

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДЕРЖАВНИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ВІННИЦЬКИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ ІНСТИТУТ**

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Кафедра іноземної філології та перекладу

**ІНОЗЕМНА МОВА СПЕЦІАЛЬНОСТІ /
FOREIGN LANGUAGE FOR PROFESSIONAL PURPOSES**

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО САМОСТІЙНОЇ РОБОТИ

Ступінь вищої освіти	«бакалавр» /	«bachelor»
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Спеціальність	076 «Підприємництво, торгівля та біржова діяльність» /	«Business, Trade and Exchange activities»
Освітня програма	«Підприємництво, торгівля та біржова діяльність» /	«Business, Trade and Exchange activities»

Розробник: Терещенко Лілія, кандидат філологічних наук, доцент

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Рецензент: Ткачук Тетяна, кандидат філологічних наук, доцент

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1. ЗАГАЛЬНІ МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО САМОСТІЙНОЇ РОБОТИ

Методичні рекомендації призначені для самостійної роботи здобувачів вищої освіти, що вивчають освітній компонент «Іноземна мова спеціальності», який є складовою програмно-методичного забезпечення процесу підготовки бакалаврів зі спеціальності 076 «Підприємництво, торгівля та біржова діяльність» у ВТЕІ ДТЕУ. Завданням освітнього компоненту є формування у здобувачів освіти вищевказаної спеціальності низки іншомовних компетенцій, високий рівень розвитку яких сприятиме їхньому ефективному функціонуванню у культурному розмаїтті навчального та професійного середовища.

Мета методичних рекомендацій – забезпечити ефективне засвоєння здобувачами базової термінології і понятійного апарату сфери бізнесу, тогівлі та біржової діяльності, а також здійснити розвиток на його основі мовних знань і комплексу мовленнєвих навичок. Досягнення мети забезпечується системою вправ і завдань навчально-інформаційного, виховного й діагностичного характеру, що дає можливість не тільки удосконалити навички володіння англійською мовою, але й підвищити рівень предметних знань студентів у галузі їхньої спеціалізації.

Структура методичних рекомендацій передбачає послідовне взаємопов'язане оволодіння всіма видами мовленнєвої діяльності: читання, говоріння та письмо. Структурною одиницею кожного з розділів навчально-методичного видання є тема, матеріал якої включає: базовий текст відповідної тематики та лінгвістичного наповнення, лексичні вправи для розвитку навичок усного та письмового мовлення.

Наявність творчих завдань-презентацій і питань для самоконтролю дозволяє систематизувати вивчений матеріал, реалізувати діагностичну й прогностичну функцію педагогічної оцінки. Навчально-методичне видання доцільно використовувати у поєднанні із матеріалами дистанційного курсу на базі Інтернет-платформи MOODLE.

**2. ОБСЯГ ОСВІТНЬОГО КОМПОНЕНТУ В КРЕДИТАХ ТА ЙОГО
РОЗПОДІЛ (ТЕМАТИЧНИЙ ПЛАН)
«ІНОЗЕМНА МОВА СПЕЦІАЛЬНОСТІ»
для здобувачів ОС «бакалавр» денної форми навчання
спеціальності 076 «Підприємництво, торгівля та біржова діяльність»**

Теми	Усього годин / кредитів	Кількість годин		Форми контролю	Бальна оцінка
		з них			
		Практичні заняття	Самостійна робота здобувачів		
Unit 1. Applying for a Job.	8	4	4		9
1. Looking for a job of a lawyer. Application form.	4	2	2	В, УД, ПЗ	5
2. Layout and content of the lawyer's application form. Tips for successful application.	4	2	2	В, Т, ПЗ	4
Unit 2. Resume. Curriculum Vitae.	8	4	4		9
3. Preparing a resume, CV. Preparing a cover letter.	4	2	2	В, РМГ, ПЗ	5
4. Job interview. Guidelines for a successful interview. DOs & DON'Ts for job seekers.	4	2	2	В, Т, П	4
Unit 3. Official letters in business and trade.	8	4	4		9
5. Business letters: general notions, layout, clichés.	4	2	2	В, УД, ПЗ	5
6. Types of Business letters.	4	2	2	В, Т, Д	4
Unit 4. Types of business letters	8	4	4		9
7. Advertising Sales letter. Invitation letter. Order letter.	4	2	2	В, УД, ПЗ	5
8. Complaint letter. Adjustment letter. Inquiry letter. Follow-up letter. Letter of Recommendation.	4	2	2	В, Т, П	4
Unit 5. Business venues.	8	4	4		9
9. Agenda. Types of official meetings.	4	2	2	В, УД, ПЗ	5
10. Tips for successful meetings. Making decisions at the meeting. Postponing the meeting. Cultural differences at business meetings.	4	2	2	В, Т, Д	4
Unit 6. Commercial correspondence in business and commerce.	8	4	4		9
11. Types of contracts: oral and written. Formalities of writing law contracts. Oral contracts peculiarities.	4	2	2	В, УД, ПЗ	5

