на английском языке)», назначение которого состоит в обеспечении непрерывности и полноты процесса обучения основам бизнеса на английском языке.

Разработанный ЭУМК 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.

Содержание учебно-методического комплекса включают в себя: учебную рабочую программу дисциплины, теоретический и практический разделы, блок контроля знаний, а так же справочные материалы (лексический минимум по теме). В содержании теоретического раздела ЭУМК представлены материалы для изучения по учебной дисциплине «Бизнес-курс (на английском языке)», в составе которых грамматика английского языка и упражнения для закрепления грамматических навыков, в объеме, предусмотренном учебным планом по дисциплине. Практический раздел ЭУМК включает в себя: текстовые материалы с заданиями грамматического и лексического характера, обучающие и тренировочные упражнения для самостоятельной работы как репродуктивного, так и творческого уровня.

Блок контроля содержит лексико-грамматические тесты, итоговые контрольные работы, а так же предметно-тематическое содержание экзамена по дисциплине. Данный блок обеспечивает возможность самоконтроля обучающегося, его текущие и итоговые аттестации. Учебно-методический комплекс по дисциплине «Бизнес-курс (на английском языке)», предназначен для студентов очной формы получения высшего образования, а так же преподавателей БНТУ кафедры современные европейские языки, с целью проведения как аудиторных практических занятий, так и организации самостоятельной работы студентов.

Оглавление

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 - Средний уровень владения иностранным языком
 - Продвинутый уровень владения иностранным языком
 - Учебно-методическая карта дисциплины
 - Начальный уровень владения иностранным языком
 - Средний уровень владения иностранным языком
 - Продвинутый уровень владения иностранным языком
 - Информационно-методическая часть
 - Список литературы
 - Средства диагностики
 - Методы и технологии обучения
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2. Теоретический раздел.
 - Начальный уровень владения иностранным языком
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 - Начальный уровень владения иностранным языком
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 - Продвинутый уровень владения иностранным языком
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 - Начальный уровень владения иностранным языком
 - Средний уровень владения иностранным языком
 - Продвинутый уровень владения иностранным языком

Белорусский национальный технический университет

УТВЕРЖДАЮ

Декан факультета
маркетинга, менеджмента,
предпринимательства

_____ А.М. Темичев

« ___ » _____ Г.

Регистрационный № УД- _____/р.

Бизнес-курс (на английском языке)

**Учебная программа для специальности
1-26 02 01 Бизнес-администрирование**

Факультет маркетинга, менеджмента, предпринимательства

Кафедра «Современные европейские языки»

Курсы 3,4

Зачет 6

Семестры 6,7

Экзамен 7

Практические занятия 152

Форма получения

высшего образования - дневная

Всего аудиторных часов
по дисциплине 152

Всего часов
по дисциплине 266

Составили А.И. Сорокина, канд.пед.наук, И.М. Сологуб, ст. преподаватель

Минск 2013г.

Учебная программа составлена на основе учебной программы учреждения образования «Бизнес-курс английского языка», утверждённой от « ____ » _____ регистрационный № _____

Рассмотрена и рекомендована к утверждению кафедрой «Современные европейские языки» Белорусского национального технического университета (протокол № _____ от _____ г.)

Заведующая кафедрой _____ А. И. Сорокина

Одобрена и рекомендована к утверждению методической комиссией факультета маркетинга, менеджмента, предпринимательства Белорусского национального технического университета (протокол № _____ от _____ г.)

Председатель методической комиссии _____ А.А. Коган

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

1. Цели и задачи дисциплины «Бизнес-курс (на английском языке)»

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 определённой 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 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 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.

2. Общие требования к уровню освоения содержания «Бизнес-курс (на английском языке)»

В результате изучения дисциплины студент должен знать:

- 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.

Студент должен **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.

3. Требования к практическому владению видами речевой деятельности

Рецептивные умения

Аудирование

Студент должен уметь:

- воспринимать на слух иноязычную речь в естественном темпе (аутентичные профессионально ориентированные) монологические и диалогические тексты с разной полнотой и точностью понимания их содержания;
- воспроизводить услышанное при помощи повторения, перефразирования, пересказа.
- Учебные аудио- и видеотексты могут включать до 25 % незнакомых слов, не влияющих на понимание основного содержания.

Чтение

Студент должен уметь:

- владеть всеми видами чтения (изучающее, ознакомительное, просмотровое, поисковое), предполагающими разную степень понимания прочитанного;
- полно и точно понимать содержание разножанровых аутентичных текстов профессионально ориентированного характера, используя двуязычный

словарь (изучающее чтение);

- понимать общее содержание текста (80 %), 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 25% незнакомых слов.

Продуктивные умения

Говорение

Монологическая речь

Студент должен уметь:

- продуцировать развернутое подготовленное и неподготовленное высказывание по проблемам профессионального общения, перечисленным в настоящей программе;
- резюмировать полученную информацию;
- аргументированно представлять свою точку зрения по описанным фактам и событиям, делать выводы.

Примерный объем высказывания 25-30 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.;
- участвовать в дискуссии по теме/проблеме, аргументированно отстаивать свою точку зрения;
- сочетать диалогическую и монологическую формы речи.

Примерное количество реплик – 20-25 с каждой стороны.

Письмо

Студент должен уметь:

- выполнять письменные задания к прослушанному, увиденному, прочитанному, логично и аргументировано излагать свои мысли, соблюдая стилистические и жанровые особенности;
- владеть навыками составления частного и делового письма, правильно использовать соответствующие реквизиты и формулы письменного общения;

- реферировать и аннотировать профессионально ориентированные и общенаучные тексты с учетом разной степени смысловой компрессии.

4. Структура дисциплины «Бизнес-курс (на английском языке)»

№ п/п	Наименование дисциплины	Распредел. по семестрам		Кол-во часов			Распределение по курсам и семестрам	
		Экз.	Зач.	Всего	Аудиторн	Практич	III курс	IV курс
							6	7
							17 нед.	17 нед.
1.	«Бизнес-курс(на английском языке)»	7	6	266	152	152	004	005

СОДЕРЖАНИЕ УЧЕБНОГО МАТЕРИАЛА

Начальный уровень изучения иностранного языка

Тема 1. Профессии

1. Важность выбора профессии
2. Составление резюме
3. Подготовка к собеседованию
4. Проведение собеседования

Тема 2. Стресс

1. Причины стресса на работе
2. Наиболее стрессовые профессии
3. Пути преодоления стрессовых ситуаций
4. Снижение уровня стресса на рабочем месте

Средний уровень владения иностранным языком

Тема 1. Создание нового бизнеса

1. Создание собственной компании
2. Новаторские идеи
3. Отличная команда
4. Выбор правильной стратегии

Тема 2. Продукт

1. Ваш любимый продукт
2. Брэнд имидж
3. Презентаций продукта

Продвинутый уровень владения иностранным языком

Номер раздела темы, занятия	Название раздела, темы, 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				
1	2	3	4	5	6	7	8	9	10
семестр 6									
1	Jobs		68						
	Discussion								
1.1	Skills you need for a job		8		6		Activity file Resource bank		
1.2	A cultural vitae		8			10	Activity file Resource bank		

1.3	Looking for a job		8		6		Audio script			
1.4	Online job applications		8			4	Activity file Resource bank			
1.5	Interview skills		8		6		Text bank			
1.6	Chose a candidate for a job		8			6	Text bank			
	Language work									
1.6	Skills and abilities		8		6		Grammar reference			
1.7	Present perfect Past simple and present perfect		8			10	Grammar reference			
	Revision		4		4				Диф. зачет	
	Итого за семестр		68		28	30				
семестр 7										
2	Stress		85							
	Discussion									
2.1	Cause of stress		8		6		Activity file Resource bank	[1,2]		
2.2	Gender related qualities		8			6	Activity file Resource bank	[1,2]		
2.3	Stressful jobs		8		6		Activity file Resource bank	[1,2]		
2.4	A career change		8			6	Activity file Resource bank	[1,2]		
2.5	An interview with an authority on stress management		8		6		Audio script	[1,2]		
2.6	Investing in stress-free companies		8			6	Text bank	[1,2]		
2.7	Technology – helpful or stressful?		8		6		Text bank	[1,2]		
	Language work									
2.8	Words about stress in the workspace		8			6	Grammar reference	[1,2,4]		
2.9	Past simple and present perfect		8		4		Grammar reference	[1,2,4]		
	Presentation “Stress”		8			2			Presen tation	
	Revision		5			2		[1,2,4]	ЭКЗАМЕ Н	
	Итого за семестр		85		28	28				
	Всего		266							

Тема 1. Лидерство

1. Качества лидера
2. Гендерные особенности лидера
3. Необходимые качества для управления компанией

Тема 2. Инновация

1. Инновационные идеи 20 века
2. Инновации, используемые в повседневной жизни
3. Путь создания нового
4. Что труднее: создать или выпустить и продавать?
5. Презентация. Техники презентации

Тема 3. Конкуренция

1. Общее понятие конкуренции
2. Конкуренция в бизнесе
3. Конкурентоспособность компании
4. Стратегии помогающие достичь конкурентного преимущества
5. Конкурентоспособность и гендерные различия

УЧЕБНО-МЕТОДИЧЕСКАЯ КАРТА ДИСЦИПЛИНЫ

Начальный уровень изучения иностранного языка

Номер раздела, темы, занятия	Название раздела, темы, 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 (контролируемая)	самостоятельная работа студента				
1	2	3	4	5	6	7	8	9	10
семестр 6									
1	Jobs		68						
	Discussion								
1.1	Skills you need for a job		8		6		Activity file Resource bank		
1.2	A cultural vitae		8			10	Activity file Resource bank		
1.3	Looking for a job		8		6		Audio script		
1.4	Online job applications		8			4	Activity file Resource bank		
1.5	Interview skills		8		6		Text bank		
1.6	Chose a candidate for a job		8			6	Text bank		
	Language work								
1.6	Skills and abilities		8		6		Grammar reference		
1.7	Present perfect Past simple and present perfect		8			10	Grammar reference		
	Revision		4		4				Диф. зачет
	Итого за семестр		68		28	30			
семестр 7									
2	Stress		85						
	Discussion								
2.1	Cause of stress		8		6		Activity file Resource bank	[1,2]	
2.2	Gender related qualities		8			6	Activity file Resource bank	[1,2]	
2.3	Stressful jobs		8		6		Activity file	[1,2]	

							Resource bank		
2.4	A career change		8			6	Activity file Resource bank	[1,2]	
2.5	An interview with an authority on stress management		8		6		Audio script	[1,2]	
2.6	Investing in stress-free companies		8			6	Text bank	[1,2]	
2.7	Technology – helpful or stressful?		8		6		Text bank	[1,2]	
	Language work								
2.8	Words about stress in the workspace		8			6	Grammar reference	[1,2,4]	
2.9	Past simple and present perfect		8		4		Grammar reference	[1,2,4]	
	Presentation “Stress”		8			2			Prese ntatio n
	Revision		5			2		[1,2,4]	экза мен
	Итого за семестр		85		28	28			
	Всего				266				

Средний уровень владения иностранным языком

Номер раздела, темы, занятия	Название раздела, темы, занятия; перечень изучаемых вопросов	Количество аудиторных часов				Самостоятельная работа студента	Методические пособия, средства обучения (оборудование, учебно-наглядные пособия и т.п.)	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 6									
1	New business Discussion		68						
1.1	Conditions for starting new business and public- and private- sector companies		8		6		Activity file Resource bank	[1,7]	
1.2	The human touch		8			10	Activity file Resource bank	[1,4]	
1.3	Economic profile of your company		8		6		Audio script	[1,7]	
1.4	Need for fact expansion		8			10	Text bank	[1,4]	
1.5	Problem of success Language work		8		6		Text bank	[1,2]	
1.6	Economic terms		10			10	Grammar reference	[1,2]	
1.7	Time clauses		10		6		Grammar reference	[1,2]	
	Revision		8		4				Диф. зачет
	Итого за семестр		68		28	30			
семестр 7									
2	Products Discussion		85						
2.1	Your favorite products		10		6		Activity file Resource bank	[1,4]	
2.2	Describe products		10			6	Audio script	[1,4]	
2.3	Brand image		10		6		Audio script		
2.4	Presenting a product		10			6			
2.5	Launching several new products		10		6		Text bank	[1,4]	
2.6	Following new trends Language work		10			6	Text bank	[1,4]	
2.7	Adjectives for products		10		6		Grammar reference		
2.8	Passive		10			10	Grammar reference		
	Revision		5		4				ЭКЗАМЕН
	Итого за семестр		85		28	28			
	Всего		266						

Продвинутый уровень владения иностранным языком

Номер раздела, темы, занятия	Название раздела, темы, занятия; перечень изучаемых вопросов	Количество аудиторных часов				Самостоятельная работа студента	Методические пособия, средства обучения (оборудование, учебно-наглядные пособия и т.д.)	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 6									
1	Leadership		34						
	Discussion								
1.1	The qualities of good leadership		4		4		Activity file Resource bank	[1,2]	
1.2	What makes a good leader		4			4	Activity file Resource bank	[1,3]	
1.3	Historical and political leaders		2		2		Text bank	[1,6]	
1.4	Men and women as leaders		4			4	Activity file Resource bank	[1,5]	
1.5	A manager and a leader		4		4		Text bank	[1,6]	
1.6	An interview with an expert in leadership training		4			4	Audio script	[1,5]	
	Language work								
1.7	Words to describe character		4		2			[1,8]	
1.8	Relative clauses		4				Grammar reference	[1,8]	
	Revision		4		2				Диф. зачет
2	Innovations		34						
	Discussion								
2.1	Innovations in the XX century		4		4		Activity file Resource bank	[1,4]	
2.2	In-company innovations		4			4		[1,5]	
2.3	Research and development department and its functions		4		2		Activity file Resource bank	[1,6]	
2.4	Outstanding innovators		4			4	Text bank	[1,7]	
2.5	Investments in IT - technologies		4		4		Text bank		
2.6	An interview with an		4			4	Audio script	[1,6]	

	expert in presentations								
	Language work								
2.7	Words and expressions to describe innovations		4		2		Grammar reference	[1,2]	
2.8	Passives		4			6	Grammar reference	[1,2]	
	Revision		2		2				диф. зачет
	Итого за семестр		68		28	30			
семестр 7									
3	Competition		85						
	Discussion								
3.1	How competitive you are		10		6		Activity file Resource bank	[1,4]	
3.2	Unethical activities in competition		10			6	Activity file Resource bank	[1,5]	
3.3	How to achieve competitive advantage		10		6		Activity file Resource bank	[1,6]	
3.4	Losing competitive edge		10			6	Audio script	[1,7]	
3.5	Industrial espionage		10		6		Text bank		
3.6	An interview with a marketing manager of a credit card business		10			6	Audio script	[1,6]	
	Language work								
3.7	Idioms from sport to describe competition		10		6		Grammar reference	[1,2]	
3.8	Modals of probability		10			10	Grammar reference	[1,2]	
	Revision		5		4				экзамен
	Итого за семестр		85		28	28			
	Всего		266						

ИНФОРМАЦИОННО-МЕТОДИЧЕСКАЯ ЧАСТЬ

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II. Теоретический раздел

2.1. Начальный уровень владения иностранным языком

Past simple; past time references

Past simple form

Regular verbs

Verb	Ending	Example
Ends in a consonant {e.g. <i>work</i> }	+ <i>-ed</i>	<i>I worked at home yesterday.</i>
Ends in <i>-e</i> (e.g. <i>decide</i>)	+ <i>-d</i>	<i>He decided to take a taxi.</i>
Ends in a consonant + <i>y</i> (e.g. <i>study</i>)	change <i>-y</i> to <i>-ied</i>	<i>She studied law at university.</i>
Ends with a consonant + vowel	double the final	<i>They stopped smoking</i>
+ consonant (e.g. <i>stop</i>)	consonant + <i>-ed</i>	<i>two years ago.</i>

But if the final consonant is in an unstressed syllable, we do not double it (e.g. *develop - developed; market -^{*} marketed*).

Irregular verbs

Many frequently used verbs are irregular.

buy-bought cost-cost know-knew make-made meet-met
put-put send-sent write-wrote

Uses

We use the past simple to talk about a:

- completed single action in the past.
He met her at the sales conference.
We gave them a lot of money.
- past state that is now finished.
We had an agent in Asia at that time.
- repeated action in the past.
We went to the beach every day.
I always wrote to him in English.

Past time references

in	+ month	in April
in	+ year	in 2002
in	+ decade	in the 1990s
in	+ century	in the 20th century
on	+ day/date	on Monday 2nd February

We use the past simple with expressions that refer to a definite moment or period in the past.

He first set up in business in 1999.
The 1960s were relatively prosperous.
We signed the contract on 3rd April 2003.

Other expressions

We had a meeting last Friday.
I visited the factory yesterday.
He left the firm five years ago.
(= five years between now and the moment he left).

Past simple: negatives and questions; question forms

Past simple: negative statements

We use did not /didn't + infinitive without to make negative statements about the past.

+	-
I went by train.	I didn't go by train.
She saw you.	She didn't see you.
They had a very good time.	They didn't have a very good time.

Past simple: questions

We make questions about the past with did/didn't + subject + infinitive without to.

Did you check the figures? Did they have a good time?

Didn't Paul tell you?

Question forms

Questions with to be

To make questions with the verb to be, we put the subject after the verb.

Was he at the meeting?

Were there any messages for me?

Were they pleased?

Questions with a modal verb

To make questions with a modal verb, we put the subject after the verb.

Can I see you now?

Would you like a coffee?

Question words: what, where, when, why and how

We put question words at the beginning of the sentence before a form of do, be, a modal or an auxiliary.

	Question word	Form of <i>do, be,</i> modal or auxiliary	Subject	
I prepared some invoices.	<i>What</i>	<i>did</i>	<i>you</i>	<i>do yesterday?</i>
She went to Beijing.	<i>Where</i>	<i>did</i>	<i>she</i>	<i>go?</i>
They learned about it on Friday.	<i>When</i>	<i>did</i>	<i>they</i>	<i>learn about it?</i>
She needs a holiday.	<i>Why</i>	<i>does</i>	<i>she</i>	<i>need a holiday?</i>
She gets on very well with her colleagues.	<i>How</i>	<i>does</i>	<i>she</i>	<i>get on with her colleagues?</i>
It cost a lot of money.	<i>How much</i>	<i>did</i>	<i>the machine</i>	<i>cost?</i>
I see my suppliers once a month.	<i>How often</i>	<i>do</i>	<i>you</i>	<i>see your suppliers?</i>
I can do it next week.	<i>When</i>	<i>can</i>	<i>you</i>	<i>do it?</i>
He was happy.	<i>Why</i>	<i>was</i>	<i>he</i>	<i>happy?</i>

Be careful not to use two past forms in the same sentence.

Where did you stay? (NOT Where did you stayed?)

Be careful with the word order. (NOT Where did stay you?)

Practice

Complete the sentences with was or were.

1. **Sandra.....at the meeting.**

2. Jeff and Lizat...Head Office yesterday.
3. There..... a lot of sales representatives at the meeting.
4. It..... difficult to get a discount.
5. The people.....nice, but their questions very difficult.
6. The product presentation last Tuesday.
My boss and I.....there to talk about our new brand of soft drinks.
7. Their products.....always the best on the market.
8. Two or three of our customers from Korea there.

Complete the information about the sales figures with the past form of the verbs given.

Last year's overall sales figures..... ¹ excellent for Nielsen Electronics	be
Electronics. In January, they..... ² the RU20 CD player and sales..... ³ up from 2,000 to 2,500 the next month	introduce go
In March, sales..... ⁴ 3,500.	reach
Sales then..... ⁵ at the same level through the next quarter, but they..... ⁶ to go up in July and August, when they..... ⁷ to 4,000.	stay continue increase
Nielsen..... ⁸ to launch their digital camcorder, the DCC-N300, in September, but production problems the introduction of this new model	want delay
So Nielsen..... ¹⁰ it at the end of October. Overall sales down after August and at the end of October they were at 3,500.	launch go
However, the DCC-N300..... ¹² very popular and the overall volume of sales..... ¹³ until the end of the year, when it..... ¹⁴ 4,500.	be grow reach

Present perfect; past simple and present perfect

We form the present perfect with have/has + the past participle of the verb.