12. Invitation to treat (offer). Agreement and third parties. Contractual obligations. Warranties. Representations warranties.	4	2	2	В, Т, П	4
Unit 7. Negotiations.	8	4	4		9
13. Distributive and integrative negotiations. Negotiation strategies. Negotiation style.	4	2	2	В, УД, РМГ	5
14. Types of negotiators. Non-verbal communication in negotiations. Team Negotiations.	4	2	2	В, Т, П	4
Unit 8. Modern means of business communication.	8	4	4		9
15. Role of Information Systems and Technologies in Business Communication. Business Etiquette. Electronic communication in business.	4	2	2	В, УД, ПЗ	5
16. Telephoning. Fax and e-mail. Websites. The Internet. Wikipedia and other Internet resources.	4	2	2	В, Т, Д	4
Unit 9. Social media and networking.	8	4	4		9
17. Social media and networking: general notions. Netiquette. Skype. Zoom.	4	2	2	В, Д, РМГ	5
18. Facebook. MySpace. YouTube. Twitter. Instagram. Media mechanisms for growing the customer base.	4	2	2	В, Т, П	4
Unit 10. Business discourse.	8	4	4		9
19. Business written discourse: general notions.	4	2	2	В, УД, ПЗ	5
20. Business and trade articles: lexical and grammatical peculiarities, style, register	4	2	2	В, Т, Д	4
20. Business and trade articles: lexical and grammatical peculiarities, style, register	4	2	2	В, Т, Д	4
Індивідуальне завдання	10		10	ІЗ	10
Всього	90/3	40	50		100
Підсумковий контроль	Екзамен				

Перелік умовних позначень форм контролю та оцінка їх у балах:

В – відповідь на практичних заняттях – 1 бал.

УД – участь у дискусії – 2 бали.

Т – тестування – 1 бал.

ПЗ – письмові завдання – 2 бали.

Д – доповідь – 2 бали.

П – презентація – 2 бали.

РМГ – робота в малих групах – 2 бали.

ІЗ – індивідуальні завдання – 10 балів (участь у наукових заходах / творчий проєкт).

Загальна сума за поточну навчальну роботу (аудиторну та самостійну) за семестр – 100 балів.

3. МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО ВИВЧЕННЯ КОНКРЕТНИХ ТЕМ

UNIT 1. APPLYING FOR A JOB

В ході вивчення даної теми, здобувач освітнього ступеня «бакалавр» повинен оволодіти поняттями та питаннями, зазначеними нижче.

Розпочинаючи самостійну роботу над темою здобувачам слід визначити поняття ‘application form’, ‘applicant’, ‘job searching’ з метою оволодіння відповідним вокабуляром та формування відповідних мовних компетентностей.

Особливу увагу варто звернути при опрацюванні даної теми на рекомендації щодо успішного працевлаштування.

Питання до самостійного вивчення

1. Requirements for job applicants.
2. Applying for a job.
3. Application form.
4. Structure and content of the application form.

Рекомендовані джерела:

Основні: 1, 2, 4.

Додаткові: 16, 18, 21.

Інтернет-ресурси: 25-29.

Перелік індивідуальних завдань

Ex. 1. Read the following tips for describing traits of character in your job application form. Write 5 sentences about yourself.