We form the past participle of regular verbs by adding -ed (e.g. finished, tried, lived).

Many frequently used verbs have irregular past participles (e.g. been, gone, made, seen).

+	I*ve/You*ve/We've/ They've He's/She's/It's	been there before. moved.
-	I/You/We/They haven't He/She/It hasn't	made an effort. gone away.
?	Have I/you/we/they Has he/she/it	had enough time? made a mistake?

Short answers

Yes, I/you u/we/they have. No, I /you/we/they haven't.

Yes, he/she/it has. No, he / she / it hasn't

Uses

We use the present perfect when we think about the past and present together.

In particular, we use this tense to talk about:

- actions that began in the past and continue in the present.

She's worked here for years. (She still works here.)

- life experiences.

He's had a number of jobs. He's been a project manager, a financial analyst, and he's started his own internet business.

- the present result of a past action.

Past action		Present result
completed the report yesterday	<i>I've put it on her desk.</i>	<i>She's reading it now.</i>
advertising campaign last month	<i>Sales have gone up.</i>	<i>We're making more money.</i>

Verb	Present part.	Past tense	Past part.
mean	meaning	meant	meant
meet	meeting	met	met
pay	paying	paid	paid
put	putting	put	put
quit	quitting	quit	quit
read	reading	read	read
run	running	ran	run
say	saying	said	said
see	seeing	saw	seen

sell	selling	sold	sold
send	sending	sent	sent
set	setting	set	set
shake	shaking	shook	shaken
show	showing	showed	shown
shut	shutting	shut	shut
sleep	sleeping	slept	slept
speak	speaking	spoke	spoken
spell	spelling	spelled spelt	spelled spelt
steal	stealing	stole	stolen
swim	swimming	swam	swum
take	taking	took	taken
teach	teachng	taught	taught
tell	telling	told	told
think	thinking	thought	thought
understand	understanding	understood	understood
wake	waking	waked or woke	woken
wear	wearing	wore	worn
win	winning	won	won
write	writing	wrote	written

Past simple or present perfect?

1. When we first give news, we often use the present perfect.
When we give or ask for more details, we often change to the past simple.

'I've found your file.' **'Oh great. Where did you find it?'**

John has gone to Tokyo. He left last night.

2. We use the past simple with expressions of finished time.

I met her last November. I came here in 2014.

3. We use the present perfect with expressions of time that take us up to the present.

He's been CEO since the beginning of last year. (He is still CEO.)

So far, we haven't had any news.

4. We do not use the present perfect with expressions of finished time.

Practice

Study the examples and the tip.

Then complete the sentences with for, as or in.

Examples:

Stephen works for an engineering company.

Gerhard works as a receptionist.

Sandro works in education.

Isabelle works in a French restaurant.

1. He has worked.....an air traffic controller.
2. Have you ever worked.....the food industry?
3. Would you like to work.....mechanical engineering?
4. Sandra's husband works.....the BBC.
5. Are you going to work.....a clothing company in Edinburgh?
6. Rachel is going to work.....a consultant for a design company.
7. At the moment, he is working.....a travel agency.

Complete the sentences with the present perfect form of the verbs in brackets.

1. Have you known each other for a longtime? (know)
2.Kali and Lucien... jobs frequently? (change)
3.Natalia.....several jobs since leaving university? (have)
4.Laura and Stella both.....for the same job? (apply)
5.you and Tim ever.....difficulties.....getting along with Mr Dumas?
(have)
6.you ever.....in Central Asia? (work)

2.2. Средний уровень владения иностранным языком

Time clauses

1. We use time clauses to provide information about actions and events in the past, present and future. Do you remember when you had your first interview? (past time).

When your customers are unhappy they'll usually tell at least 20 other people, (true all the time)

When I find the missing documents, I'll bang them to you (future time).

2. We use a present tense, not will, to refer to future time in a time clause. Until inflation is under control, planning will be difficult. (NOT *will be under control).

Once we finish the project, we'll have more time. (NOT *will finish the project).

Can you look at this before you leave? (NOT *will leave)

The share price will rise as soon as we announce the merger.

I'll see you when the meeting finishes.

3. Note that:

a present perfect in a time clause refers to a future situation.

I'll get back to you as soon as we have decided what to do.

She'll write to you after/when she's spoken to her boss.

We won't know the results until we've received all the sales reports.

while means 'during the time that' or 'at the same time as'.

Like to listen to music while I'm working.

I was working late at the office while she was out socializing.

While I was in Italy, I went to see Alessandro.

4. for/since/during

We use both for and during with periods of time, but the is usually used after during.

I haven't seen her for a month. (NOT *during a month)

What are you planning to do during the vacation?

He fell asleep during the meeting.

5. We use since with points in time.

The company has expanded fast since it was founded.

Since Martin joined the company two years ago, profits have risen dramatically.

Practice

Correct the sentences which are wrong. The first one has been done for you.

1. **We can't invest in that country until their economy will be stable.**

2. **We can 't invest in that country until their economy is stable.**

3. **I'll let you know as soon as I receive their new brochure.**
4. **I'll let you know as soon as I've received their new brochure.**
5. **We'll phone you when the goods will be here.**
6. **When we've discussed the contract, we can close the meeting.**
7. When we discuss the contract, we must remember to ask about transport costs.
8. **We'll deal with insurance after they will tell us about their special discount.**
9. Our guests would like to visit the production unit before they will go back to Qatar.
10. Before they sign this contract, they want us to promise better terms for future business.
11. **I don't recommend investing there until they've reduced government bureaucracy.**

Passives

Form

+ It's done. It's being done. It was done. It has been done. It will be done.

- It's not done. It's not being done. It wasn't done. It hasn't been done. It won't be done.

? Is it done? Is it being done? Was it done? Has it been done? Will it be done?

Passives can also be formed with modal verbs.

Can it be done?

It can't be done.

It should be done.

It would be done.

It might be done.

Uses

1. We choose a passive structure when we focus on the action itself rather than who performs the action.

Tea is grown in Sri Lanka.

Our quality procedures are strictly monitored.

The new machine has been installed.

We can use by to mention who performs an action.

All her clothes are designed by Armani.

The first computer was invented by Alan Turing.

G-Shock is a brand of watch which is manufactured by Casio.

2. We often use the passive to describe a process, system or procedure, as in the extract below.

Before a product is launched, focus groups are setup and a name is chosen.

Potential consumers are asked to give their impressions, and these are matched against the desired brand image. Once the name has been decided, it must be registered so that it cannot be used by other manufacturers.

3. We often use the passive in impersonal constructions beginning with it.

These constructions are frequently found in reports and the minutes of meetings.

It was agreed that the budget should be increased.

It was decided to implement the new policy immediately, (or It was decided that the new policy should be implemented immediately.)

It was felt that an early decision had to be made.

Practice

Rewrite these as passive sentences. Only use by if it is important to say who did the action.

1. They make Suzuki cars in Hungary, too.
2. Suzuki cars are made in Hungary, too.
3. Someone is repairing your washing machine now.
4. Bayer developed this new drug.
5. They were still researching the effects of this medicine.
6. Bayer has retained all selling rights.
7. The question is, have we promoted our new range enough?
8. If sales continue to fall, we will have to discontinue it.
9. We should test this new product immediately.
10. We could improve its distribution.
11. We definitely have to improve the packaging.

3.3 Продвину́тый уровень владения иностранным языком

Modal verbs

Advice

1. We can use **should** and **shouldn't** to give or ask for advice.
You **should** always learn something about a country before visiting it.
Should I invite our agents out to dinner after the meeting?

He shouldn't ask so many personal questions.

Should often follows the verbs **suggest** and **think**.

Think we **should** find out more about them before signing the contract.

2. **For strong advice, we can use must or mustn't.**
They **must** pay their bills on time in future.
You mustn't refuse if you're offered a small gift.

Obligation/Necessity

We often use **must** when the obligation comes from the person speaking or writing.

We must ask them to dinner when they're over here.

We use mustn't to say that something is prohibited, it is not allowed.

You mustn't smoke in here.

We often use **have to** to show that the obligation comes from another person or institution, not the speaker. You **have to** renew your residence permit after three months. (This is the law.)

Lack of obligation / Lack of necessity

We use don't have to when there is no need or obligation to do something.

You don't have to wait for your order. You can collect it now.

Compare the uses of must not and don't have to here.

We mustn't rush into a new partnership too quickly.

We don't have to make a decision for at least six months.

Practice

Complete these sentences with have to / don't have to / mustn't.

1. **In Britain, you.....pay tax on the interest.**
2. In most countries, you still pay to use public transport.
3. **You.....drink alcohol during working hours.**
4. **In some countries, motorists are lucky: theypay a toll to use motorways.**

5. **You.....**take home any office stationery or equipment. If you do, you may lose your job.

6. **In most European countries, you.....**have an identity card on you at all times.

7. In the United States, you make a lot of small talk. Americans usually like **to get down to business quickly. In many countries you ask about a businesswoman's** marital status. It is considered rude.

Passives

1. We use a passive structure when we are not interested in who carries out an action or it is not necessary to know. The company was founded in 1996. Some changes have been made.

He has been promoted to the post of Sales Director. A new low-alcohol lager is being developed.

2. If we also want to mention who performs the action, we can use a phrase beginning with by.

The self-extinguishing cigarette was invented by Jensen. The prototype is being checked by the design team.

3. In a passive sentence, the grammatical subject receives the focus.

You will be met at the airport by a company driver. (You receives the focus of attention.)

Compare with: A company driver will meet you at the airport.

4. The passive is often used to describe processes and procedures.

First of all, an advertising agency is contacted and the aim of the campaign is discussed. Then, a storyboard is created and, if acceptable, the TV commercial is filmed and broadcast at prime time.

5. We also use the passive in a formal or impersonal style.

It was felt that our design should be more innovative. Company procedures must be respected always.

Practice

The passive sentences below are all possible grammatically, but three are rather unnatural. Put a cross next to the sentences you think seem unnatural and rewrite them so that they sound more natural.

1. All their necklaces and bracelets are made in India.
2. We were written to by someone enquiring about our jewelers products.
3. Our latest designs are aimed at fashion-conscious men and women.
4. The results of the survey were published in a business magazine.
5. Unfortunately, some complaints were received by us about our new design.
6. We are glad to confirm that your company will be visited by members of our buying department.

Make these sentences passive. Only use by if it is important to say who performed the action.

All our new models' are manufactured in Mumbai.

1. The Artisans Co-operative is developing a new range of products.
2. Rashid Singh Enterprises will make the earrings.
3. I think we should discontinue this range of products immediately.
4. Scientists were testing the new drugs.
5. We have reduced the number of subsidiaries dramatically.
6. **The CEO evaluated the marketers' ideas regularly.**

Relative clauses

1. We use who or that in a relative clause to identify people. The people who/that we employ are very highly qualified.

As people is the object of the clause, the relative pronoun can be left out.

The people we employ are very highly qualified.

If the relative pronoun defines the subject of the sentence, it must be included.

A counterfeiter is a person who copies goods in order to trick people.

2. We use that or which in a relative clause to identify things.

Have you read the report that/which I left on your desk?

If that or which identifies the object of the clause, it can be left out.

Have you read the report I left on your desk?

If that or which defines the subject of the sentence, it must be included.

Organizations that are flexible can respond to change.

3. Non-defining clauses provide extra information about the subject or object of a sentence. The extra information is separated by commas.

Philip Condit, who was Chairman of Boeing, wanted the airline to become a global company.

Note that it is not possible to use that.

The Dorman hotel, which is situated 30km outside Vienna, charges US\$1,400 per person.

Again, it is not possible to use that in a non-defining clause.

Practice

Cross out the incorrect relative pronoun in each of the sentences below.

1. It is unbelievable what people who /which believe in themselves can accomplish.

2. The ability to motivate people is one of the greatest assets that /who a leader can possess.

3. Do you agree that successful people are those who /which seize opportunities and take risks?

4. Mandela, that/who is often considered to be the greatest statesman of our time, has most of the qualities that/who a successful leader has to have.

5. The assertiveness training workshop, which /that starts next month, is designed for anyone who/which is or will be a team leader.

6. The meetings that/who we hold on Friday afternoons are compulsory for everyone.

Complete the text with who, that or which.

Indeed, good leaders need to be able to see the world through the eyes

of those¹ work with them. The second quality is 'genuineness'. A genuine person is someone² does not hide their real thoughts, feelings, or intentions.

It is this quality³ enables you to be the person⁴ you really are.

'Acceptance' is the third quality, the one helps you respect and accept people as they are.

Good leaders⁵, also need to be good communicators, have to have those qualities. Many people would say that, in addition, a really good

leader is one⁶ is able to develop such qualities in **others**'.

III. Практический раздел

3.1. Начальный уровень владения иностранным языком

Perfect Tense

Write sentences in Present Perfect

1. New York) ...Helen has been to New York twice.
2. **(Australia) Helen**.....
3. **(Chinese food)**
4. **(drive / a bus)**

Now write about yourself. How often have you done these things?

5. **(New York) I**.....
6. **(play / tennis)**
7. **(fly / in a helicopter)**.....
8. **(be / late for work or school)**

Mary is 65 years old. She has had an interesting life. What has she done?

have	be	all over the world	a lot of interesting things
do	write	many different-jobs	a lot of interesting people
travel	Meet	ten books	married three times

1. She has had many different jobs.
2. **She**.....
3.
4.
5.
6.

Put in gone or been.

1. Bill is on holiday at the moment. He's gone to Spain.
2. 'Where's Jill?' 'She's not here. I think she's _____ to the bank.'
3. Hello, Sue. Where have you? Have you _____ to the bank?
4. 'Have you ever _____ to Mexico?' 'No, never.'
5. My parents aren't at home this evening. They have _____ out.
6. There's a new restaurant in town. Have you _____ to it?
7. Ann knows Paris well. She's _____ there many times.
8. Helen was here earlier but I think she's _____ now.

Complete these sentences.

Jill is in hospital. She.....in hospital since Monday. I know Sarah. I.....her for a long time. Linda and Frank are married. They married since 1989. Brian is ill. He.....ill for the last few days. We live in Scott Road. We.....there for ten years. Catherine works in a bank. She..... in a bank for five years. Alan has a headache. He.....a headache since he got up this morning. I'm learning English. I..... English for six months.

Which is right?

1. Mark is/ has been in Canada since April. has been is right
2. Jane is a good friend of mine. I know / have known her very well.
3. Jane is a good friend of mine. I know / have known her for a long time.
4. 'Sorry I'm late. How long are you / have you been waiting?' 'Not long. Only five minutes.'
5. Martin works / has worked in a hotel now. He likes his job very much.
6. Linda is reading the newspaper. She is / has been reading it for two hours.
7. 'How long do you live / have you lived in this house?' 'About ten years.'
8. 'Is that a new coat?' 'No, I have / I've had this coat for a long time.'
9. Tom is / has been in Spain at the moment. He is / has been there for the last three days.

Write for or since.

1. Jill has been in Ireland since Monday.
2. Jill has been in Ireland for three days.
3. My aunt has lived in Australia 15 years.
4. Margaret is in her office. She has been there 7 o'clock.
5. India has been an independent country 1947.
6. The bus is late. We've been waiting 20 minutes.
7. Nobody lives in those houses. They have been empty.....many years.
8. Mike has been ill.....a long time. He has been in hospital.....October.

Answer these questions. Use ago.

1. When was your last meal?
2. When was the last time you were ill?
3. When did you last go to the cinema?
4. When was the last time you were in a car?
5. When was the last time you went on holiday?

Complete the sentences with for or since.

1. Jill is in Ireland now. She arrived there three days ago. She has been there for three days.
2. Jack is here. He arrived here on Tuesday.
He has.....
3. **It's raining. It started an hour ago.**
It's been.....
4. I know Sue. I first met Sue two years ago.
I've.....
5. I have a camera. I bought it in 1989.
I've.....
6. They are married. They got married six months ago.
They've.....
7. Liz is studying medicine at university. She started three years ago.
She has.....
8. Dave plays the piano. He started when he was seven years old.
Dave has.....

Write sentences about yourself. Begin with the words in brackets (...).

1. **(I've lived)**.....
2. **(I've been)**.....
3. **(I've been learning)**.....
4. **(I've known)**.....
5. **(I've had)**.....

TEXTS

Read the text and then complete the sentences with the correct prepositions or particle from the list. Some will be used more than once.

Stuck-up

Kelly's a really difficult person to get on with – she's already fallen out with her best friend. The way she looks down on everyone else really puts people off her – many people think she's a bit of snob but I think it's just the way she's been brought up. You see she was an only child in a very well-off family so she's probably been spoilt.

Example: I don't get on very well with my boss because he thinks I don't work hard enough.

out up down off

1. She fell with her boyfriend but after a while they made up again.
2. He looks to his father and always listens carefully to his advice.
3. Just because she's got more money than her neighbours she looks on them.
4. She's very popular with colleagues because she's always ready to help them if they have problems.
5. She was born in France but didn't grow there – she was brought by her grandparents in Spain.
6. She used to go with a boy called Jack but they've broken for good now – what put him her was her arrogance.

Fill in the blanks. The first letter of each missing word is given.

OCCUPATIONS.

And a good job too!

There is a lot of (1) u..... nowadays so it is getting more and more difficult to get the kind of (2) j..... you really want. Then you have to decide what is more important to you – how much you (3) e..... or job satisfaction? Do you want to work with your hands (called (4) m..... work) or do you prefer to work in an office (called clerical work)? Do you prefer to work indoors or (5) o.....? Whatever you decide, when you are thinking about a career, or applying for a job, you will find the following vocabulary useful:

- apply for a job
- make an application
- to earn a good wage
- to make a lot of money

- to have a large income
- to retire from work
- to belong to a union
- to join a union
- **to hand in one's resignation**
- dismiss someone from a job
- employ someone
- give someone a job

III. Unfair pay differences. Fill in the blanks in the text below with one of the following words:

INCREASE STEM LACK PAY LEAVE WORKPLACES SALARIES SENIOR CAUSES EQUAL FOUND CONNECTED PROMOTING SOLUTION

A report has revealed that men are paid higher _____ and receive bigger bonuses than women.

The gender pay gap still exists in companies and _____ in many countries, despite legislation to ensure _____ pay.

What are the causes? Some people believe that women are more hesitant in asking for a pay _____. Others suggest a variety of reasons such as _____ of ambition, poor role models or problems _____ with maternity _____ and time off for child care.

However, the problem could also _____ from the fact that **it's** usually _____ managers who decide on _____ rises, and most of those are men!

It is also thought in some companies that there is no in point in _____ a woman who might leave to have a baby and never come back.

Whatever the _____, this modern-day problem continues to exist and a _____ needs to be _____.

IV. Do 'Jobs and work' Quiz

1. In these days of high _____, it's often difficult for young people to find a job.

- a) disemployment
- b) imemployment
- c) unemployment
- d) inemployment

2. Before you get a job, you usually have to go for a(n) _____, when you will be asked a lot of questions about your suitability for the job.

- a) questioning
- b) interrogation
- c) discussion
- d) interview

3. I hate _____, especially ironing - it's so boring!

- a) housework
- b) homework
- c) jobs
- d) work

4. A: What do you do _____?

B: I'm a teacher, I teach in a primary school.

- a) for a job c) for a living
b) for money d) for life
5. Which adjective is the odd one out?
a) redundant c) sacked
b) unemployed d) promoted
6. Which of the following words is NOT connected with stopping work?
a) pensioner c) retire
b) apprentice d) O.A.P.