Job-focused words that you might consider for your CV

Some of the professional words you might consider for your CV include:

- focused, determined, detail-oriented, analytical
- can-do, decision-maker, confident
- ambitious, striving, hard-working
- energetic, driven, dynamic, resilient
- personable, friendly, open
- team-player, collaborative
- creative, innovative
- skillful, proficient, expert
- patient, calm, helpful

You might want to choose words that describe pretty different aspects of your personality to show the breadth of your skills and abilities. For example, if you say that you're outgoing, then you may not want to mention that you're also sociable. You can, for example, add in words that touch on your ability with data, your resilience and your natural high-energy approach to work. It can be challenging to sum up your

entire character in a series of words. Still, if you can keep five to seven in mind, that may give any interviewer a valuable snapshot of your personality and the attributes you could bring to a role.

Example answer: *'I'm hard-working and always pride myself on getting the job done. I'm also tenacious, and this has helped me to achieve some of the best performance results within my current business department. Last but not least, I'm a strong team player and work hard to contribute to my team and bring lots of motivation and enthusiasm to work. This was just one of the reasons I was promoted to team leader in my last role within the year.'*

Ex. 2. a) Arrange the following job factors in the pyramid that reflects your personal priorities.

- real responsibility
- opportunity to be innovative and creative
- good relationship with boss
- friendly colleagues
- a good salary
- job security
- good chances of promotion
- within easy travelling distance
- flexible working hours
- low level of stress

b) Compare your arrangement with that of your group-mates. Look for differences and similarities in your priority pyramids. Explain your choices.

Ex. 3. a) Read the following passage.

Flexitime

Life's tensions can make it difficult for workers to give as much attention to their jobs as they would like, or their jobs deserve. Early morning and evening rush hours can make the commute to work unbearable. Caring for young children, especially for single parents, can put even more strain on a worker's day.

To relieve employees of these kinds of pressures, many companies have replaced the traditional 9 to 5 day with *flexitime*. Flexitime, or flexible work schedules, describes a variety of arrangements such as unconventional hours, part-time work, job sharing, and working at home. For example, a firm may require that everyone be at work between 10:00 a.m. and 4:00 p.m.; they can arrive or leave whenever they want, before or after those times, as long as they work eight hours a day.

Regardless of the arrangement, flexitime schedules have the same goals – to make workers more productive by relieving them of outside pressures, and to enable firms to attract and retain the best employees.

Vocabulary Notes:

1. **flexitime** – is a system that allows employees to vary the time that they start or finish work, provided that an agreed total number of hours are spent at work each week, month, or some other period.

2. rush hours – is a period in the morning and evening when many people are travelling to and from work, so that the roads are full of traffic and trains and buses are crowded.

3. to make the commute (to some place) – to travel regularly a long distance between your home and your place of work.

4. to put strain on smb. – to cause a state of tension and worry, when someone's mental and physical powers are severely tested.

5. unconventional hours – working hours which are different from those most people used to work.

6. part-time work – work done for only part of each working day or week.

7. job sharing – is the arrangement by which two people work part-time at the same job, for example one person working in the morning and the other in the afternoon.

b) Answer the following questions.

1. What can prevent workers from paying as much attention to their jobs as they would like?

2. How do you get to your work (to your place of studies) and back home in the morning and evening rush hours?

3. What makes the commute to your work (University) pleasant / unbearable?

4. What puts strain on your working day?

5. What are the goals of flextime schedules?

6. What is your concept of the flexible schedule?

7. Does the time-table at the University make you more productive?

Ex. 4. a) Read the following text.

Success Story

I met Richard about 10 years ago when I came to South America to work for Pan-America Company. Richard worked for the same Company. He was a short pleasant man of 22, who easily made friends with people and I liked him.

Soon after I arrived, Pan-America Co signed a contract for the construction of a plant. I made most of the calculations and Richard only helped me because he wasn't very good at this job.

In January a few representatives of the customers together with the President of the company, Mr. Prossert, arrived from the USA. The next day our company manager invited all of them to go and see the construction of the plant. They decided to go there by train. The manager asked Richard and me to pick up Mr. Prossert at the hotel and take him to the station.

On the way to the station Mr. Prossert asked me a lot of questions and I often answered: "I'm afraid I don't know, sir. We haven't made any calculations on that."

Although I knew the job better than Richard I was very much surprised when Richard began to speak: "I did these calculations last night," he said, "just for pleasure." "Oh," said Mr. Prossert, "That's very interesting. Well, now, probably you could tell me about..."

And Richard could. He knew everything. He answered all the questions Mr.

Prossert asked him. When we got to the station Mr. Prossert said good-bye to Richard. (However he didn't say good-bye to me.) On our way back to the office I told Richard what I thought of him.

"Your information wasn't true. Why did you give him that kind of information?" I said. "You see, John, if the President of a big company wants to know something, why can't I tell him everything he wants?" "But what is he going to think if he checks the information?" "Do you think he'll remember it? What he is going to remember is you and me. He is going to remember that Pan-America Co has a clever young man, Richard by name, who could tell him everything he wanted to know and the other man who couldn't answer his questions."

Some time later I remembered all that. I read in one of the newspapers that Richard is Vice-President of a big American Company. As to me I'm still doing my ordinary everyday job for Pan-America Co.

Language Notes: Mind the Prepositions

1. to work **for** a company
2. to make friends **with** someone
3. to be good **at** a job
4. to arrive **from** some place **in** some place
5. to go **by** train
6. to think **of** smb.
7. (Richard) **by** name

b) Make up your own sentences with the above prepositions.

Ex. 5. Read and translate.

How to Prepare an Application

1. Use black or blue pen (or pencil if requested) – bring supplies with you
2. Make sure you have all your addresses and pertinent data on a "cheat sheet" (a sheet you prepare in advance with the information you expect to be asked on an application)
3. Remember, the receptionist works for the employer – it is her job to note if you ask for a pen/pencil or to use the phone book or even how long it took you to complete the application.

Be prepared to answer such questions as:

1. List special training or skills which would show how you would fit into this job
2. Give evidence that you are a steady and reliable worker
3. What experience have you had in learning new polices and procedures?
4. Describe yourself
5. Why do you want this job?

Know your rights: Sometimes application forms may contain questions that are discriminatory. There should be no questions that relate to age, sex, martial status, race, national origin, religion, your family or pregnancy. Remember an employer may not know what can and cannot be legally be asked. The fact that an application contains an illegal questions may not be a sign that the employer is intentionally practicing discrimination. If you find a question that you prefer not to answer, place a N/A on the line. This shows that you did not miss the question.

Ex. 6. Read and translate.

Filling Out the Form

1. Make a photocopy of the application or ask for two, so you can use one as a work copy.
2. Read the entire form before filling it out. You may find you want to phrase an item differently after reading it. Sometimes an application will give special instructions about the way it is to be filled out. If it says to use ink, use black or blue.
3. Complete all the items on the form that require, an answer-unanswered questions make it appear that you were careless. If an item does not apply, write “N/A” in the blank. (This stands for “Not Applicable.”) This shows that you have read the application thoroughly and that this question does not apply to you.
4. Provide complete information – don’t forget volunteer or unpaid experiences or self-acquired training.
5. Don’t substitute a resume for any part of your application form unless the application form specifies that this is permissible.
6. Whenever possible, try to account for periods of unemployment in a positive way. Talk about experiences that relate to the job for which you are applying. Enclose letters of reference and recommendation if asked for.
7. Provide a reliable phone number where you can be reached. You can’t get an interview if the employer cannot contact you!
8. Avoid errors in spelling, punctuation or grammar.
9. When possible have someone review your application before submitting it.
10. Submit your application in as soon as possible. Early applicants often have an advantage.

Ex. 7. a) Read the text.

Finding a Job

There are many ways in which an organization can recruit personnel. Posting a list of vacancies on the company noticeboard or publishing it in employee magazines is fairly common and gives current employees the opportunity of applying for a position. Similarly, a subordinate may be referred for a position by his or her superior.

Another means of recruiting internally is to search in the organization’s existing files. Some companies have a data base of their employees’ skills and special interests. Reviewing these files periodically may reveal employees who are well-suited to a particular position.