UNEMPLOYED YOUNG PEOPLE VERY STRESSED

A new survey from Britain shows that a third of young, unemployed people **regularly «fall apart» emotionally. They are so stressed or unhappy that they cannot control their emotions, so they have problems living a «normal» life.** The survey is from a youth **charity called the Prince's Trust. Its researchers asked questions to 2,200** people who did not have a job. Almost half of them said they often felt **anxious** about everyday situations, and that they tried not to meet new people. One in eight of those surveyed said they were too stressed to leave the house. The charity said: **«Thousands of young people feel like prisoners in their own homes. Without the right support, these young people become socially isolated»**

Many of these young people struggle with day-to-day life, which means they find **it more and more difficult to find a job.** Britain's Employment Minister Esther McVey said: **«Our young people are some of the best and most talented in the world»** She said it was important to try and match these people with the right jobs. Researcher David Fass added: **«Young people are our future and it is important that we invest in them and provide them with the tools they need to reach their full potential.** Jack, 25, explained how hard it was for him to be unemployed. He said: **«I would wake up and wouldn't want to leave the house. I stopped speaking to my friends and I had absolutely no confidence speaking to people»**

WARM-UPS

1. BEING UNEMPLOYED: Students walk around the class and talk to other students about being unemployed. Change partners often and share your findings.
2. CHAT: In pairs / groups, talk about these topics or words from the article. What will the article say about them? What can you say about these words and your life?

survey / unemployed / fall apart / stressed / emotions / charity / prisoners / isolated / struggle / day-to day life / talented / our future / full potential / speaking / confidence

Have a chat about the topics you liked. Change topics and partners frequently.

3. STRESS: How can we help unemployed people with these stressful things? Complete this table with your partner(s). Change partners often and share what you wrote.

The problems
How we can help

Bills
Boredom
School fees
Job interviews
No confidence
Social isolation

4. NORMAL LIFE: **Students A strongly believe no one lives a «normal* life;** Students B strongly believe most people lead a normal life. Change partners again and talk about your conversations.

5. EVERYDAY SITUATIONS: Rank these with your partner. Put the most stressful at the top. Change partners often and share your rankings.

- shopping
- working
- walking in the street
- studying English
- TV news
- being with family
- thinking about money
- using public transport

6. JOB: Spend one minute writing down all of the different words you associate with the word «job». Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

a. Around 33% of young jobless people in the UK feel very stressed.

T/F

b. Nearly all young, unemployed people find it easy to live normal lives.

T/F

c. Interviewers questioned 22,000 unemployed people.

T/F

d. Many young people said they feel like their home is a prison.

T/F

e. **Britain's Employment Minister said young people had little talent.**

T/F

f. The Employment Minister said there were no jobs for the unemployed.

T/F

g. A man in his twenties explained the difficulties of being unemployed.

T/F

h. The man has lost the confidence to speak to people.

T/F

2. SYNONYM MATCH: Match the following synonyms from the article.

<ol style="list-style-type: none">1. regularly2. emotions3. normal4. anxious5. support6. talented7. match8. provide9. potential10. absolutely	<ol style="list-style-type: none">a. worriedb. skillfulc. promised. feelingse. fitf. frequentlyg. helph. totallyi. regularj. supply
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3. PHRASE MATCH: (Sometimes more than one choice is possible.)

<ol style="list-style-type: none">1. a third of young, unemployed people2. they cannot control3. they often felt anxious about everyday4. young people feel like prisoners5. these young people become socially6. young people struggle7. some of the best8. it is important that we9. the tools they need to reach10. I had absolutely no confidence	<ol style="list-style-type: none">a. with day-to-day lifeb. isolatedc. in their own homesd. their full potentiale. regularly «fall apart*f. and most talentedg. speaking to peopleh. their emotionsi. invest in themj. situations
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3.2. Средний уровень владения иностранным языком

PASSIVE

Write sentences from the words in brackets (...). Sentences 1-7 are present.

1. (the office / clean / every day. The office is cleaned every day.
2. (these rooms / clean / every day?) Are these rooms cleaned every day?
3. (glass / make / from sand)
Glass.....
4. (stamps / sell / in a post office).....
5. (this room / not / use / very often).....
6. (we / allow / to park here?).....
7. (how / this word / pronounce?).....

Sentences 8-15 are past.

8. (the office / clean / yesterday). The office was cleaned yesterday.
9. (the house / paint / last month)
The house.....
10. (three people / injure / in the accident)
.....
11. (my bicycle / steal / a few days ago)
.....
12. (when / this bridge / build?)
.....
13. (you / invite / to the party last week?)
.....
14. (how / these windows / break?)
.....
15. (I / not / wake up / by the noise).....

Correct these sentences.

1. (This house built) 100 years ago. ..This house was built 100 years ago.
2. Football plays in most countries *of*the world
3. Why did the letter send to the wrong address?
4. A garage is a place where cars repair
5. Where are you born?
6. How many languages are speaking in Switzerland?
7. Somebody broke into our house but nothing stolen.
8. When was invented the bicycle?

Complete the sentences. Use the passive (present or past) of these verbs:
clean damage find give invite make make show steal take

1. **The room is cleaned.....every day.**
2. I saw an accident yesterday. Two people were **taken.....to hospital.**
3. **Paper.....from wood.**
4. There was a fire at the hotel last week.
Two of the rooms.....
5. **'Where did you get this picture?' 'It.....to.....me by a friend of mine.'**
6. **Many American programs.....on British television.**
7. **'Did Jim and Sue go to the wedding?' 'No. They..... but they didn't go.'**
8. **'How old is this film?' 'It..... in 1965.'**
9. **My car.....last week but the next day it.....by..... the police.**

Where were they born?

1. (Ian / Edinburgh) was born in Edinburgh.
2. **(Sally / Birmingham) Sally.....**
3. **(her parents / Ireland) Her.....**
4. **(you / ?).....**
5. **(your mother / ?).....**

Look at the pictures. What is happening or what has happened? Use the present continuous (is/are being...) or the present perfect (has/have been ...).

1. (the office / clean) The office is being cleaned.
.....
2. (the shirts / iron) The shirts have been ironed.
.....
3. (the window / break) The window
.....

4. (the roof / repair) The roof
.....
5. (the car / damage)
.....
6. (the houses / knock / down)
.....
7. (the trees / cut / down)
.....
8. (they / invite / to a party)
.....

Which is right?

1. If I'm / I'll-be late this evening, don't wait for me. I am is right
2. Will you write to me if I give / I'll give you my address?
3. If there is /will be a fire, the alarm will ring.
4. **If I don't see you tomorrow morning, I phone / I'll phone** you in the evening.
5. I'm / I'll he surprised if Martin and Julia get / will get married.
6. Do you go / Will you go to the party if **they invite / they'll invite** you.

Use your own ideas to complete these sentences.

1. **I'm going to the concert**
if.....
2. **If you don't**
hurry.....
3. **I don't want to go swimming if**
.....
4. If you go to bed early tonight,
.....
5. Turn the television off
if.....
6. **Tina won't pass her exams**
if.....
7. If I have time tomorrow,
.....
8. We can go to the beach tomorrow
if.....

Put in if or when.

1. **If I'm late this evening, don't wait for me.**
2. **I'm going to do some shopping now.I come back,**
we can have lunch.
3. **I'm thinking of going to see Tim.I go,**

will you come with me?

4.you don't want to go out tonight, we can stay at home.
5. **Do you mind.....I close the window?**
6. John is still at school he leaves school, he wants to go to university.
7. **Shall we have a picnic tomorrow.....the weather is good?**
8. **We're going to Madrid next week. We haven't got anywhere to stay -**
we hope to find a hotel **we arrive. I don't know what**
we'll do..... we don't find anywhere.

TEXTS

Read about companies. Discuss with your partner what company you want to work for and why.

COMPANIES

As Chinese proverb says, “Be not afraid of growing slowly, be afraid of standing still”. Of course, everyone understands it in a different way, but in particular these words can be attributed to enterprises or companies because the key thing for a long life of every company is development.

There is a great variety of companies, for example, a family-owned company, a **multinational company, someone’s own company, etc. And a company can work in** different sectors, such as telecommunications, engineering, retailing, tourism, banking and finance, pharmaceutical, food and drink and so on. There are different peculiarities in every sector, but there is no difference what sector the company works in, in general the aim of everyone is, in the long term, to make profits. And for that there are many things you need to get right.

A company should change, expand all the time and do well even at a difficult time for the industry. It needs to be highly competitive, to raise profits, to increase turnover and market share. Every company should all the time increase a range of items it produces, finance a number of new projects, open new subsidiaries and of course take care of their dedicated employees, because they are the most valuable asset of the company.

There are many reasons for being successful in business. Firstly, it’s important to have a very strong brand name, because it’s possible to build good reputation on its name. Secondly, it’s necessary to develop new models and to invest a lot of money in these models, because it helps a company to compete with other companies in this or another industry. Also it’s rather essential to give the products a very up-to-date look, to focus on styling and on the quality of the products. Then every big company has to create interest abroad, firstly in their key markets, those are the markets with volume sales. For that you have to set up subsidiaries and to have your own staff and local staff. In other markets a company should get very good distributors. So through those 2 routes, subsidiaries and distributors, a company can make a strong dealer network. The dealers should be very professional at marketing, strongly promote their products, be positive and enthusiastic about the company. They need to be people at a retailing level who are knowledgeable and enthusiastic about the product and who are able to sell it in the face of strong competition. Also it’s necessary for every company to draw up an investment plan in order to spend money in a rather rational way.

So, **it’s obvious that it’s important to combine a lot of elements in order to be successful in business and to make profits in the long term.**

Think of an ‘Ideal Company’ you want to work for. Discuss it with your partner.

1. Look at the criteria for an ideal company and choose the five most important and the five least important.

MY IDEAL COMPANY:

- has a female CEO
- gives six months' paid maternity leave and one month paid paternity leave
- has a crèche facility
- has a good quality canteen
- gives equal pay to women and men
- gives employees a laptop computer and mobile phone for business and personal use
- has opportunities for promotion and personal development
- awards bonuses and gives fringe benefits to employees
- provides at least six weeks' training a year
- has an annual staff party
- has a generous company pension scheme
- allows women with three children to retire at 55
- has a gym and sports facilities
- pays one month extra salary to employees who have a new baby or who get married

2. Make sentences about your ideal boss from the prompts below using the adverbs of frequency in the box. Then compare your sentences with a partner.

MY IDEAL BOSS:

- reads my e-mails
- lets me make personal calls at work
- takes me out to dinner
- has regular update meetings with me
- sends me on trips
- calls me by my first name
- phones me at home to discuss work
- leaves me to get on with my work
- chats about his/her family and other non-work-related topics
- brings me coffee
- sets regular deadlines and targets
- lets me leave work early
- says thank you
- praises me
- gives me lots of responsibility
- lets me work from home

always usually often sometimes not often hardly ever never every
day every week twice a year once a month

PROTECTING TOUR BRAND WITH TRADEMARKS

Establishing a strong brand is pivotal to business success. Protecting that brand is equally important. Yet many small businesses overlook an important first step in securing their brand trademarks.

What Can Be Trademarked?

A trademark is any unique word, symbol, name or device used to identify and distinguish the goods of one seller from the goods of another - **think Nike's swoosh, for example. A trademark allows the seller to protect what's trademarked from use and/or misuse by competitors while building brand loyalty among repeat customers.** Trademarks also help prevent confusion or manipulation of consumers, who come to associate distinct attributes - in particular, quality - with a distinct brand.

From a branding perspective, the following are assets that can be protected: logos, names, tag lines and packaging. However, these assets can only be trademarked if they **meet certain qualifications. A word or phrase that's commonly used or already connected with another product or service in the same industry cannot be trademarked. For example, a generic term like "search engine" can't be trademarked, but a unique name, like Google, can be.** However, if your name is generic but used in an industry not typically related to the meaning of the term, you may be able to trademark it. A good example would be Apple Computer.

As a general rule, you can trademark your business name if you use it when advertising directly to your customers. If you don't use your business name in direct communication with your customers, you probably can't, because you're not connecting your name to your brand and its attributes. If your business name will be a large part of your marketing, you should consider trademarking it.

Your logo and tag line are also good candidates for trademarks. The first litmus test: Is it unique? What makes a logo unique is the combination of the symbol with the **company name, their spatial relationship and the logo's colors. If your tag line is a unique phrase, it can also be trademarked. Hallmark's "When you care enough to send the very best" connects a Hallmark brand attribute - quality - to its product.** This tagline helps distinguish the Hallmark brand.

The Trademark Process

It's not necessarily expensive to trademark something. In the United States, whoever establishes priority in a mark is usually considered the owner of it. In other **words, if you're the first company to use a unique mark to identify your products or services, you don't need to register your mark to gain rights to it. You must, however, add the trademark symbol, TM, to the mark you're claiming rights to. It's still not quite a substitute to registering a mark through the U.S. Patent and Trademark Office, which establishes ownership beyond a doubt.**

Of course, all of this is dependent **on the "uniqueness" of your mark. The internet** is a good source for starting your trademark search. Visit free websites that display

existing trademarks, like those maintained by USPTO, Secretaries of State or Yellow Pages Online. Or, for a fee, go through an online trademark search company. You can also hire a private company or attorney to conduct detailed searches that include **misspellings and alternate spellings**. **It's best to seek an attorney who specializes in intellectual property law.**

Trademarks can be registered at the state or federal level. State registrations are less expensive, but also offer less protection. Trademarks are often registered within one industry, but may be registered in more than one. Your best option depends on your geographic area of

operation and scope of business. International protection is much costlier and **difficult. It's also extremely complicated and expensive to enforce.**

If you file a trademark application with USPTO, it'll ensure no other trademarks similar to yours currently exist. This process can take months. Do your homework, **because if your mark closely resembles someone else's, your application will be denied.**

Keep in mind that the more you differentiate your brand from others in your industry, the easier it'll be to protect. Choose a name and logo that distinctly identify your business and will protect it from competitors.

John Williams

Entrepreneur, April 16, 2007

Answer the question

1. What is the first step in securing the brand?
2. What are the main functions of trademarks?
3. Can logos, names, tag lines, packaging be trademarked?
4. Is it expensive to trademark anything?
5. **How can you check the "uniqueness" of your mark?**
6. How does the trademark work in our country?

True or false?

1. A trademark helps build brand loyalty among repeat customers.
2. Any logos, business names or tag lines can be trademarked.
3. You always have to register your mark to gain rights to it.
4. **The more you differentiate your brand, the more difficult it'll be to protect.**

APPLE RICHER THAN THE U.S. GOVERNMENT

Strange but true — the technology giant Apple now officially has more money **than the U.S. government, and significantly less debt.** America's Treasury Department shows that the country has an operating cash balance of \$73.7 billion while Apple's most recent financial reports show a healthier bank balance of \$76.4 billion. This incredible state of affairs has resulted in CNN to joke that the U.S. government should start selling iPads to help serve the American people. Or perhaps Apple CEO Steve Jobs **should become president of the USA? Another financial difference between the world's largest economy and the hugely successful Apple is its debt ratio.** The U.S. government currently spends \$200 billion a month more than it receives. Conversely, Apple takes in far more than it spends.

The U.S. government is in a severe financial crisis, which is having an impact on **the world's financial markets. It is desperately trying to avoid defaulting on its debt.** President Barack Obama has tried for weeks to get the opposition Republican Party to **agree to raise the country's debt ceiling. He says America must do this and borrow more** money to be able to pay its way at home and around the world. The country is in grave danger of running out of money. This would mean public workers getting no salaries and the country would struggle to meet its international financial/ commitments. Such a situation could see the dollar crash, leading to a possible second global financial crisis in five years. Obama told **the Republicans, "to step up and show the leadership that the American people expect"**.

WARM-UPS

1. **DEBT:** Walk around the class and talk to other students about debt. Change partners often. Sit with your first partner(s) and share your findings.
2. **CHAT:** In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.
strange / technology giant / bank balance / iPad / CEO / world's largest economy / financial crisis / defaulting / debt ceiling / borrow money / struggle / leadership
Have a chat about the topics you liked. Change topics and partners frequently.
3. **STRANGE BUT TRUE:** Complete this table with your partner(s). Change partners and share what you wrote. Change and share again.

The story

Thai official world language
Potato solves global warning
Computer wins Nobel Prize
Apple becomes a country
Overnight world peace
Disease disappears

4. **CRISIS:** Students A strongly believe America's debt crisis will soon be over; Students B strongly disagree. Change partners again and talk about your conversations.
5. **SPENDING:** How should a government use taxpayers' money? Rank these and share your rankings with your partner. Put the most important at the top. Change partners and share your rankings again.

- police
- **education**
- roads
- **medical research**
- pensions
- **unemployment payouts**
- army
- **information technology**

6. GIANT: Spend one minute writing down all of the different words you **associate with the word ‘giant’**. **Share your words with your partner(s)** and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

a. The tech company Apple has more money than the U.S. government.

T/F

b. Apple has more debt than the U.S. government.

T/F

c. The government is considering selling iPads to its citizens.

T/F

d. America spends around \$200 billion a month more than it receives.

T/F

e. America’s crisis is not affecting global financial markets.

T/F

f. America’s Republican Party wants to raise the country’s debt ceiling.

T/F

g. America could soon run out of money.

T/F

h. The dollar could be in serious trouble if the crisis continues.

T/F

2. SYNONYM MATCH: Match the following synonyms from the article.

1. giant	a. amazing
2. significantly	b. resulting in
3. incredible	c. on the other hand
4. state of affairs	d. colossus
5. conversely	e. frantically
6. impact	f. serious
7. desperately	g. considerably
8. grave	h. promises
9. commitments	i. situation
10. leading to	j. effect

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

1. Strange but	a. commitments
2. significantly less	b. ratio J
3. incredible state	c. out of money
4. debt	d. debt
5. Apple takes in far	e. crisis
6. in a severe financial	f. leadership

7. raise the country's debt	g. true
8. in grave danger of running	h. of affairs
9. financial	i. ceiling
10. step up and show the	j. more than it spends

COCA-COLA UNVEILS NEW GLOBAL AD STRATEGY

Coca-Cola unveiled a new global ad strategy on December 8. The company wants **to change its image and increase profits. There is a new slogan: "Welcome to the Coke side of life."** It replaces the three-year-old **"Make it real"** campaign, which analysts say was unsuccessful, despite a billion dollars of advertising. Coke is returning to its roots with the new campaign. There is a strong focus on the iconic shape of the old-fashioned Coke bottle. There will also be different versions of the slogan to reflect cultural tastes and lifestyles. These will be fine-tuned to specific markets.

Coke CEO Neville Isdell said the new global ad strategy should return the **company to its former glories within eighteen months. Coke's shares have lost almost 20 percent in value under Isdell's control. He admitted that Coke needed to be more innovative.** He has created new drinks and appointed a new marketing chief, Mary Minnick, to help the global brand. She outlined three new themes to appeal to customers — **enjoyment, comfort and nutrition. She said: "We want Coke brands to be...an integral part of consumers' everyday lives."** In January, Coca-Cola Black will start Coke's new strategy.

1. COKE SEARCH: Talk to as many other students as you about Coca-Cola. After you have talked to lots of students, sit down with your partner(s) and share your information. Tell each other what you thought was interesting or surprising. What do you think of the Coca-Cola Company?

2. COKE SLOGANS: Coca-Cola always changes its slogans. What do you think about these past and present slogans? Why were they chosen?

- "The ideal brain tonic." (1893)**
- "Universal symbol of the American way of life." (1943)**
- "Hello Coke." (1944)**
- "Coke time." (1954)**
- "Coke... after Coke... after Coca-Cola." (1966)**
- "It's the real thing." (1970)**
- "I'd like to buy the world a Coke." (1971)**
- "Welcome to the Coke side of life." (2006)**

3. CHAT: In pairs / groups, decide which of these topics or words are the most interesting and which are the most boring.

Coca-Cola / slogans / profits / campaigns / roots / the bright side of life of Coke bottles / innovation / enjoyment / comfort / nutrition / coffee-flavored cola

Have a chat about the topics you liked. For more conversation, change topics and partners frequently.