Although recruiting people within the organization can have many advantages, it does have its limitations. If companies wish to be dynamic it is essential to inject new blood from time to time. Similarly, existing employees may not have the necessary skills that the position requires. Consequently, it is often necessary to recruit people from outside the organization.

Advertising is a commonly used technique for recruiting people from outside. The advertising medium should be chosen according to the type of public the

organization is aiming at. If a highly specialized person is required, a speciality publication such as a trade magazine may be most appropriate. National newspapers and magazines sometimes carry a *Senior Appointments* section, or a *Classified Ads* section for less specialized personnel. Radio and television advertising of vacancies is relatively underdeveloped in most countries.

Employment agencies may be another source of recruitment. State-backed agencies compete with private agencies in many countries. In general, private agencies charge a fee whereas public sector agencies offer their services free of charge. Another difference is that private agencies tend to offer more specific services; for example, they may specialize in a particular areas of recruitment such as temporary secretaries, middle managers or senior executives. They may also include search services, otherwise known as headhunting, or provide management consulting.

Current employees are sometimes encouraged to refer friends, family and ex-colleagues to fill a particular vacancy. This is particularly true in occupations such as nursing where there is a shortage of trained people.

Other valuable sources of recruitment may be university campuses, trade unions, professional organizations and unsolicited applications.

b) Answer the questions.

1. What forms of internal recruitment were mentioned in the passage?
2. Why do companies often recruit from outside the organization?
3. Which kinds of organizations are most likely to recruit through referrals by existing employees?

Ex. 8. Choose four of the following recruitment sources and discuss what you think are the advantages and disadvantages of each from the recruiter's point of view.

- ◆ publishing vacancies in the company magazine
- ◆ keeping a data base/files
- ◆ advertising in speciality publications
- ◆ advertising in the national or regional press
- ◆ radio or television advertising
- ◆ employment agencies (public and private)
- ◆ unsolicited applications

Перелік питань для самоконтролю

1. What can prevent workers from paying as much attention to their jobs as they would like?
2. How do you get to your work (to your place of studies) and back home in the morning and evening rush hours?
3. What makes the commute to your work (University) pleasant / unbearable?
4. What puts strain on your working day?
5. What are the goals of flextime schedules?
6. What is your concept of the flexible schedule?
7. Does the timetable at the University make you more productive?

UNIT 2. RESUME. CURRICULUM VITAE.

В ході вивчення даної теми, здобувач освітнього ступеня «бакалавр» повинен оволодіти поняттями та питаннями: ‘resume’, ‘CV’, ‘cover letter’, ‘job interview’.

Питання до самостійного вивчення

1. Preparing a resume, CV.
2. Cover letter.
3. Job Interview.
4. Guidelines for a successful interview.
5. DOs & DON'Ts for job seekers.

Рекомендовані джерела:

Основні: 2, 3, 4, 5.

Додаткові: 16, 17, 20, 22.

Інтернет-ресурси: 28-29.

Перелік індивідуальних завдань

Ex. 1. Read and translate.

Interviewing

Effective interviewing skills are essential to a successful job-search campaign. Proper execution of the strategies outlined above will lead you to the point of face-to-face interaction with your potential employer. The first step is often a 25-30 minute screening interview that gives you and the employer a chance to evaluate a possible “match” of interests.

Before going into the interview, you must prepare by knowing yourself and learning about the organization with which you will be interviewing. This is a critical step that too many candidates overlook to their own detriment. Take time to re-examine your skills, abilities, interests, and career goals and determine how you, as a candidate, meet the employer’s needs.

During the interview be positive and enthusiastic. Demonstrate to the interviewer your interest in the organization and in the position for which you are interviewing. Answer questions honestly and allow your personality to come out. Also, be certain to demonstrate your knowledge of the organization and prepare questions that will allow you to more thoroughly examine the organization and its opportunities.

After the interview, jot down for reference some major points brought out in the interview. This will help jog your memory during the next phase of interviews with the organization. Also, be certain to write a formal thank-you letter after each interview.

A successful screening interview will lead to subsequent follow-up interviews

typically done at the place of employment. This allows you to meet various people in the organization and involves an in-depth evaluation on the part of both you and the employer. Depending on the employer, there may be anywhere from two to five interview stages until the point where a job offer is given.