4. MY COLA LIFE: In pairs / groups, talk about your history with cola drinks. Did you drink a lot when you were a kid? Do you prefer Coke or Pepsi? Are you worried about colas being unhealthy?

5. FAMOUS SLOGANS: Discuss these slogans with your partner(s). Do you like them? Why are they good? Would (Do) they work in your country?

- a. “Don’t leave home without it.” — American Express
- b. “Just do it.” — Nike
- c. “The ultimate driving machine.” - BMW
- d. “Think different.” — Apple Computer
- e. “Heineken refreshes the parts other beers cannot reach.” —

Heineken

- f. “A diamond is forever.” - DeBeers
- g. “Put a tiger in your tank.” - Esso
- h. “Say it with flowers.” - Interflora

6. COCA-COLA: Spend one minute writing down all of the different words you associate with Coca-Cola. Share your words with your partner(s) and talk about them. Together, put the words into different categories.

1. TRUE / FALSE: Look at the article’s headline and guess whether these sentences are true (T) or false (F):

a. Coke’s new slogan is to help its image and increase profits.

/F

b. The new slogan is “Welcome to the fizzy side of life”.

/F

c. Coke is going back to its roots with its new ad strategy.

/F

d. Coke’s taste will be fine-tuned for the global market as a whole.

/F

e. Coke’s CEO said it would take 18 years to return to former glories.

/F

f. Coke’s CEO said the company has lacked innovativeness.

/F

g. Coke wants its drinks to be an integral part of consumers’ daily lives.

/F

h. Coke has produced a new cola-flavored coffee drink.

/F

2. SYNONYM MATCH: Match the following synonyms from the article.

1. installed	a. Unveiled
2. advertisement	b. increase
3. mirror	c. roots
4. revealed	d. old-fashioned
5. boost	e. reflect
6. launch	f. ad

7. basic	g. former
8. origins	h. appointed
9. previous	i. integral
10. traditional	j. start

3. PHRASE MATCH: Match the following phrases from the article (sometimes more than one combination is possible):

1. The company wants to change its	a. roots with the new campaign
2. unsuccessful, despite	b. to appeal to customers
3. Coke is returning to its	c. a billion dollars of advertising
4. the iconic shape of the	d. almost 20 percent in value
5. different versions of the slogan	e. to its former glories
6. return the company	f. marketing chief
7. Coke's shares have lost	g. image and increase profits
8. appointed a new	h. old-fashioned Coke bottle
9. She outlined three new themes	i. everyday lives
10. an integral part of consumers'	j. to reflect cultural tastes

4. WHOOPS: Delete the five incorrect words from the eight in bold in each paragraph. Think of better replacements.

Coca-Cola unveiled a new global ad strategy on December 8. The company wants **to change its damage and increase profits**. There is a new slogan: **"Welcome to the Coke side of life."** It replaces the **three-year-old "Make it real" campaign**, which analysts say was unsuccessful, despite a billion dollars of advertising. Coke is returning to its boots with the new campaign. There is a strong focus on the iconic shape of the old-fashioned Coke bottle. There will also be different verses of the slogan to reflect cultural tastes and lifestyles. These will be fine-tuned to space markets.

Coke CEO Neville Isdell said the new global ad strategy should return the **company to its former glories within eighteen months**. **Coke's shares have lost almost 20 percent in value under Isdell's control**. He admitted that **Coke needed to be more innovative**. He has created new drinks and appointed a new marketing chef, Mary Minnick, to help the global brand. She outlined three new themes to appeal to customers — enjoyment, **comfort and nutrition**. She said: **"We want Coke brands to be...an integral part of consumers' weekend lives."** In January, Coca-Cola, a cola-coffee blend, will **start Coke's new strategy**.

1. WORD SEARCH: Look in your dictionaries / computer to find collocates, other meanings, information, synonyms... for the words 'global' and 'slogan'.

Share your findings with your partners.

Make questions using the words you found.

Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

Share your questions with other classmates / groups.

Ask your partner / group your questions.

3. **WHOOOPS:** In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning...?

4. **VOCABULARY:** Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. **STUDENT “SLOGAN” SURVEY:** In pairs / groups, write down questions about Coca-Cola’s new slogan and the slogans of other brands.

Ask other classmates your questions and note down their answers.

Go back to your original partner / group and compare your findings.

Make mini-presentations to other groups on your findings.

6. **TEST EACH OTHER:** Look at the words below. With your partner, try to recall exactly how these were used in the text:

- image
- former
- welcome
- shares
- unsuccessful
- innovative
- roots
- appointed
- bottle
- integrated
- fine-tuned
- blend

FINAL SLOGAN: You are a marketing executive for the Coca-Cola Company.

You must choose one of the eight slogans below to be Coke’s final slogan, which it will use forever. Discuss each slogan in relation to the criteria below.

- a. **“The ideal brain tonic.”**
- b. **“Universal symbol of the American way of life.”**
- c. **“Hello Coke.”**
- d. **“Coke time.”**
- e. **“Coke... after Coke... after Coca-Cola.”**
- f. **“It’s the real thing.”**
- g. **“I’d like to buy the world a Coke.”**
- h. **“Welcome to the Coke side of life.”**

Criteria:

1. A good slogan is memorable.
2. A good slogan includes a key benefit of the product or service
3. A good slogan puts the product in a higher position than its competitor products.

4. A good slogan makes people instantly recognize the brand name.
5. A good slogan gives the consumer positive feelings about the brand.
6. A good slogan cannot be copied and used by a competitor.

For Discussion:

Change partners. Explain your choice and reasons for deciding on your slogan.

If your choices are different, try to persuade each other to accept your choice.

If your choices are the same, explain why the other slogans weren't as good.

Return to your original partner(s). Make a presentation on why you believe your choice of slogan is best.

Give your presentations to the class.

1. VOCABULARY EXTENSION: Choose several of the words from the **text**. Use a dictionary or Google's search field (or an- other search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find more information on the Coca-Cola Company. Share your findings with your class in the next lesson. Did you all find out similar things?

3. SLOGAN CREATION: Make a poster explaining how to make a good slogan. Include examples of good and bad slogans from real companies to illustrate your points. Explain why the slogans in your poster are good or bad. Show your posters to your classmates in your next lesson. Did you all think of similar things?

4. MY SLOGAN: Create a slogan to market yourself. Write your reasons for choosing the slogan. Show your slogan to your classmates in the next lesson. Do they **think it's an effective slogan?**

In pairs / groups, discuss the presentations and vote for the best one.

3.3. Продвинутый уровень владения иностранным языком

1	A girl was injured in the accident. She is now in hospital. The <i>girl</i> who was injured in the <i>ouccuient</i> is now in hospital.
2	A waitress served us. She was impolite and impatient. The
3	A building was destroyed in the fire. It has now been rebuilt. The.....
4	Some people were arrested. They have now been released. The.....
5	A bus goes to the airport. It runs every half hour. The..... *

Make one sentence from two. Use who/that/which.

Complete the sentences. Choose the best ending from the box and change it into a relative clause.

he invented the telephone	it-makes furniture
she runs away from home	it gives you the meaning of words
they stole my car	it can support life
they were on the wall	it cannot be explained

Barbara works for a company that makes
furniture.....

1. **The book is about a girl**.....
2. What happened to the
pictures.....
3. **A mystery is something**.....
4. **The police have caught the men**.....
5. **A dictionary is a book**.....
6. **Alexander Bell was the man**.....
7. It seems **that the earth is the only planet**.....

Are these sentences right or wrong? Correct them where necessary.

1. **I don't like stories who have unhappy endings**.....
2. What was the name of the person who phoned you?.....
3. W'here's the nearest shop who sells newspapers?.....
4. **The driver which caused the accident was fined £500**.....
5. Do you know the person that took these photographs?.....
6. **We live in a world what is changing all the time**.....

7. **Dan said some things about me that were not true.**.....
8. What was the name of the horse it won the race?.....

In some of these sentences you need who or that. Correct the sentences where necessary.

1. **The woman lives next door is a doctor.**.....
2. **Have you found the keys you lost?**
3. **The people we met last night were very nice.**
4. **The people work in the office are very nice.**
5. **The people I work with are very nice.**.....
6. What have you done with the money I gave you?.....
7. What happened to the money was on the table?.....
8. What's the worst film you've ever seen?.....
9. **What's the best thing it has ever happened to you?**.....

Put in that or what where necessary. If the sentence is already complete, leave the space empty.

1. I gave her all the money I had. (all the money that I had *is also correct*)
2. Did you hear they said?
3. **They give their children everything.**..... they want.
4. **Tell me.**..... you want and I'll try to get it for you.
5. **Why do you blame me for everything.**..... goes wrong?
6. **I won't be able to do much, but I'll do.**..... I can.
7. **I won't be able to do much, but I'll do the best.**..... I can.
8. **I don't agree with.**..... you've just said.
9. **I don't trust him. I don't believe anything.**..... he says.

Complete the sentences using one of these verbs in the correct form, present or past:

cause	damage	hold	invite	make
overtake	show	surround	translate	write

1. **Many accidents.**.....by dangerous driving.
2. **Cheese.**.....from milk.
3. **The roof of the building.**.....in.....a storm a few days ago.
4. **You.**.....to the wedding. Why didn't you go?
5. **A cinema is a place where films.**.....
6. **In the United States, elections for president.**.....-.....every four years.
7. **Originally the book in Spanish, and a few years ago it.**.....into English.
8. **Although we were driving quite fast, we.**.....by a lot of other cars.
9. **You can't see the house from the road. It.**.....by trees.

Write questions using the passive. Some are present and some are past.

Ask about glass. (how/make?) How is glass made?

1. Ask about television. (when / invent?).....
2. Ask about mountains. (how / form?).....
3. Ask about Pluto (*the planet*). (when / discover?).....
4. Ask about silver. (what / use for?).....

Put the verb into the correct form, present simple or past simple, active or passive.

1. It's a big factory. Five hundred people.....(employ) there.
2. Did (somebody/clean) this room yesterday?
3. Water(cover) most of the earth's surface.
4. How much of the earth's surface.....(cover) by water?
5. The park gates.....(lock) at 6.30 p.m. every evening.
6. The letter.....(post) a week ago and it (arrive) yesterday.
7. The boat hit a rock and.....(sink) quickly. Fortunately everybody..... (rescue).
8. Richar`ds parents.....(die) when he was very young. He and his sister.....(bring up) by their grandparents.
9. I was born in London, but I.....(grow up) in Canada.
10. While I was on holiday, my camera.....(steal) from my hotel room.
11. While I was on holiday, my camera.....(disappear) from my hotel room.
12. Why.....(Sue/resign) *from* her job? Didn't she enjoy it?
13. Why..... (Bill/sack) from his job? What did he do wrong?
14. The company is not independent. It.....(own) by a much larger company.
15. I saw an accident last night. Somebody.....(call) an ambulance but nobody.....(injure), so the ambulance.....(not/need).
16. Where.....(these photographs/take)? In London?(you/take) them, or somebody else?
17. Sometimes it's quite noisy living here, but it's not a problem for me – I.....(not/bother) by it.

Rewrite these sentences. Instead of using somebody, they, people etc., write a passive sentence

1. Somebody cleans the room every day.
2. They cancelled all flights because of fog. All.....
3. People don't use this road much.....
4. Somebody accused me of stealing money. I.....
5. How do people learn languages? How.....
6. Somebody warned us not to go out alone.....

What do these words mean? Use it can..... or it can't..... Use a dictionary if necessary.

If something is

1. washable, can be washed.....	4. unusable,.....
2. unbreakable, it.....	5. invisible,.....
3. edible	6. portable,.....

Complete these sentences with the following verbs (in the correct form):

arrest earn cause make repair send spend wake up

Sometimes you need have (might have, should have etc.).

1. The situation is serious. Something must be done before it's too late.
2. I haven't received the letter. It might have been sent to the wrong address.
3. **A decision will not.....until the next meeting.**
4. **Do you think that more money should.....on education?**
5. **This road is in very bad condition. It should.....a long time ago.**
6. **The injured man couldn't walk and had to.....**
7. **It's not certain how the fire started, but it mightby an electrical fault.**
8. **I told the hotel receptionist I wanted to.....at 6.30 the next morning.**

Rewrite these sentences. Instead of using somebody or they etc., write a passive sentence.

1. **Somebody has cleaned the room.**
They have postponed the meeting. The.....
2. Somebody is using the computer at the moment.
The computer.....
3. I didn't realize that somebody was recording our conversation.
4. **I didn't realize that.....**
5. When we got to the stadium, we found that they had cancelled the game. **When we got to the stadium, we found that.....**
6. **They are building a new ring road round the city.....**
7. They have built a **new hospital near the airport.....**

Make sentences from the words in brackets. Sometimes the verb is active, sometimes passive

1. There's somebody behind us. (I think / we / follow) I think we are **being followed.....**
2. This room looks different, (you/paint/the walls?) Have you painted the wall?.....
3. **My car has disappeared, (it/steal!) It.....**

4. My umbrella has disappeared, (somebody/take) Somebody.....
5. **Sam gets a higher salary now. (he/promote) He.....**
6. **Ann can't use her office at the moment, (it / redecorate) It.....**
7. The photocopier broke down yesterday, but now it's OK.
(it /work/again ; it/ repair)
It..... It.....
8. When I went into the room, I saw that the table and chairs were not
in the same place. (the furniture/move)
The.....
9. The man next door disappeared six months ago. (he/not/see/since
then)
He.....
10. **I wonder how Jane is these days. (I/not/see/for ages) I.....**
11. A friend of mine was mugged on his way home a few nights ago.
(you/ever/mug?)

Write these sentences in another way, beginning in the way shown.

1. **They didn't give me the information I needed.**
I wasn't given.....the information I needed.....
2. They asked me some difficult questions at the interview.
I.....
3. **Linda's colleagues gave her a present when she retired.**
Linda.....
4. Nobody told me about the meeting.
5. **I wasn't**
6. How much will they pay you for your work?
7. **How much will you.....**
8. I think they should have offered Tom the job.
9. **I think Tom**
10. Has anybody shown you what to do?
11. **Have you.....**

Complete the sentences using being + the following (in the correct form):

give invite keep knock down stick treat

1. Steve hates being kept waiting.
2. **We went to the party without.....**
3. **I like giving presents and I also like.....them.**
4. **It's a busy road and I don't like crossing it. I'm afraid of.....**
5. **I'm an adult. I don't like.....like a child.**
6. **You can't do anything about..... in a traffic jam.**

When were they born? Choose five of these people and write a sentence for each.
(Two of them were born in the same year.)

Complete the sentences using get/got + the following verbs (in the correct form):

ask damage hurt pay steal sting stop use

1. There was a fight at the party, but nobody **got hurt**.....
2. **Alex**.....**by a bee while he was sitting in the garden.**
3. **These tennis courts don't**..... **very often**.....
Not many people want to play.
4. **I used to have a bicycle, but it****a few months ago.**
5. **Rachel works hard but doesn't**..... **very much.**
6. **Last night I**.....**by the police as I was driving home.**
One of the lights on my car wasn't working.
7. **Please pack these things very carefully. I don't want them to**.....
8. People often want to know what **my job is. I often**.....**that question.**

Write these sentences in another way, beginning as shown. Use the underlined word each time.

1. It is expected that the strike will end soon. The strike is expected to end **soon**.....
2. It is expected that the weather will be good tomorrow.
The weather is.....
3. It is believed that the thieves got in through a window in the roof.
The thieves
4. It is reported that many people are homeless after the floods.
Many people
5. It is thought that the prisoner escaped by climbing over a wall.
The prisoner.....
6. It is alleged that the man was driving at 110 miles an hour.
The man.....
7. It is reported that the building has been badly damaged by the fire.
The building.....
8. a) It is said that the company is losing a lot of money.
The company.....
b) It is believed that the company lost a lot of money last year.
The company.....
c) It is expected that the company will make a loss this year.
The company.....

Complete the sentences using supposed to be + the following:

on a diet a flower my friend a joke a secret working

1. Everybody seems to know about the plan, but it is supposed to be a **secret**.....

2. You shouldn't criticize me all the time. You.....
3. I shouldn't be eating this cake really. I.....
4. I'm sorry for what I said. I was trying to be funny. It.....
5. What's this drawing? Is it a tree? Or maybe it.....
6. You shouldn't be reading the paper now. You.....

Write sentences with supposed to + the following verbs:

arrive block park phone start

Use the negative (not supposed to) where necessary.

1. You are not supposed to park here. It's private parking only.
2. We.....work at 8.15, but we rarely do anything before 8.30.
3. Oh, I..... Helen, but I completely forgot.
4. This door is a fire exit. You..... it.
5. My train.....at 11.30, but it was an hour late.

Answer the questions using to have something done. Choose from the boxes:

my car my eyes my jacket my watch clean repair service test

1. Why did you go to the garage? To have my car serviced.
2. Why did you go to the cleaner's? To
3. Why did you go to the jeweler's?
4. Why did you go to the optician's

Write sentences in the way shown.

1. Lisa didn't repair the roof herself. She had it repaired.....
2. I didn't cut my hair myself. I.....
3. They didn't paint the house themselves. They
4. John didn't build that wall himself.....
5. I didn't deliver the flowers myself.....

Use the words in brackets to complete the sentences. Use the structure have something done.

1. We are having the house painted.....(the house / paint) at the moment.
2. I lost my key. I'll have to.....(another key / make).
3. When was the last time you..... (your hair / cut)?
4.(you / a newspaper / deliver) to your house every day, or do you go out and buy one?
5. A: What are those workmen doing in your garden?
B: Oh, we..... (a garage / build).
6. A: Can I see the photographs you took when you were on holiday?

- B: I'm afraid I..... (not / the film / develop) yet.
 7. This coat is dirty. I must (it / clean).
 8. If you want to wear earrings, why don't you.....(your ears / pierce)?
 9. A: I heard your computer wasn't working.
 B: That's right, but it's OK now. I..... (it/ repair).

In these items, use 'have something done' with its second meaning.

10. Gary was in a fight last night. He had his nose broken (his nose/break).
 11. Did I tell you about Jane? **She**.....
 (her handbag/steal) last week.
 12. **Did you hear about Pete? He**.....(his car/vandalize) a few nights ago.

Complete the sentences using can or (be) able to. Use can if possible; otherwise use (be) able to.

1. Gary has travelled a lot. He can speak five languages.
 2. **I haven't been able to sleep very well recently.**
 3. **Nicole**.....drive, but she hasn't got a car.
 4. I used to stand on my head, but I can't do it now.
 5. I can't understand Martin. I've never.....understand him.
 6. I can't see you on Friday, but I.....meet you on Saturday morning.
 7. Ask Catherine about your problem. She might.....help you.

Write sentences about yourself using the ideas in brackets.

1. (something you used to be able to do)
 I **used to be able to sing well**
2. (something you used to be able to do)
 I **used**.....
3. (something you would like to be able to do)
 I **'d**.....
4. (something you have never been able to do)
 I've.....

Complete the sentences with can/can't/could/couldn't + the following:

come eat hear run sleep wait

1. I'm afraid I can't come to your party next week.
 2. When Tim was 16, he.....100 meters in 11 seconds.
 3. 'Are you in a hurry?' 'No, I've got plenty of time. I.....
 4. I was feeling sick yesterday. I.....anything.
 5. Can you speak a little louder? I.....you very well.
 6. 'You look tired.' 'Yes, I.....last night.'

Complete the answers to the questions with was/were able to

1. A: Did everybody escape from the fire?
B: Yes, although the fire spread quickly, everybody was able to **escape**.....
2. A: Did you finish your work this afternoon?
B: Yes, there was nobody to disturb me, so I.....
3. A: Did you have difficulty finding our house?
B: Not **really**. **Your directions were good and we**.....
4. A: Did the thief get away?
B: Yes. **No-one realized what was happening and the thief**.....

Complete the sentences using could, couldn't or managed to.

1. My grandfather travelled a lot. He could speak five languages.
2. **I looked everywhere for the book, but I**.....**find it**.
3. **They didn't want to come with us at first, but we**.....**persuade them**.
4. **Laura had hurt her leg and**..... **walk very well**.
5. **Sue wasn't at home when I phoned, but I contact** her at her office.
6. I looked very- carefully and I see somebody in the distance.
7. **I wanted to buy some tomatoes. The first shop I went to didn't have any,**
but I get some in the next shop.
8. **My grandmother loved music. She**.....**play the piano very well**.
9. **A girl fell into the river, but fortunately we**.....**rescue her**.
10. **I had forgotten to bring my camera, so I**.....**take any photographs**.

In some of these sentences, you need could (not can). Change the sentences where necessary.

1. The story can be true, but I don't think it is. **could be true**.....
2. It's a nice day. We can go for a walk.....**ok**
3. I'm so angry with him. I can kill him!.....
4. If you're hungry, we can have dinner now.....
5. It's so nice here. I can stay here all day, but.....
unfortunately I have to go.
6. **A: Where's my bag. Have you seen it**
B: No, but it can be in the car.....
7. Peter is a keen musician. He plays the flute and

he **can also play the piano**.....
8. A: I need to borrow a camera.
B: You can borrow mine.....
9. **The weather is nice now, but it can change later**.....

Complete the sentences. Use could or could have + a suitable verb.

1. A: What shall we do this evening?

- B: I don't mind. We could go to the cinema.
2. A: I had a very boring evening at home yesterday.
B: Why did you stay at home? Youout with us.
3. **A: There's an interesting job advertised in the paper. You.....for it.**
 B: What sort of job? Show me the advertisement.
4. A: How was your exam? Was it difficult?
B: It wasn't so bad. It.....worse.
5. A: I got very wet walking home in the rain last night.
B: Why did you walk? You.....a taxi.
6. A: Where shall we meet tomorrow?
B: Well, I..... to your house if you like.

Complete the sentences. Use couldn't or couldn't have + these verbs (in the correct form):

be become find get live wear

1. I couldn't live in a big city. I'd hate it.
2. We had a really **good holiday**. It.....cold have been better.
3. **I that hat. I'd look silly and people would laugh at me.**
4. **We managed to find the restaurant you recommended, but we.....it** without the map that you drew for us.
5. Paul has to get up at 4 o'clock **every morning**. I don't know how he does it.
I.....up at that time every day.
6. The staff at the hotel were really nice when we stayed there last summer.
They.....more helpful.
7. A: I tried to phone you last week. We had a party and I wanted to invite you.
B: That was nice of you, but Ianyway.
I was away all.....last week.

TEXTS

Presentation

Learn the useful vocabulary for 'Making Decisions' and do exercises below.

1. Use the following words to complete each expression.

issue say mind thought decision consideration

- a. Originally, he agreed to work with us, but now he has changed his _____.
- b. She said she would come, but now she's having second _____s.**
- c. The boss always has the final _____ in purchases over £500.
- d. I've given the matter a lot of _____.**
- e. Everyone in the department backed the _____ to abandon the project.
- f. There are several factors to take into _____.
- g. There are several things that we should bear in _____.
- h. They haven't addressed the problem at all: they've completely dodged the _____.**
- i. I'm in two _____s about whether to accept their proposal or not.
- j. Time was short. We had to make a snap _____.

2. Describe a situation in which you ...

- were in two minds about accepting an offer.
- changed your mind about something you had previously agreed to.
- felt unable to back your boss's decision.
- dodged an issue.
- had to make a snap decision.
- gave something a lot of thought before making a decision.
- had second thoughts about something which seemed at first to be a good idea.
- had a lot of different people's interests to bear in mind.
- had the final say in an important decision.
- had to take many factors into consideration.

3. Which of the following principles do you follow when taking an important decision?

- **Consider the best way to transmit your decision**, e.g. channel of communication.
- **Consider who will be affected by the decision and what the likely effect will be on them.**

- **Anticipate obstacles and objections.**
- **Think of all the possible outcomes in the longer term.**
- **Formulate a Plan B.**
- **If in doubt, postpone making a decision.**

Suggest any other good principles which people could follow.

Study how to make a successful presentation. Learn the words and do exercises.

Presentations –opening

There are a great variety of presentation contexts:

Company presentation (history, structure, main products,

Product presentation (features and benefits of a new product).

Internal presentation reporting financial or sales figures.

Internal presentation analyzing a problem and suggesting solutions.

Welcoming visitors.

Any occasion where you speak at length in a meeting on a prepared topic.

In addition, there are a variety of presentation styles:

b. Formal, structured, rehearsed, taking questions at the end.

c. Informal, partly improvised, interacting with the audience.

d. Somewhere between the two: using a basic structure, but allowing occasional opportunities for questions and interaction.

Which style you use depends not only on your audience and its expectations, but also on you and your personality.

Read the opening to a ‘welcoming visitors’ presentation.

a. Notice how the presenter begins by giving answers to all the **practical questions that might be in the audience’s mind (e.g. What is the aim of the talk? How long will it last? Will there be a break? Who is the person speaking? Who is that man in the corner?)**

b. The presenter then gives an outline of the structure of the presentation.

c. Finally, before beginning, the presenter makes it clear whether audience members can interrupt with questions, or keep them until the end.

“Well, good morning, everyone. On behalf of BBC International I’d like to welcome you here to our offices.

Can everyone see at the back? OK?

The aim of this short talk is to give you an overview of our company and its products. **I’ll speak for about thirty minutes, and then we’ll take a break for coffee and biscuits. After that, at around ten thirty, we’ll take you on a tour of the factory.**

Before we begin, just a few words about myself. My name is Anna Edelman and **I’m in charge of public relations here at BBC. I’ve been with the company for twelve years, and I worked in the sales area before moving into PR.**

I should also introduce my colleague Mr Anderson over there in the corner. Mr Anderson is our plant manager and he will be leading the factory tour.

I’ve divided this presentation into four sections. First I’d like to show you a timetable of our company so you can see how we’ve grown and developed over the

years. Then I'll talk a little about our market and how it's changing. After that I'll move on to discuss customization, and how we focus on tailoring our products to our customers' needs.

Finally, I'll give you a little technical background to help you understand the new technology that you'll be seeing on the factory tour.

If you have any questions, please feel free to interrupt.

Ok, let's begin with this first slide, which shows ..."

The phrases you need

Welcome

Ok, let's get started. Good morning everyone and welcome to ...

Can everybody see?

Before I begin, I'd like to thank (name) for inviting me here today.

On behalf of BBC International I'd like to welcome you here to our offices.

It's good to see so many people here today.

I'm very happy to be here.

Personal introductions

Let me start by introducing myself. My name is ...

Just a few words about myself, ...

Perhaps I should just introduce one or two people in the room.

Objective

The title of my presentation is ...

This morning I'm going to talk about ...

The aim of this short talk is to ...

Get attention and interest

Let me ask you a question. (+rhetorical question)

Take a look at this picture. What does it tell you about ...?

Somebody once said ... (+quotation)

Did you know that ...? (+surprising statistic)

Audience benefit

I hope this presentation will enable you to ...

By the end of my talk you will ...

Structure

I'll speak for about thirty minutes.

I've divided my talk into four main parts / sections.

First, I'd like to ...

Then I'll talk a little about ...

After that I'll move on to ...

Finally I'll ...

If you have any questions, please feel free to interrupt.

Ok, let's begin with the first point / slide, which is ...

Exercises

1. Make phrases from the presentations by matching an item from each column.

On behalf

see at the back?

Can everyone

of public relations

Just a few

of BBC I'd like to ...

I'm in charge

to show you ...

I'd like

words about myself

I'll talk

with this first slide

I'll move

on tailoring our products ...

We focus

on to discuss customization

I'll give you

about our market and how ...

Let's begin

a little technical background

2. There are many ways to create an impact in the first few minutes of a presentation. Match techniques 1-8 with phrases a-h.

1. rhetorical question	a. Take a look at this picture. What does it tell you about teenage fashion?
2. thank the organizers	b. Everybody who thinks the Internet will kill traditional advertising – put your hands up. c. Wouldn't you like to double your sales in just twelve months?
3. surprising statistic	d. Charles Darwin once wrote, "It's not the strongest of the species that survive, but the ones most responsive to change."
4. audience involvement	e. I'd like to thank Olga for all the hard work she has done to make this event possible.
5. personal story	f. I want to share something with you.
6. audience benefit	g. I hope this presentation will enable you to choose the most cost-effective IT solution.
7. use of visuals	h. 70% of all Americans say that they're carrying so much debt that's making their home lives unhappy.
8. quotation	

3. Make presentation phrases by using a verb 1-12 with the words a-l.

1. be ...	a. a few words about myself
2. take a break ...	b. any questions at the end
3. divide ...	c. you an overview
4. feel ...	d. for about thirty minutes
5. give ...	e. for coffee and biscuits
6. introduce ...	f. (name) for inviting me here today
7. say ...	g. free to interrupt
8. speak ...	h. happy to be here
9. start ...	i. my talk into four parts
10. take ...	j. one or two people in the room
11. thank ...	k. by introducing myself
12. welcome ...	l. you here today

4. Create different ways to open a presentation, using the verbs in the box.

bring deal discuss fill give look
 make outline report show take talk

Good morning everyone and thanks for coming.

This morning I'm going to ...

- 1.....**the issue of risk**, and what you can do to minimize it.
- 2.....**you an overview of the company and its products**.
- 3.....**you how to sell more effectively to your existing customer base**.
- 4.....**about investment funds: how to choose them, when to buy them and when to sell them**.
- 5.....**back to you on our progress with the Milestone project**.
- 6.....**at a variety of green technologies that are helping to combat the threat of global warming**.
- 7.....**you in on the background to our involvement in the Brazilian market**.
- 8.....**a look at how we got into the problem with our local agents in the UK and how we can get out of it**.
- 9.....**you up to date on the latest results from our consumer survey**.
- 10.....**some detailed recommendations about how to reorganize the department**.
- 11.....**our new marketing strategy**.
- 12.....**with the item outstanding from our last meeting: funding our R&D activities**.

HIGH STREET SHOPPING VERSUS INTERNET SHOPPING

When you think of shopping, do you associate high street shopping or internet shopping as your preferred medium? There are of course, advantages and disadvantages to both but which one is better? This may be dependent on your personal preference or which is the most convenient for purchasing goods at a given time. This can also be determined by availability. Some goods may only be bought either online or from a physical shop.

The internet can save time

When many people seem to have a distinct lack of time, the internet is often used for the purchase of goods. A good example of this is buying a car. Often information is searched for regarding potential purchases online but then the actual point of sale comes from a mortar-and-bricks shop. The internet can also be good if you are time restricted. If you know exactly what you are looking for, need something quickly but do not have the time to go to the high street during your normal working week, you can order something online and it can arrive the next day.

It can definitely be beneficial to do some of your shopping online. For example, you can save at least an hour per week if you select your grocery shopping online and have it delivered to your home. The only disadvantage to this is the fee for the delivery every week. Purchasing items such as books and CDs online can also save time. In many cases items such as these can also be cheaper to purchase online than on the high street. The internet can also be a fantastic resource for the research and the purchase of non-everyday products such as birthday or Christmas presents and jewelers. Online banking can also be a far more convenient way of transferring money from one account to another than going into a high street bank or building society.

The advantage of the high street

If you have the time to have a good browse, the high street can be a better option. If you buy clothing from the high street, trying the items on in a changing room before purchasing ensures that the clothes are the correct fit. If you are purchasing clothing online, you cannot guarantee that it will fit. If you buy the item online from a reputable online retailer and it does not fit you can of course send it back and in most cases exchange or refund it.

Whatever you want or need to purchase as a consumer, the high street offers the advantage of allowing you to view the actual product whether it be a book, a CD, shoes or clothing etc. The high street is also highly convenient if you want to quickly buy a sandwich and/or a drink from a cafe or a newsagent and take it away with you. It also acts as a browsing ground. For example, you may wish to purchase a new electrical item such as a television and have seen it at a cheaper price online but want to see it in the flesh beforehand. As mentioned earlier, the same can also be said for the internet.

Overall there are advantages and disadvantages to buying goods online or from the high street. If you are time restricted for whatever reason, the internet can be more convenient. However, if you have time to browse and want to see the goods before you buy them, the high street can have the upper hand. Essentially it is dependent on personal preference as to what works the best for the individual.

COMPREHENSION CHECK

1. Some goods may only be bought
2. You can save
3. If you have the time to have a good browse,
4. The only disadvantage to this
5. Often information
6. The high street is also highly convenient
7. When many people seem to have a distinct lack of time,
8. The internet can also be
 - a) is searched for regarding potential purchases online.
 - b) **if you want to quickly buy a sandwich and/or a drink from a café or a newsagent and take it away with you.**
 - c) is the fee for the delivery every week.
 - d) the internet is often used for the purchase of goods.
 - e) a fantastic resource for the research and the purchase of non-everyday products.
 - f) either online or from a physical shop.
 - g) at least an hour per week if you select your grocery shopping online and have it delivered to your home.
 - h) the high street can be a better option.
- I. Match the halves.

WORD STUDY 1. beneficial a) make certain of obtaining or providing (something) 2. convenient b) traditional 3. ensure c) the freedom or right to choose something 4. item d) involving little trouble or effort 5. mortar-and-bricks e) the action of buying something 6. optio f) a repayment of a sum of money 7. order g) favourable or advantageous 8. purchase h) limited in extent, number, scope, or action 9. refund i) a verbal or written request for something to be made, supplied, or served 10. restricted j) an individual article or unit II. Match words to their definitions. III. Find. 5 pairs of synonyms. convenient / save / limited j purchase / restricted / buy / economize / comfortable / choice / option IV. Discuss with your partner and make a list of advantages and disadvantages of a) high street shopping; b) Internet shopping.

SELLING ONLINE History In 1990 Tim Berners-Lee created the first World Wide Web server and browser. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994 the German company Intershop introduced its first online shopping system. In 1995 Amazon launched its online shopping site, and in 1996 eBay appeared. Customers Online customers must have access to a computer and a method of payment. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. Customer needs and expectations A successful web store is not just a good looking website with dynamic

technical features, listed in many search engines. In addition to disseminating information, it is about building relationships and making money. Businesses often attempt to adopt online shopping techniques without understanding them and/or without a sound business model, producing web stores that support the organizations' **culture and brand name without satisfying consumer's expectations**. User-centered design is **critical**. **Understanding the customer's wants and needs and living up to promises gives** the customer a reason to come back and meeting their expectations gives them a reason to stay. It is important that the website communicates to the customer that the company cares about them. Customer needs and expectations are not the same for all customers. Age, gender, experience, culture are all important factors. For example, Japanese cultural norms may lead users there to feel privacy is especially critical on shopping **sites and emotional involvement is highly important on financial pensions' sites**. Users with more online experience focus more on the variables that directly influence the task, while novice users focus on understanding the information. To increase online purchases, businesses must spend significant time and money to define, design, develop, test, implement, and maintain the web store. It is easier to lose a customer than to gain **one and even «top-rated » sites will not succeed if the organization fails to practice** common etiquette such as returning e-mails in a timely fashion, notifying customers of problems, being honest and good. Since it is important to eliminate mistakes and be more appealing to online shoppers, many web shop designers study research on consumer expectations. Convenience Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Other establishments such as internet cafes and schools provide access as well. A visit to a conventional retail store requires travel and must take place during business hours. In the event of a problem with the item it is not what the consumer ordered, or it is not what they expected—consumers can return an item for the correct one or for a refund. Consumers may need to contact the retailer, visit the post office and pay return shipping, and then wait for a replacement or refund. Some online companies have more generous return policies to compensate for the traditional advantage of physical stores. Information and reviews Online stores must describe products for sale with text, photos, and multimedia files, whereas in a high street retail store, the actual product and the **manufacturer's packaging will be available for direct inspection (which might involve a test drive, fitting, or other experimentation)**. Some online stores provide or link to supplemental product information, such as instructions, safety procedures demonstrations, or manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy. Some stores even allow customers to comment or rate their items. There are also dedicated review sites that host user reviews for different products. Reviews and now blogs give customers the option of shopping cheaper, organise purchases from all over the world without having to depend on local retailers. In a conventional retail store, clerks are generally available to answer questions. Some online stores have real-time chat features, but most rely on e-mail or phone calls to handle customer questions. Price and selection One advantage of shopping online is being able to quickly seek out items or services with many different vendors Search engines, online price comparison services and discovery shopping engines can be used to look up sellers of a particular

product or service. Shipping costs reduce the price advantage of online merchandise, though depending on the jurisdiction, a lack of sales tax may compensate for this. Shipping a small number of items, especially from another country, is much more expensive than making the larger shipments bricks-and-mortar retailers order. Some retailers (especially those selling small, high-value items like electronics) offer free shipping on sufficiently large orders. Another major advantage for retailers is the ability **to rapidly switch suppliers and vendors without disrupting users' shopping** experience. Disadvantages Fraud and security concerns Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud on the part of the merchant than in a physical store. Secure Sockets Layer (SSL) encryption has generally solved the problem of credit card numbers being intercepted in transit between the consumer and the merchant. Identity theft is still a concern for consumers when hackers **break into a merchant's web site and steal names, addresses and credit card numbers**. A number of high-profile break-ins in the 2000s have prompted some U.S. states to require disclosure to consumers when this happens. Computer security has thus become a major concern for merchants and e-commerce service providers, who deploy countermeasures such as firewalls and anti-virus software to protect their networks. Phishing is another danger, where consumers are fooled into thinking they are dealing with a reputable retailer, when they have actually been manipulated into feeding private information to a system operated by a malicious party. Although the benefits of online shopping are considerable, shoppers potentially face a few problems such as identity theft, faulty products, and the accumulation of spyware. Whenever you purchase a product, you are going to be required to put in your credit card information and shipping **address. If the website is not secure a customer's information can be accessible** to anyone who knows how to obtain it. Most large online corporations are inventing new ways to make fraud more difficult, however, the criminals are constantly responding to these developments with new ways to manipulate the system. It is advisable to be aware of the most current technology to fully protect yourself and your finances. One of the hardest areas to deal with in online shopping is the delivery of the products. Most companies offer shipping insurance in case the product is lost or damaged; however, if the buyer opts not to purchase insurance on their products, they are generally out of luck. Some shipping companies will offer refunds or compensation for the damage, but it is up to their discretion if this will happen. It is important to realize that once the product leaves the hands of the seller, they have no responsibility.

Comprehension check

I. Match the halves.

1. It is important that
2. **Understanding the customer's wants and needs**
3. Some shipping companies will offer
4. To increase online purchases,
5. A visit to a conventional store
6. Consumers find
7. Most large online corporations
8. Brick-and-mortar stores
9. Computer security has thus become

10. Although the benefits of online shopping are considerable
- refunds or compensation for the damage.
 - requires travel and must take place during business hours.
 - are inventing new ways to make fraud more difficult.
 - also collect consumer information.
 - gives the customer a reason to come back.
 - shoppers face a few problems such as identity theft, faulty products, and the accumulation of spyware.
 - a major concern for merchants and e-commerce service providers.
 - the website communicates to the customer that the company cares about them.
 - a product of interest by visiting the website of the retailer.
 - businesses must spend significant time and money to define, design, develop and maintain the web store.

II. Supply the correct preposition.

- The existence of many different seals, or seals unfamiliar ... consumers, may foil this effort... a certain extent.
- The criminals are constantly responding ... these developments ... new ways to manipulate the system.
- Online customers must have access ... a computer.
- This information is obviously not accessible ... the merchant when paying... cash.
- It is advisable to be aware ... the most current technology to fully protect yourself and your finances.
- Many consumers wish to avoid spam and telemarketing which could result ... supplying contact information ... an online merchant.
- Novice user focus... understanding the information.
- Since it is important to be more appealing... online shoppers, many web shop designers study research ... consumer expectations.
- Some online companies have more generous return policies to compensate ... the traditional advantage ...physical stores.
- A number of resources offer advice ... how consumers can protect themselves when using online retailer.
- One of the hardest areas to deal... in online shopping is the delivery of products.
- Some ask ... address and phone number ... checkout.

Match 10 pairs of synonyms.

1. conventional	a) brick-and-mortar store
2. fraud	b) buy
3. introduce	c) change
4. merchant	d) refund
5. physical store	e) additional

6. purchase	f) safe
7. replacement	g) deceit
8. secure	h) launch
9. supplemental	i) vendor
10. switch	j) traditional

SKILLS AND QUALITIES NEEDED TO BE A MANAGER Melvin Richardson, Yahoo Contributor Network Mar 4, 2010 «Share your voice on Yahoo websites. Start here» If you are looking to become a manager there are certain skills, qualifications, talents and abilities you will need. Most managers have good people skills and know how to interact with people. Managers interact at every level within an organization, including upper management, vendors and suppliers, and credit correspondents. The organization you work for will determine your level of interaction. Confidence Managers must be extremely confident. Without confidence it will be very hard for them to lead their team. People will follow others who have confidence, poise and have a working knowledge of their duties and responsibilities. Confidence is developed by knowing your job in and out. If an associate has a sense that you are wavering with your decision making or you seem hesitant and tentative they will not put their trust in your ability to get the job done. Make tough decisions A manager must **have the ability to make tough decisions. There are some decisions that won't be popular with the team.** Ultimately the manager is responsible for the results within the department or the company. They must have the ability to make decisions that are going to improve the operations of the company. A decision could be made to limit bonuses and incentives or extend the working hours. A manager may have to ask someone to switch shifts. Even though tough decisions have to be made all avenues should be explored to accommodate employees who have other needs such as family and outside activities. Motivator Managers have to be motivators. There are going to be periods of time when people are down because of the economy, job dissatisfaction, hours, pay or even personal problems. In the final analysis the manager has to find a way to get people to do the job. They must have the ability to motivate and inspire people to go above and beyond the call of duty. People can become complacent and sometimes even bored when they do the same of day in and day out. Managers have to find a way to make things interesting and exciting. This may call for a bit of creativity. It is the **manager's job to keep employees engaged and help them avoid the tendency to just go through the motions.** Coaching and mentoring Eventually some employees are going to be promoted and move on to other jobs within the company. A manager must coach and mentor employees so that they are prepared to take the next step. He has to do whatever it takes to develop his employees. Sometimes one on one coaching is used as a technique for development. Workshops and seminars located offsite are sometimes used to prepare employees for advancement. An employee may be lacking the necessary educational requirements to take the next step. Managers should help employees develop a plan of action that puts them on track to take on more authority and responsibility. Time management A manager must be able to manage a busy work environment. To manage effectively managers need to be great time managers. They

have to be able to prioritize their time. The best process for completing this is to make a list of all the things that need to be done on a given day. Then prioritize those things that need to be completed immediately. As a manager you will probably never be able to go through your list and complete all the things that need to be done, one after the other. **There will be interruptions. As soon as the urgent matter has been corrected it's a good idea to get right back to the list.** All things that are not completed on day one need to be moved to day two. Plan, organize, direct, coordinate A manager must be able to plan, direct, coordinate, and organize throughout the day. There are going to be reports to complete, work schedules to be done, meetings to attend, performance appraisals to be done, and all the other miscellaneous activities in between. In other words managers need to manage even when there is chaos going on. Vision Managers must have the ability to have a vision or see the big picture. They must be able to communicate their vision to the staff and buy in to the goals and objectives of the organization.

COMPREHENSION CHECK

Match the halves.

<ol style="list-style-type: none"> 1. Most managers 2. They must have the ability 3. Confidence 4. A manager must be able to 5. A manager 6. Ultimately the manager 7. Managers should help 8. Managers interact 	<ol style="list-style-type: none"> a) plan, direct, coordinate, and organize throughout the day. b) is responsible for the results within the department or the company. c) employees develop a plan of action that puts them on track to take on more authority and responsibility. d) have good people skills and know how to interact with people. e) at every level within an organization, including upper management, vendors and suppliers, and credit correspondents. f) is developed by knowing your job in and out. g) must coach and mentor employees so that they are prepared to take the next step. h) to motivate and inspire people to go above and beyond the call of duty.
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Match the words to their definitions.

<ol style="list-style-type: none"> 1. coach 2. complacent 3. confidence 4. goal 5. inspire 6. lead 7. tough 	<ol style="list-style-type: none"> a) an aim or desired result b) organize and direct c) showing uncritical satisfaction with oneself or one's achievements d) demonstrating a strict and uncompromising approach e) a mental image of what the future will or could be like f) the feeling or belief that one can have faith in or rely on
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8. vision	someone or something g) create (a feeling, especially a positive one) in a person h) give (someone) professional advice on how to attain their goals
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Insert the right preposition.

1. Ultimately the manager is responsible ...the results within the department or the company.
2. Most managers have good people skills and know how to interact... people.
3. **There are going to be periods of time when people are down....the** economy, job dissatisfaction, hours, pay or even personal problems.
4. Eventually some employees are going to be promoted and move other jobs ... the company.
5. The organization you work ... will determine your level ...interaction.
6. If an associate has a sense that you are wavering ... your decision making **or you seem hesitant and tentative they won't put their** trust... your ability to get the job done.
7. This may call... a bit of creativity.
8. As a manager you will probably never be able to go... your list and complete all the things that need to be done, one ... the other.
9. People can become complacent and sometimes even bored when they do the same job day... and day
10. **There are some decisions that won't be popular ... the team.**

Make up word partnerships.

<ol style="list-style-type: none"> 1. call 2. job 3. outside 4. performance 5. tough 6. work 	<ol style="list-style-type: none"> a) appraisals b) decisions c) dissatisfaction d) environment e) of duty f) activities
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IV. Раздел контроля знаний

4.1. Начальный уровень владения иностранным языком

Jobs

I. Complete the sentences with the correct word.

an accountant	candidates	employees	head office	job offer
budget	colleagues	experience	handwriting	seminars

1. **There are not so many suitable..... for this position.**
2. **The managers are worried that some of the..... will leave.**
3. He gave when he worked for an engineering company.
4. **Tom says friendly.....are more important than a high salary.**
5. **The agency's.....is in Chicago, and it has offices in London and Tokyo.**
6. They are ready to employ young people with no **previous.....and train them.**
7. People setting up in business on their own really need to **employ.....**
8. **Each year business managers draw up a.....and suggest a series of financial targets.**
9. **They approached him, with the new.....and, within hours, he accepted the post.**
10. Potential employers feel they can tell a lot about a person by looking **at his.....**

II. Match the words to their definitions.

1. application	knowledge or skill gained from doing a particular job;
2. branch	one of the parts of a large organization such as a company or university where people do a particular kind of work;
3. chairperson	a letter written by someone who knows you well, usually to a new employer, giving information about your character, abilities or qualifications;
4. CV	special buildings or equipment that have been provided for a particular use, such as sports activities, shopping and travelling;
5. department	a formal meeting at which someone is asked questions to find out whether they are suitable for a job;

6. employer	an ability to do something well, especially because you have learned and practised it;
7. experience	a formal, usually written, request for something or for permission to do something;
8. facilities	the regular paid work that you do for an employer;
9. interview	an individual bank, shop, office etc. that is part of a large organization;
10. job	a document giving details of your education and past employment, used when you are applying for a job;
11. reference	someone who is in charge of a meeting or who directs the work of a committee or organization;
12. skill	a person or company that pays people to work for them;

III. Put the question to each sentence.

1. I like my job because it is interesting. (special question)
2. The company has a small team of experienced sales people. (tag question)
3. Rachel is going to work as a consultant for a design company. (alternative question)
4. She has been recommended for promotion by her boss. (indirect question)
5. Isobel has all the right qualifications to become a good manager. (general question)
6. They offered him a very good job but he turned it down. (question to the subject)

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

1. a senior person in an advertising agency a---r--s---e---u----.
2. someone who is paid to work for an organization, especially someone who has a job of low rank e---o---.
3. a public event where businesses and other organizations show their products and services so that people can go and see them e---b---o-.
4. a system in which people who work in a company do a fixed number of hours each week, but can choose what time they start or finish work within certain limits f-----.
5. a job or profession, used especially on official forms or for writing about the jobs people do o---p---o-.
6. a move to a more important job or rank in a company or organization p-----.

7. a skill, personal quality or type of experience that makes you suitable for a particular job q---i---a---.

8. money that you receive as payment from the organization you work for, usually paid to you every month s--a--.

V. Match the words to make phrases.

- | | |
|-------------------|------------------|
| 1. an application | a. opportunities |
| 2. contact | b. resources |
| 3. curriculum | c. job |
| 4. flexible | d. details |
| 5. human | e. position |
| 6. job | f. form |
| 7. part-time | g. hours |
| 8. permanent | h. experience |
| 9. promotion | i. vitae |
| 10. work | j. advertisement |

VI. Supply the right preposition.

1. **She has applied.....a** full-time job as a lawyer.
2. **They fired him because he was rude.....** customers.
3. **There is absolutely no way we can make a deal.....**them.
4. **What are the best ways to prepare.....a** job interview?
5. **Alice goes to the UK.....business** trips every year in March.
6. **I am a very organized person and I get.....well.....**people.
7. **What were your greatest achievements.....**your previous job?
8. **Who will be.....charge.....**the department when Sophie leaves?
9. **He is responsible.....organizing** training courses for senior staff.
10. **Fill..... your application form and return it to us before 30 April.**

VII. Find 11 pairs of synonyms.

applicant/ to arrange/ to hire/ to teach/ to increase/ to manage/ staff/ to create/ to set up/ meeting/ to train/ products/ to employ/ candidate/ personnel/ to control/ appointment/ to rise/ to organize/ to start/ to develop/ goods

VIII. Choose the correct word

1. I have a child, so I need a job with flexible/changeable hours.
2. You are invited to attend/come an interview on July 2nd at 2pm.
3. The company advertises job chances/vacancies on its website.
4. Good morning. I have an appointment/a meet with Sonia Storr at 11.
5. **The benefits/advantages of the job include five weeks' holiday and a car.**
6. Keep your curriculum/CV up-to-date in case you need to apply for a job.
7. **We will have to work very fast to meet Friday's schedule/deadline.**

8. **Would you be prepared to relocate/remove if you can't find a job near home.**
9. They supply direct to the head office/consumer so their products are cheaper.
10. Companies with a turnover/product of more than \$200 million pay higher tax.
11. You can find details on all our products/manufactures in our catalogue.
12. We do extensive market research/advertisement to find out what consumers want.

X. Write the questions in this interview.

- A: _____ at the moment?
- B: **I'm working for the First Colorado Bank.**
- A: _____ there?
- B: Since 1985.
- A: _____ to leave your present job?
- B: Because I want to move to this part of the country.
- A: _____?
- B: I was born in Denver.
- A: _____ before the First Colorado Bank?
- B: I worked for a Japanese bank in San Francisco.
- A: _____ Japanese?
- B: **No, I don't. That's why I left.**
- A: _____?
- B: Spanish, Italian... and English, of course!

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

1. He usually.....(change) his job every five years.
2. She.....(not/leave) work until 7 o'clock last Friday.
3.you(arrange) a meeting with your boss yesterday?
4. We.....(sell) our products to different countries all over the world.
5. I often.....(go) to bed late but I never (get up) before 8.00!
6. I.....(work) as Assistant Human Resources Manager for four years.
7. Our office usually.....(close) at 5pm, but today we.....(stay) open until 6.
8. The company.....(decide) to fire him because he.....(cannot) take any decisions.
9. He.....(be) a chief executive officer since the beginning of last year.
10. Susan.....(work) in the office, but today she is at home.
She.....(watch) her favourite programme.

Work and leisure

I. Match the words to their definitions.

- | | |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. board of directors | a) a company or country that makes goods or grows foods; |
| 2. branch | b) a person or organisation that buys goods or services from a shop or company; |
| 3. chairman | c) a formal meeting at which someone is asked questions to find out whether they are suitable for a job; |
| 4. customer | d) a job or profession; |
| 5. employer | e) money that you receive as payment from the organization you work for, usually paid to you every month; |
| 6. flexitime | f) the groups of people who manage a company by holding shares in the company; |
| 7. interview | g) someone, especially a man, who is in charge of a meeting; |
| 8. goal | h) to help smth develop, grow, become more successful; |
| 9. goods | i) a person or company that pays people to work for them; |
| 10. occupation | j) to ask a company to supply goods or services; |
| 11. producer | k) all the people who work in a particular country, industry; |
| 12. salary | l) an individual bank, shop, office that is part of a large organization; |
| 13. to order | m) a system in which people who work in a company work for a fixed number of hours each week, but can choose what time they start or finish work; |
| 14. to promote | n) something that you hope to achieve in the future; |
| 15. workforce | o) things that are produced to be used or sold; |

II. Choose the correct word or expression in italics.

1. **like** / *I'd like working for my company.*
2. What do / would you like doing in your free time?
3. **wouldn't/don't like to be a politician.**
4. What do / would you like to do this evening?
5. **I'd like** / *like to go to France for my next holiday.*
6. Do / Would you like something to drink?
7. **They don't** / *wouldn't like going out to restaurants.*

III. (Put the words in the correct order to make sentences.

1. in/ do/ free/ what/ your/ do/ time/ you?
2. having/1/ hours/ enjoy/ flexible.
3. never/ late/ are/ for/ we/ meetings.
4. a/ many/ work/ do/ how/ you/ hours/ week?
5. often/ on/ the/ director/ business/ company/ travels.
6. the/ a/ nights/ he/ week/ two/ office/ works/ at/ late.

IV. Put questions to the sentences.

1. There is an important meeting tomorrow, (general question)
2. The CEO visits our office once a week, (question to the subject)
3. They deliver large goods on Monday afternoon, (alternative question)
4. John speaks three foreign languages, (special question)
5. **Your husband's name is Seito. (tag question)**
6. Many people think that Carlos Ghosn is a superstar, (indirect question)

V. Supply the missing forms.

No Noun	Verb	Adjective
	employ	
He help		
	produce	
		promotional
worker		

VI. Fill in the missing words.

department	redundancies	to order
goal	salary	working hours
goods	short-term	working life
meeting	contracts	
plant	team	
	to deliver	

1. Dealers refused to ... new cars because of weak sales.
2. Because of low export sales, Jaguar was forced to make 700
3. They will... new computers to our company next month.

4. We have recruited an excellent management....
5. Nissan plans to spend \$500million on a new engine
6. Geoff spent all his with the same company.
7. She manages the customer services
8. North Korea has no hard currency to buy
- 9..... are flexible here and the dress is casual.
10. The Sensor razor is helping Gillette achieve its ... of getting new customers.
11. This is my first increase in
12. We had a ... yesterday to discuss progress.
13. **Most of our staff are on.....**

VII. Complete these sentences with on, in, at.

1. There is an important meeting... 13th June.
2. We deliver goods ... Friday mornings.
3. The CEO is going on a business trip ... March.
4. We usually deal with orders ... the morning.
5. The office closes for three days ... New Year.
6. sometimes have to work ... the weekend.
7. Many of our employees go ... holiday ... summer.
8. Jack meets international customers ... weekends.
9. am keen ... sport. I really enjoy playing football.
10. When **he travels all day, he can't sleep ... night.**

VIII. Choose two possible responses for each remark

1. **How's your family?**

- a) **They're all well.**
- b) Fine, thanks.
- c) **She's well, thank you.**

4. I really like my job.

- a) **I'm sorry to hear that.**
- b) **That's great news.**
- c) **I'm glad to hear that.**

2. How are you?

- a) Pleased to meet you.
- b) Not so sad.
- c) Fine, thanks.

5. **She isn't very well, I'm afraid.**

- a) **I'm sorry to hear that.**
- b) Really? I am sorry.
- c) **I'm happy to hear that.**

3. **How's business?**

- a) So-so.
- b) Pretty good, thanks.
- c) Yes, it is.

6. What about you?

- a) **I'm fine, too.**
- b) **I'm very well, too.**
- c) **I'm sorry to hear that.**

IX. Match the halves.

1. board

a) facilities

1. to attend

a) on business

2. business	b) security	2. to balance	b) people
3. company	c) representative	3. to carry out	c) hard
4. demanding	d) of directors	4. to do	d) to a higher position
5. financial	e) schedule		
6. flexible	f) car	5. to encourage	e) flexible hours
7. head	g) contract	6. to move	f) a meeting
8. home	h) leader	7. to speak	g) an interview
9. job	i) status	8. to travel	h) work and leisure
10. leisure	j) office		
11. marital	k) hours	9. to work	i) a foreign language
12. parking	l) time		
13. sales	m) working	10. to work	j) a survey
14. short-term	n) job		
15. tight	o) rewards		

X. Translate into English.

1. Глава компании ездит в деловые командировки два раза в месяц.
2. Что вы делаете, когда приходите на работу?
3. Некоторые из моих коллег любят слушать клубную музыку.
4. Польские представители прибывают через три часа. Нам необходимо встретить их в аэропорту в 8.10.
5. Kate Smith - директор крупного банка в Berlin. Она обычно встает в 6.30 утра и бежит трусцой в парке. Затем она принимает душ и готовит завтрак для всей семьи. На работу она едет на машине. Первым делом на работе она проверяет почту и ведет переговоры с зарубежными клиентами. После обеда Kate присутствует на собрании совета директоров, где они обсуждают деловые вопросы. Два или три раза в неделю она работает поздно в офисе. Kate много путешествует и проводит около 50 дней за границей каждый год. В свое свободное время она любит ходить в спортзал и играть в теннис.

Companies

I. Match the words to their definitions.

1. Costs	a) the act of getting control of a company by buying over 50% of its shares;
2. Conglomerate	b) someone who owns and runs a business on his or her own rather than with another person;
3. Investment	c) a large business organization consisting of several companies that have joined together;
4. public limited company	d) a relationship between two people, organizations, or countries that work together;
5. private limited company	e) all the things that someone owns)
6. multinational	f) money lent to someone so that they can start a new business;
7. net income	g) the money that people or organizations put into business activity in order to make a profit;
8. partnership	h) capital that a company has from investors who have bought shares;
9. property	i) a company whose shares are not openly traded and can only pass to another person with the agreement of other shareholders;
10. share capital	j) the amount of income left after paying income tax and social security contributions;
11. sole proprietor	k) a large company that has offices, factories, and business activities in many different countries;
12. takeover	l) the money that a business or individual must regularly spend.
13. venture capital	m) a limited company whose shares are freely sold and traded;

II. Fill in with the suitable words.

business ethics	leadership	retail chains
costs	loan	shares
demand	property	venture capital companies
investment		

1. The company did well under the ... of its founder, Haruo Suzuki.
2. Pullman has borrowed heavily from banks and
3. **Japan's traditional** such as Seibu and Mitsukoshi, are big players in the luxury goods field.
4. The President supports a tax cut on profits from sales of... such as stocks and real estate.
5. The bank recently made a ... to the company for a new warehouse.
6. **Friendly companies and banks alone hold 56% of all... in Germany's** listed companies.
7. Kraft is seeking to cut... by closing plants.
8. Besides sales techniques, salespeople will get training in contract law, psychology, and
9. **Chrysler said its Jeep plant won't operate next week because of weak**
10. The largest Korean ... in China is a \$17.7 million factory that will make piano and guitar parts.

III. Fill in with the correct preposition.

1. Alex is responsible ... quality control.
2. Julie is ... charge ... a department of 15 staff.
3. She likes to make presentations ... future projects.
4. They manufacture plastic furniture ... the brand name IKEA.
5. There was a very strong demand ... jeans and T-shirts over the last month.
6. John now has an art studio that deals ... advertising agencies.
7. Southwest increased the number of passengers it carried last year ... 14 %.
8. behalf... the department, I would like to thank you all.

IV. Ask questions to the missing information.

1. Virginia was born in ..., but her parents moved to ... when she was only four years old.
2. She was a very successful student. Her favorite subjects were
3. In fact, she was always good at..., maybe because her father worked in
4. At the age of 20, Virginia wrote another
5. The students liked it a lot and said it was much better than the previous one.
6. After school, she went to London where she stayed for ...years.
7. There she did a course in ... and published ... books.
8. Today, Virginia is a very successful writer.

V. Match the jobs with the descriptions below.

managing director

laboratory technician

training officer

purchasing manager

sales representative

personal assistant

quality control manager

1. organize training course for members of staff - languages, computers, etc.
2. set up the equipment and do experiments and tests.
3. am the senior executive.
4. check that products are made to the right standards.
5. visit customers and try and increase business.
6. work with the Managing Director. I am responsible for his diary, organize travel, and take calls for him.
7. buy everything the company needs, from raw material to stationery.

VI. Find pairs of synonyms and antonyms.

to manufacture

obsolete

wholesale

new

shop

to lend

to produce

responsibilities

foreign

costs

overseas

income

target

aim

expenses

to hire

retail

duties

revenue

to increase

to go up

store

to employ

to borrow

VII. Match up word expressions.

1. to clear

a.

customers

2. to go

b.

further information

3. to go

c.

company policy

4. to make

d.

the table

5. to meet

e.

staff

6. to request

f.

international

7. to sell

g.

a profit

8. to serve

h.

bankrupt

9. to set	i.	goods in bulk
10. to train	j-	Challenges

VIII. Read the dialogue between a Polish Businessman and his British colleague. Choose the correct form of the verb in italics.

Eric: Hello. I'm Eric Johnstone. I work/I'm working (1) here in the IT department.

Jan: Nice to meet you. I'm Jan Mazowiecki, from PDC Poland. I visit / I'm visiting (2) the head office here in London.

Eric: Ah yes. I heard you were here. Would you like a cigarette?

Jan: No, thanks. I don't smoke / I'm not smoking (3). But please go ahead.

Eric: Thanks. So where in Poland do you come / are you coming (4) from, Jan?

Jan: I'm from Gdansk.

Eric: And how long do you stay / are you (5) staying here in England?

Jan: I work / I'm working (6) here for three months. I learn / I'm learning (7) about PDC's operations in the UK. What about you? Are you based in London?

Eric: Yes. I have / I'm having (8) a permanent office here, but I travel / I'm traveling (9) abroad a lot - three, or sometimes four days a week.

Jan: Where do you go / are you going (10) on your business trips?

Eric: To Europe, and sometimes South America. So do you enjoy / are you enjoying (11) your stay here?

Jan: It's very interesting.

Eric: And do you find / are you finding (12) time to go sightseeing in London?

Jan: No, not really. But I hope to have time before I leave.

IX. (Decide which phrase (a, b or c) best completes each sentence.

1. We don't have enough money to finance our new research and development programme, so I think...

- a) we'll lend some money to the bank.
- b) we'll attract more shareholders and increase the share capital.
- c) we'll reduce our profits.

2. We have too much work at the moment, and none of the staff want to work longer hours, so ...

- a) we won't have enough work.
- b) we'll have to think about taking on more staff.
- c) we'll ask them to do shorter hours.

3. We have a 75 % market share in our country, but only 6 % of the world market, so ...

- a) I think we'll concentrate on developing our export activity.
- b) I don't think our share of the home market will be very high.

- c) we'll probably import more goods.
- 4. If we don't get any better candidates for the new sales job
 - a) we'll take the worst one.
 - b) we won't have any sales.
 - c) we'll have to advertise again.
- 5. We won't interest the general public in our new range of computers if...
 - a) we don't offer competitive prices.
 - b) we do a direct mailing.
 - c) we offer them free technical assistance.

X. Translate into English

1. Как долго Кейт посещает компьютерные курсы?

2. Количество магазинов N&R увеличивается не только в London, но и в других регионах Great Britain. В настоящее время N&R расширяет свой бизнес за границей, особенно в China. N&R планирует открыть новые магазины в New York.

3. John Smith основал Carparts в 1990 году. Компания имеет рабочую силу 2,500 человек. Carparts экспортирует большой ассортимент товара в более, чем 12 стран. Компания производит запасные части для машин. Сегодня компания пытается выйти на международный рынок.

4. Обычно нам требуется один год, чтобы разработать новый продукт, но в этот раз нам потребовалось два года из-за технических проблем.

5. Кто руководит отделом маркетинга?

6. The Fashion group владеет сетью модных магазинов включая Zara. Компания имеет 1, 500 магазинов по всему миру. В данный момент модный дизайнер работает над дизайнами следующего года. The Fashion group - прибыльная компания, и она планирует стать всемирным лидером моды.

4.2. Средний уровень владения иностранным языком

Strategy

I. Supply the right tense form.

1. The management consultants _____(to develop) a new corporate strategy at this moment.

2. If I _____ (to be) you I _____ (to stick) with your job until something better comes along.

3. When we _____ (to join) Pearson a couple of years ago, we needed to improve our operations.

4. **I'm convinced the store _____ (to be) a success if we _____(get) the marketing mix right.**

5. We _____ (to budget) for a major programme of expansion.

6. She often _____ (to complain) about not feeling appreciated at work.

7. They _____ (to sign) the contract when the phone rang.

8. I _____ (to study) economics for three years.

9. Before he went there he _____ (to discuss) some business matters with his director.

10. The factory _____ (to close) and as a result four hundred people lost their jobs.

II. Put the correct preposition into each sentence.

1. **The company has agreed to cooperate ... the development of this technology.**

2. **She repeated her demand ... an urgent review of the system.**

3. **How much money you get depends entirely ... your individual circumstances.**

4. **The government should listen to industry and respond ... its needs.**

5. **Sometimes you just have to rely ... your own judgment.**

6. **If you refer ... the annual report it clearly sets out the facts.**

7. **The chairman had to apologise ... misleading the shareholders at the AGM.**

8. **We have agreed ... a date for the meeting.**

9. **The R&D department succeeded ... developing the product before anyone else.**

10. **The safety inspector insists ... reducing the number of hours per shift.**

11. **They are all likely to result ... people losing their jobs.**

12. **Several managers don't approve ... the disposal.**

13. **We are looking forward ... our new pay award.**

14. **The Board's job is to focus ... corporate strategy.**

15. **What do you think ... the latest news on the proposed merger?**

16. **The new software package combines power ... maximum flexibility.**

17. **Repeat purchases account ... 73% of our sales.**

18. We have got to get the store back into profit, we have invested a lot of money ... it.
19. I would like to put forward several objections ... this proposal.
20. This policy insures you ... theft and damage.
21. You can always count ... him for good advice.
22. His money earnings amount ... about \$2.000.

III. Put the question to each sentence.

1. You can strengthen your management quickly by merging two companies with good management teams. (to the subject)
2. Our success consists in our ability to react rapidly to changing circumstances. (general question)
3. **There's lots of competition from the fast food chains. (indirect question)**
4. **It's far too early to close the business down.(disjunctive question)**
5. Jones invested \$7 million in an ultra-modern video studio. (special question)
6. Further information can be obtained from head office. (alternative question)

IV. Make up word partnerships.

an agreement	alternatives	a bid	business	a loss
a new plan	an objective	a strategy	a strategic alliance	
tactics				

1. to develop
2. to drive
3. to employ
4. to evaluate
5. to form
6. to launch
7. to make
8. to reach
9. to set
10. to work out

V. Complete the sentences with an appropriate form of the word in brackets.

1. **The company has been running ... for many years. (profit)**
2. **Customers will appreciate the ... of the rooms and the speed of the room service. (spacious)**
3. **Three candidates have been interviewed and an ... will be made very soon. (appoint)**
4. **Please do not leave ... objects unattended. (value)**

5. We need to find new **methods of waste ... (dispose)**
6. **I wrote ... letters of application, but got no reply. (end)**
7. **Too often, the management neglected the ... of the workers. (safe)**
8. **We have to keep our costs, as small as possible. We have so many... trying to take our customers away. (compete)**
9. **It is ... that you should have some familiarity with computers.(desire)**
10. **Staff were offered a choice between moving or taking(reduce)**
11. **We achieve much more by ... than by brute force.(persuade)**
12. **By combining two companies with good management teams, you can ... your customer base and have more distribution channels.(wide)**

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

Adjective	Noun	Verb
		acquire
definite		
	desire	
		dispose
	expansion	

VII. Choose the best alternative to complete each sentence.

1. **Employees hope that their salary will ... with the cost of living**
a. raise b. rise c. grow d. increase
2. **I really need your help, so don't ..., please.**
a. let me through b. let me in c. let me off d. let me down
3. **If you don't return the money, we will have to ... the police.**
a. advise b. claim c. inform d. complain
4. **It's always a good idea to save up for a ... day.**
a. broke b. rainy c. poor d. wet
5. **The rumours were ... when photos were published in the newspapers.**
a. confirmed b. convinced c. declared d. made
6. **You will never ... me that they won fairly.**

a. advise b. assure c. deny d. convince

7. **Most people need a ... when they buy a house.**

a. borrow b. lend c. mortgage d. wealth

8. **I can ... you that we will do everything possible to make you stay comfortable.**

a. confirm b. assure c. claim d. declare

9. **A lot of firms raise ... by issuing new shares.**

a. gold b. profits c. stock d. capital

10. **The ... offered the staff a bonus at the end of the year.**

a. company b. employees c. enterprise d. society

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

cautious expansion goals investment profitability
competitor experience to implement to launch a bid strategy

1. **It took all our financial resources ... for such a well-known company.**

2. **I have always been very ... about giving my address to strangers.**

3. **The industry has just undergone a period of rapid ...**

4. **Having to write out ... helps create better managers.**

5. **I am looking for a job in which I can combine the different aspects of my ... so far.**

6. **If our ... employs new tactics, we will have to respond.**

7. **He made restructuring proposals to help increase the company's ...**

8. **The company is scheduled ...its expansion plan in the autumn.**

9. **The new head of personnel is very keen that we set ourselves new ... for the coming months.**

10. **Some of the directors were not convinced of the wisdom of the ...**

Brands

I. Guess the words according to the given definitions.

A

1. a person who buys goods or uses services: _ _ _ _ u _ _ _

2. to give or sell things to a number of people: _ i _ _ _ _ _ _ _ _

3. to increase or further improve the good quality, value or status of smb/smith: _ _ _ a _ _
4. a way of dealing with smb\smth; a way of doing smth: _ _ _ r _ _ _ _
5. foreign: _ _ _ _ s _ _ _
6. wrong or excessive use of smth: _ _ _ s _
7. a person who copies goods in order to trick people: _ _ _ _ e _ _ _ _ _
8. goods for sale: _ _ _ _ _ _ _ i _ _
9. the symbol of a company or other organizations: _ _ _ o
10. a large number of people or organizations working together as a system: _ _ _ w _ _ _

B.

1. a famous brand with a long history
2. the ideas that customers have about a brand
3. the person responsible for planning and managing of a branded product
4. the tendency of consumers to buy goods of a particular brand
5. a famous brand associated with expensive, high quality products

II. Fill in the gaps with the following words:

tougher, approach, abuse, overseas, logo, consumption, merchandise, domestic, counterfeit, promote, distributor, flooded, impounded, saturated, increase

1. At the moment the market is ... with good used cars.
 2. This training course tries to ... better communication between employers and their staff.
 3. Gaz and oil ... always increases in cold weather.
 4. This company is the major ... of electric goods.
 5. During the exhibition over 200 stalls offered a wide range of ...
 6. The office was ... with applications for the job.
 7. The police ... his car as evidence. This ten-dollar note is a ...
 8. A new ... to the problem of counterfeiting will certainly help us to ... our sales.
 9. ... is a printed symbol designed for and used by the company as its special sign.
 10. We have a lot of ... outlets.
 11. ... trade gives the company only 40% of its revenue.
 12. It's time to get ... with the problem of copyright ...
- III. Find synonyms among the following words:

flood, increase, modern, aim, discover, damage, outer, fake, rival, raise, reduce, merchandise, saturate, convey, goods, competitor, counterfeit, leave, uncover, spoil, decline, express, target, external, abandon, contemporary

IV. Make word combinations with the words “market” and “brand” using the words below.

luxury	niche	loyalty	domestic	image
manager	forces	classic	research	awareness

V. Fill in the gaps.

1. The police ... (d\l\m\n\o\i\p\u\d) the goods at the Customs.
2. The exhibition offered its visitors a wide range of ... (e\d\s\l\c\m\n\r\h\i)
3. .. (p\o\y\g\i\c\t\r\h) abuse has become a serious problem for many fashion designers.
4. I think you should get ... (u\o\r\g\l\h) with the problem of absenteeism.
5. Unfortunately this advertising ... (a\c\p\g\m\i\l\h) was a complete failure.

VI. Put the correct preposition into each sentence.

1. Brand is used to differentiate a product competitors’ products.
2. Consumers have become less loyal brands and are more willing to trade down to lower-priced products.
3. The magazine is intended to appeal.....working women in their 20s and 30s.
4. Customers like to relythe quality levels guaranteed by the company.
5. The workforce will be reduced around 30 per cent.
6. She was invited to take part a TV debate.
7. Employees complained bitterly their working conditions.
8. How can manufacturers protect their brands piracy (illegal copying)?
9. We sell our products quite reasonable prices.
10. I met the owners of some large retail outlets and informed them our new discount policy.

VII. Supply the right tense form.

1. They (to develop) a new brand of chocolate this month.
2. Our sales (to double) since we (to apply) a tough approach to counterfeiters.

3. Now Calvin Klein (to build) up its fashion business in other countries.
4. We (to discuss) the licensing arrangements all day. Now we have short-term deals with our partners in different regions.
5. Last week Caferoma (to launch) an advertising campaign for a low-priced decaffeinated product.
6. Since the beginning of this year, sales (to rise) by more than 10 % and we (to make) substantial gains in market share.
7. A brand (to guarantee) a certain quality level.
8. Last month we (to hire) external specialists to deal with the problem of copyright abuse.
9. This famous brand (not to give) the impression of being up-to-date and contemporary.
10. Our company (to launch) a new type of tires 2 years ago, and since then it (to become) our cash cow.

VIII. Put the question to each sentence.

1. Calvin Klein has been one of the leading fashion designers since the mid 1970s. (to the subject)
2. The fake goods reduce the company's own sales and damage its brand image. (general question)
3. The company changed its way of dealing with counterfeiters. (disjunctive question)
4. Our TV commercial for Gogo was shown for the first time last night. (alternative question)
5. In regions such as New England textile industries had declined and unemployment was high. (special question)
6. The results of these experiments were faked. (indirect question)

IX. Translate into English.

A.

насыщать рынок товарами; конфисковать; целевой рынок; рыночная доля; потребление; выявить нарушение авторских прав; ярлык; марка-лидер; наносить вред образу марки; исследование рынка; отождествлять; распространение; рыночные силы; конкурировать с кем-либо; исполнительный директор (глава корпорации); разворачивать бизнес; целевой покупатель; специализироваться в; расходы (затраты); лицензионные права; проводить различие; фирменные товары; совершать плагиат; платить за; точка розничной торговли; разрабатывать новую рекламную кампанию; быть осведомленным о чем-либо; сочувствовать; увеличить; приостановить спад; провести собрание; подписывать долгосрочный контракт; товар, продаваемый с убытком с целью привлечения потребителей; выбрасывать на рынок; упаковка; по цене; снижение цены; контроль качества; сырье.

В.

1. Рыночное исследование показало, что потребление данной продукции увеличилось с прошлого года.

2. В данный момент рынок насыщен дешевыми поддержанными компьютерами.

3. Деятельность «пиратов» наносит вред образу марки и сокращает продажи.

4. Мы конкурируем со многими компаниями как отечественными, так и зарубежными.

5. Во время встречи исполнительный директор сообщил, что мы должны принять радикальные меры по отношению к проблеме нарушения авторских прав.

6. Кока-Кола собирается запустить в производство линию модной одежды (fashion line) со своим логотипом.

4.3 Продвинутый уровень владения иностранным языком

Leadership

I. Complete the text with the words given.

bureaucratic, lead (v), resources, conservative, leaders (x2), start-ups, entrepreneurs, leadership (x2), failing companies, leadership qualities, strategy

Some organisations are their 1)_____. Bill Gates is Microsoft. Anita Roddick embodies Body Shop. Richard Branson pilots Virgin. 2)_____ and founders of their organisations, they are perceived to have visionary 3)_____ 4)_____. They are often asked to pronounce on the issues of the day. They are leaders not only of their companies but of public opinion.

The mercurial 5)_____ that is characteristic of many entrepreneurs means that they might found and then sell a series of 6)_____, not guiding them to the **next more “mature” stage themselves. In the trio above we have examples of 7)_____ who made that transition and gone beyond.**

Companies become large by being successful, but they also become 8)_____ and 9)_____. **It's a cliché that in successful companies, change is a precondition of continued success, and the people who can 10)_____ that change one key. Formulating 11)_____ is a question of making choices, of deciding to do x rather than y, with 12)_____ that are by definition limited. The people who can make the right choices about how to use those resources are highly rewarded.**

13)_____ 14)_____ require yet another kind of 15)_____: the type of leader who can turn them round, and this third species of leader may not be suited to managing other types of change, preferring to move on to another company in crisis.

II. Match the words to their definitions.

brief (v)	crucial	diversity (v)	draw up	drive (n)
driven	earnings	fruition	thrive	track record

1. a planned effort by an organisation to achieve something _____
2. the successful result of a plan, a process or an activity _____
3. to give someone the information they need about sth _____
4. to start to put your money into different types of investments in addition to the investments you already have _____
5. the money that a person receives for the work they do in a particular period of time _____
6. all the things that a person or organisation has done in the past, which show how good they are at doing their job, dealing with problems etc. _____
7. to write out or prepare an agreement, list, plan etc. _____

8. to become, and continue to be, successful, strong, healthy, etc. _____
9. determined to succeed, and working very hard to do it _____
10. extremely important, because it will affect other things _____

III. Make up word partnerships.

information	miracles	ideas	the challenge	crises,
orders	morale	a survey	an action plan	staff
strategies				

1. carry out _____
2. communicate _____
3. draw up _____
4. deal with _____
5. develop _____
6. face _____
7. generate _____
8. issue _____
9. motivate _____
10. perform _____
11. raise _____

IV. Use the expressions above to fill in the gaps.

1. **One of the new CE's main tasks is to m_____ s_____ and r_____ m_____**, so that staff will be more productive.
2. The CEO was unable to d_____ a s_____ for improving profits and had no clear vision where the company was going.
3. The manager has asked Personnel to c_____ a s_____ of staff attitudes to the problem.
4. Our candidate will be required to be able to f_____ c_____ and d_____ c_____ successfully.
5. They d_____ an a_____ p_____ to ensure that the move goes smoothly.

V. Fill in with the correct preposition.

1. There are no significant **differences ... the education systems of the two countries.**
 - a. to
 - b. between
 - c. in
2. **Have you ever belonged ... a political party?**
 - a. in
 - b. on
 - c. to

3. Who exactly stands to benefit ... the merger?
a. from *b. into* *c. with*
4. I thought I'd drop ... you while I was passing.
a. to *b. in on* *c. with*
5. The Head of Coca Cola thrived ... finding new solutions ... the problem.
a. in, on *b. on, on* *c. on, to*
6. Singapore has diversified ... a wider range of industries.
a. into *b. with* *c. for*
7. He had to liaise ... the senior manager while writing the report.
a. to *b. with* *c. on*
8. The stores offer a wide range of CDs which they sell ... reasonable prices.
a. at *b. in* *c. for*
9. Not all the new areas of business were profitable, and ... a result the company's profits fell sharply.
a. in *b. with* *c. as*
10. Mrs Kelly started working as a sales representative with AT&T, where she rose rapidly ... the ranks.
a. in *b. through* *c. to*

VI. Fill in with the correct form of the word.

1. These documents are not _____ to the public. access
2. His dedication to work is simply _____. admire
3. The programme presented a _____ view of the two sides of the conflict. balance
4. The President has great personal _____. charismatic
5. She has played a _____ role in the negotiations. decide
6. The _____ is that property prices will rise. expect
7. She had the time and the _____ to develop her talent. inspire
8. Should the leader be a _____ personality. percept

9. They argue _____ in favour of a total ban on handguns. persuade
10. Most people said that pay was their main _____ for working. motivate
11. They are all _____ interested in environmental issues. passion

VII. Write the antonyms of the words using prefixes or a different word.

Adjective	Antonym
accessible	_____
adventurous	_____
balanced	_____
caring	_____
confident	_____
decisive	_____
moderate	_____
outgoing	_____
ruthless	_____

VIII. A) Complete the sentences with some, any or a related word.

1. **If ... wants to put ... upon the** notice board, please feel free.
2. **Right. Are there ... more** questions?
3. **Well, have you seen my notes? I can't find them ...** .
4. **You need to decide ... before next Monday, if you want to work the late** shift.
5. **If there's ... else you want to ask, now is** the time.

B) Complete the sentences with the correct comparative or superlative form of the adjectives in brackets.

1. **It's much ... (hard) to raise money on the stock Exchange.**
2. **Increasing owner's capital is ... (risky) way of raising money for** investment.
3. **Interest rates are ... (high) this year than last.**
4. **A medium-term loan is ... (easy) to control than a fluctuating overdraft.**
5. **Venture capital is ... (difficult) to raise than we are led to believe.**

IX. Combine these pairs of sentences with an appropriate connector (however, while, as, so, therefore, moreover, although).

1. Sales have decreased.

Profits have increased.

2. One advantage is that you have instant access to the market.

You can deliberately undercut your competitors.

3. We were making a loss.

We withdrew our goods from the market.

4. The product sold well in the South.

In the South, the results were disastrous.

5. We promoted the product at the point of sale.

Our competitors used mass advertising.

X. Relative clauses. Fill in: when, where, why, who, which, that or whose.

Jean Crowder, 1)_____ is 45, has a fascinating job. She works at a leisure center, 2)_____ she teaches aerobics at classes 3)_____ attract women of all ages. Jean, 4)_____ slim figure and fashionable hairstyle make her look younger, first attended a keep-fit class 25 years ago 5)_____ she was a student. Then she **heard about a class 6)_____ needed an instructor. That's 7)_____ she started** this particular career.

Jean's classes, 8)_____ last one hour, include dance and step exercise. Jean **has some tips for those 9)_____ wish to stay young. "Eat plenty of fruit,** 10)_____ is good for you. Try to spend time in places 11)_____ there is fresh air. Talk to young people, 12)_____ ideas can open your eyes." Jean will only stop teaching aerobics 13)_____ she is too old to walk. But, as she says, "I want to delay that day. That's the reason 14)_____ I look after my health.

XI. Translate into English.

1. Чтобы привлечь внимание потребителей, необходимо провести хорошую рекламную кампанию.

2. Это предприятие получит огромную прибыль от вложенных в него иностранных инвестиций.

3. Мы можем положиться на вашу поддержку на собрании директоров?

4. Главная цель производителей – проникнуть на мировой рынок и конкурировать со всемирно известными торговыми марками.

5. Какими чертами характера должен обладать лидер, чтобы успешно руководить компанией?

6. Глава компании ушел в отставку два месяца назад.

7. Ваш отчет должен быть представлен на рассмотрение к концу этого месяца.

8. Обширная сеть точек розничной торговли дает возможность потребителям покупать товары нашей торговой марки по всему миру.

9. Директор принял решение уволить сотрудника, так как он не оправдал его ожиданий и не смог справиться со своими обязанностями.

10. Если компания планирует стать многонациональной, она обычно старается выбрать самые эффективные способы выхода на зарубежный рынок.

Competition

I. Make up word partnerships.

attributes, prices, venture, scale, advantage, shares, margin, market	advantage, practices, arrangement, scope, alliances
cost _____	broad _____
economies of _____	competitive _____
home _____	price fixing _____
joint _____	strategic _____
market _____	unfair trading _____
market _____	
product _____	
profit _____	

II. Complete the text with the word partnerships given above.

Competition between companies can be tough, even ferocious or cut-throat. Firms may accuse each other of using unfair methods such as dumping, where a competitor sells products for less than what they cost to produce, or at less than the price charged in the ¹h_____ m_____. Firms dump in order to build ²m_____ s_____ and recoup their losses later when, having established themselves to benefit from ³e_____ of s_____ (producing in larger quantities so that the cost of each unit goes down), they are able to charge ⁴m_____ p_____ with a healthy ⁵p_____ m_____ on each unit sold.

Competition can also be gentlemanly or even cosy, so cosy that companies may be accused of forming a cartel to agree on prices in a ⁶p_____ f_____ a_____. They may then be investigated by a government department that looks into ⁷u_____ t_____ p_____.

Competitors may also enter into other perfectly legitimate forms of cooperation, such as ⁸j_____ v_____ for specific projects. They may even talk about ⁹s_____ a_____. But like mergers, these can go awry and lead to recrimination between the erstwhile partners.

There is Michael Porter's model containing:

cost-leaders, who are low-cost producers with a ¹⁰b_____ s_____ and ¹¹c_____ a_____, appealing to many industry segments (many groups of buyers with different needs);

differentiators, who appeal to buyers who are looking for particular ¹²p_____ a_____ and position themselves as the most able to meet those needs;

focusers, who concentrate on one particular segment and try do find ¹³c_____ a_____ by satisfying the needs of buyers in that segment better than anyone else. Focusers are, in effect, nichers.

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

<i>Noun</i>	<i>Verb</i>	<i>Adjective</i>
access	_____	_____
_____	_____	broad
_____	compete	_____
challenge	_____	_____
_____	fail	_____
_____	perceive	_____
_____	_____	persuasive
recognition	_____	_____
_____	possess	_____
_____	_____	rewarding

VI. Find the synonyms from the box to the words given.

cruel, change, choice, defeat, dishonest, width,
particular, hard, sharp, trained

1. alter _____
2. beat _____
3. breadth _____
4. fierce _____
5. intense _____
6. keen _____
7. option _____
8. peculiar _____
9. tough _____
10. unfair _____

VII. Match the words to their definitions.

attribute (n) bid (n) competitive advantage
economies of scale focus (n)
market follower market leader positioning tailor (v)
undercut (v)

1. a company or product which is not one of the main ones in a particular market and does not have a large share of the market; _____
2. to sell goods or services more cheaply than another company; _____
3. the company, product, or service with more sales than any other company, product etc in its market; _____

4. **the way that people think about a product in relation to the company's** other products and to competing products; _____
5. a price offered to buy something such as goods, property, shares, or bonds;

6. an advantage that makes a company more able to succeed in competing with others; _____
7. the advantages that a big factory, shop has over a small one because it can spread its fixed costs over a larger number of units and therefore produce or sell things more cheaply; _____
8. to make something or put something together so that it is exactly right for **someone's needs**; _____
9. when a company tries to serve particular groups of customers in a market with particular needs, rather than trying to serve the whole market; _____
10. a characteristic, feature, or quality of a product. _____

VIII. Complete the sentences with the correct word.

benefits	durability
carte	edge (n)
competitive advantage	market leader
corner the product	product differentiation
deregulation	undercut (v)

1. The firm that expands output will always be able to reduce cost and _____ its product.
2. To maintain _____, the new models have all been styled distinctively.
3. Opel is the _____ in the eastern region, with a 25% share.
4. The oil _____, OPEC, had just had its first major success in forcing up oil prices.
5. **Advanced Micro's chip carries the _____ of using less power than Intel's.**
6. We will focus our marketing message on the environmental _____ of the product.
7. The bank industry maintains _____ has benefited consumers.
8. Singapore has made significant efforts to _____ in this type of specialized service company.
9. The car market has spent decades building its image of safety and _____.
10. Commercial Textiles service orders faster than many similar companies, giving the company an important _____.

IX. Fill in with the time preposition.

ago, at, by, in, for, on, since

1. ... **the last few months**, sales have been disappointing.
2. We have been expecting an upturn ... **the beginning of the last year**.
3. ... **the end of the last year**, there was a sudden downturn.
4. He was appointed finance director two years ... and ... then he has reduced the staff ... **200**.
5. We went through a difficult period ... **the middle of April**.
6. We have raised prices in line with inflation ... **three years**.
7. She left the country ... **14.00 ... Tuesday**.
8. We didn't receive the delivery ... **time**.
9. ... **2001 our prices have been falling**.
10. He will have been working for the company ... **ten years ... the end of the year**.

X. Complete the following sentences by putting the verb in the correct form.

1. If the project _____ (fail), we _____ (lose) a lot of money.
2. We _____ (not invest) unless we _____ (foresee) a realistic chance of long-term profits.
3. As long as the project _____ (be financed) from outside sources, we _____ (have to) ensure a much higher rate of return.
4. Unless we _____ (be committed) to the long-term project, we _____ (not carry) it through.
5. If we _____ (lose) money in the first two years, we _____ (start) to doubt the viability of the project.
6. I hope we _____ (beat) our competitors before long.
7. We _____ (launch) a new range next summer.
8. _____ you _____ (meet) Mr. Kent tomorrow?
9. His flight _____ (arrive) at 9.45.
10. We are sure we _____ (can) open three new subsidiaries in Europe next year.

XI. Translate into English.

1. Мы можем положиться на вашу поддержку на собрании директоров?
2. Угроза банкротства заставила компанию избавиться от имущества и свернуть бизнес.
3. Хорошо взвесив все обстоятельства, совет директоров решил финансировать этот проект.
4. Сокращение стоимости на 10% поможет фирме преуспеть в конкурентной борьбе на рынке, ориентированном на потребителя с низким доходом.

5. Столкнувшись с финансовыми проблемами, фирма объединилась с хорошо известной компанией, чтобы решить свои проблемы.

6. Для эффективной деятельности на рынке компания разработала стратегию продвижения товаров и услуг.

7. 70% рабочих отреагировали на рационализацию положительно, но 20% предсказали увеличение дола предприятия.

8. Руководители компаний должны быстро реагировать на любое изменение на рынке.

9. Если мы будем использовать эту тактику, то мы сможем ввести в заблуждение наших конкурентов.

10. Предприятие должно воплотить в жизнь наиболее рациональные идеи, чтобы улучшить качество своего товара.

Innovation

I. Guess the word according to its definition.

1. a plan for achieving or improving smth
2. the first form that a new design of a car, machine etc has
3. a legal document giving a person or company the right to make or sell a new invention, product or method of doing smth and stating that no other person or company is allowed to do this
4. able to be done or put into effect; possible
5. being in good demand; saleable
6. without meaning, relevance, or force
7. to design and develop new and better products
8. in the end; at last; finally
9. a contestant finishing a race or competition in second place
10. to provide (someone) with adequate power, means, opportunity, or authority (to do something)
11. to state or make a declaration about in advance, esp. on a reasoned basis; foretell
12. having a lot of clever new ideas and good at inventing things
13. to show or make visible
14. a sudden idea or inspiration
15. capable of becoming actual, useful, etc.

II. Complete the table.

Verb	Noun	Adjective
------	------	-----------

	development	
create		
		inventive
produce		
	patent	

III. Supply the right preposition.

1. Our company would like to present the new chocolate bar we are **putting ... the market ... you.**
2. **It's not easy to get rid ... rivals in a legal way.** The only way-out for us is to offer better prices to the public.
3. **To sum ..., I believe this car has great potential ... the market.**
4. **Before launching a new product, some research should be carried**
5. **I hope you are familiar ... presentation techniques.**
6. The business world is not kind to pioneers. Lots of innovators were swept... .
7. **We would like to buy the book wrapped ... colourful paper.**
8. **Nowadays some medicine and cosmetics are tested ... animals.**
9. **... other words, free wage labour and freely transferable property rights** are essential conditions of capitalism as a mode of production.
10. **He was determined to make success ... the business.**
11. **Mother's idea of the perfect house was already imprinted ... her mind** by a picture that she had seen in the newspaper.
12. **Things haven't been the same since the new manager came ... the scene.**
13. We are glad to announce that our efforts were not vain, as the sales **are ... expectations.**

IV. Fill in the gaps with the given words. Supply the necessary form of the words.

to pioneer setback to adjust to grant committee
prototype depth costly impact to challenge

1. **The ... were equally divided**, so the chairman voted against the suggestion to prevent it being passed.
2. **It is difficult ... one's habits to someone else's.**
3. **The competitors ... us to make innovations in our products to be viable.**
4. **He ... in the development of airplanes.**
5. **We can't afford to make ... mistakes.**
6. **The breakdown in talks represents a temporary ... in establishing our relationships.**
7. **... was exhibited at the Business Efficiency Exhibition in London in 1953.**
8. **The authorities at once cheerfully ... all that they asked.**
9. **Businesses are beginning to feel the full ... of the recession.**
10. **His ideas lack**

V. Match the verbs in A to the phrases in B.

A	B
1. to design / to manufacture	a. a system or service
2. to open / to reorganize	b. staff
3. to introduce / to improve	c. a new market
4. to recruit / to lay off	d. a new product
5. to look for / to enter	e. a factory or office

Which verb in A means:

1. to bring something into use?
2. to make something better?
3. to find new employees?
4. to make people unemployed?
5. to try to find?

VII. Rewrite the sentences using passives. Be careful: you may have to make a number of changes.

1. William Henson patented the safety razor in 1847.
2. We will not supply you with any more goods until you have paid the outstanding invoice.
3. The engineers will turn the initial idea into a series of prototypes.

4. In our manufacturing process, we reject 9% of finished articles as substandard.
5. The design team is checking the prototype.
6. We have made some modifications in the model.
7. You must submit your application by 19 March.
8. The company displays the model at famous motor exhibitions like Geneva.
9. They have **interviewed 27 candidates for the job, but they don't consider** any of them to be suitable.
10. It is expected that turnover will increase by 2.5% next quarter.

VIII. Supply the right tense form: active or passive.

1. Researchers (to study) the link between mind and body for the past ten years.
2. It (to think) at one time that the wastes could safely (to dump) into the deepest parts of the oceans, on the assumption that no life could (to subsist) at such depths.
3. But this theory since then (to disprove) by deep sea exploration. Wherever there is life, radioactive substances (to absorb) into the biological cycle.
4. With the invention of pneumatic tools many problems of technology (to solve).
5. No one knows what inventions (to add) to this time line in the future. It is certain, however, that our search for better ways to communicate (to continue).
6. When computers (to introduce) for the first time, they (to view) with mixed feelings.
7. The electricity you (to use) to light your room or watch television (to route) to your home by computer.

IX. Complete the questions for these answers.

1. Is it _____ clean?
2. To wash it, you just pop the bowl in the dishwasher, and the rest of the apparatus can be cleaned with a damp cloth.
Not very heavy, is it? How much _____?
No, it is very light. Let's see. It weighs less than half a kilo.
3. Great! Now, if we stocked this product, how much _____ able to sell it for, Susie?
4. **I think it would retail at around € 149.**
OK, and what price _____ supply _____ to us at?
5. **At € 100, so you have got a 50% mark-up.**
How quickly _____ them to us if they were selling well?
6. Well, we do carry stock because we sell plenty of these in North America, so we could get them to you pretty quickly. Within the week, if necessary. But **obviously if you put in a biggish order, we'll give you an extra discount.**
One more question about the talking weighing machine. _____ supplied with a battery, or do customers have _____ extra for that?

7. No, it comes with the battery included.

X. Translate the sentences into English.

1. Мы уже запатентовали наше изобретение.

2. Я не думаю, что эта инновация будет жизнеспособной. Она требует слишком много затрат.

3. В мире так много непрактичных изобретений. Некоторые из них даже нелепые.

4. Вся общественность следит за ходом испытаний. Результаты испытаний будут опубликованы во всех республиканских газетах.

5. Уважаемые дамы и господа, я хотел бы представить вам прототип будущего автомобиля.

6. Эта кампания спонсируется нашей компанией. Мы выступаем за запрет проведения испытаний на животных.

7. Согласно исследованиям уровень наших продаж выше всяких ожиданий.

8. Рады вам сообщить, что члены комиссии проголосовали за наше предложение.

9. Правила проведения конкурса говорят, что финалисты будут выбраны членами комиссии после тщательного изучения результатов тестов.

10. В своей презентации я бы хотел очертить круг текущих проблем компании, а самое главное пути их разрешения.

V. Вспомогательный раздел

Начальный уровень владения иностранным языком

1. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition elementary Course Book/ David, Cotton, David, Falvey, Simon, Kent – Pearson Longman
2. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition **elementary Teacher's Book** / **David, Cotton, David, Falvey, Simon, Kent** – Pearson Longman
3. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition elementary Practice File / David, Cotton, David, Falvey, Simon, Kent – Pearson Longman
4. **Let's Improve Your Business English Skills (Market Leader Elementary): методическое пособие/ Н.П.Буланова, Г.В. Волейко. – Минск: БНТУ, 2013.**
5. **Liz and John Soars. New Headway elementary Student's book/ Liz and John Soars - Oxford university press.**
6. Murphy, R. English Grammar in Use. R. Murphy. - CUP, 1997
7. <http://www.really-learn-english.com/>
8. <http://www.agendaweb.org/>
9. <http://www.englishpage.com/>
10. <http://www.perfect-english-grammar.com/>

Средний уровень владения иностранным языком

1. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition pre-intermediate Course Book/ David, Cotton, David, Falvey, Simon, Kent – Pearson Longman
2. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition pre-**intermediate Teacher's Book** / **David, Cotton, David, Falvey, Simon, Kent** – Pearson Longman
3. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition pre-intermediate Practice File / David, Cotton, David, Falvey, Simon, Kent – Pearson Longman
4. **Let's Improve Your Business English Skills (Market Leader Pre-intermediate): методическое пособие/ Н.П.Буланова, Г.В. Волейко, И.М. Павлюченко, И.М. Сологуб – Минск: БНТУ, 2010.**
5. Murphy, R. English Grammar in Use. R. Murphy. - CUP, 1997
6. <http://www.really-learn-english.com/>
7. <http://www.agendaweb.org/>
8. <http://www.englishpage.com/>
9. <http://www.perfect-english-grammar.com/>

10. BUSINESS INTERESTS Учебно-методическое пособие по деловому английскому языку для студентов экономических специальностей электронное издание О.А. Гамбалева, И.А. Попова – Минск 2010.

11. BUSINESS GRAMMAR (for pre-intermediate students) Учебно-методическое пособие по деловому английскому языку для студентов экономических специальностей Учебное электронное издание И.А. Поварехо, И.А. Попова, Н.П. Якшук – Минск БНТУ 2011.

Продвинутый уровень владения иностранным языком.

1. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition intermediate Course Book/ David, Cotton, David, Falvey, Simon, Kent – Pearson Longman

2. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition intermediate Teacher's Book / David, Cotton, David, Falvey, Simon, Kent – Pearson Longman

3. David, Cotton, David, Falvey, Simon, Kent. Market Leader. 3rd edition intermediate Practice File / David, Cotton, David, Falvey, Simon, Kent – Pearson Longman

4. Let's Improve Your Business English Skills (Market Leader Intermediate): методическое пособие/ А.И. Сорокина, Т.Н. Конагорова, Н.П.Буланова, Г.В. Волейко, М.В. Храмцова – Минск: БНТУ, 2008.

5. Murphy, R. English Grammar in Use. R. Murphy. - CUP, 1997

6. <http://www.really-learn-english.com/>

7. <http://www.agendaweb.org/>

8. <http://www.englishpage.com/>

9. <http://www.perfect-english-grammar.com/>

10. BUSINESS READER Учебно-методическое пособие по деловому английскому языку для студентов экономических специальностей: учебное электронное издание А.И. Сорокина, Н.Н. Перепечко, Т.Н. Конагорова - Минск 2011