The process may also include testing or a day at the facility or in the field with someone in the position for which you are applying. No two interviewing processes are the same, but the goal in all interviews is to determine mutual interest. Thus, both you and the employer will be evaluating the “match” during each stage.

Like any other skill, proper interviewing techniques develop with time and practice.

Ex. 2. a) Read and translate.

Accepting the Offer

After the interview process, if the employer determines an appropriate fit exists between you and the organization, a job offer will be extended. The job offer is normally made over the phone and is followed by a letter outlining the details of the offer. At this point, a time frame is usually set for your decision. Time frames vary, but two weeks to a month is typical. If you are not prepared to make a decision in the specified time period, some negotiation and extensions are common. Just as you expect the employer to be sensitive to your situation, you should also be sensitive to the employer’s need to properly project hires.

If you should receive multiple offers, you need to examine each one very closely in terms of what is important to you in a job (e.g., advancement, challenge, work environment, salary, security, etc.). It is a good idea also to take heed of your “gut” reaction. As you go through the many contacts you have with each employer, you will develop a feel for whether or not you will be comfortable in a given work environment. Trust your instincts, but don’t be hesitant to seek guidance in evaluating various offers you may receive.

It is best to accept an offer with a phone call and follow it up with a letter of confirmation. This letter should include the specifics of your offer and once again express your eagerness to begin your career with your future employer. As a courtesy, you should also write to the other employers you are currently in contact with to let them know that you have accepted an offer. Also, be certain to inform your network of contacts and your references that you have secured a position and thank them for their help.

b) Study the list of questions which are frequently asked on the interviews.

Informal Interviews Sample Questions

1. How did you get into this field?
2. Which majors are most successful in securing employment in this field?
3. How would you describe a typical day/week on the job?
4. What are the most satisfying aspects of your job?
5. What frustrations or drawbacks do you experience in this position?

6. How would you describe the work environment (work pressure, deadlines, routines, new activities, etc.)?
7. How often do you travel and for how long?
8. What percentage of your time is spent interacting with people? Writing reports? Reading job-related publications?
9. How much contact do you have with people outside of your organization? What is your relationship to these people?
10. How does your career affect your lifestyle (the amount of work required, your material needs, and time for leisure, travel, outside interests, and family)?
11. What are the latest developments and primary issues in this field today?
12. How do you see the jobs in the field changing over the next five to ten years?
13. What educational degrees, licenses, or other credentials are required for entry and advancement in your kind of work? Are there any that are preferred or helpful, although not required?
14. What are the trade/professional groups to which you belong and which do you find most beneficial to your work? Do any of them assist college students interested in internships or entry-level positions in your field?
15. Which other career areas do you see as being related to your work?
16. What personal characteristics, personality traits, values, interests, etc., do you believe are necessary or helpful for success and satisfaction in this occupation (or organization)?
17. How do people usually learn about job openings in your field?
18. What do you wish you had known about this career field before you entered it? What about this employer? How is the organization structured? What kinds of entry-level jobs are available within organizations like this?
19. Do you have a formal training program? Could you please describe it to me? What percentage of training occurs in the classroom? On the job?
20. What are the typical career paths within your organization?
21. Are there any books or periodicals that you would recommend?
22. What special advice would you give to a young person entering your field?

Ex. 3. a) Read and translate.

What Skills Are Employers Seeking in New Hires?

It is important for you to have an understanding of the specific skills an employer is seeking in a new hire. Obviously, this will vary depending on the job description. However, there are skill requirements employers tend to cite across all disciplines for most jobs. They are:

- ◆ Oral communication skills
- ◆ Interpersonal skills
- ◆ Demonstrated teamwork
- ◆ Leadership abilities
- ◆ Analytical skills
- ◆ Co-op/internship experience
- ◆ Decision-making abilities

- ◆ Goal-orientation
- ◆ Written communication skills
- ◆ Proficiency in field of study or technical competence
- ◆ Flexibility
- ◆ Computer knowledge
- ◆ Problem-solving skills
- ◆ Initiative
- ◆ Sincere interest in job

Ex. 4. a) Study the list of most precious from employers' point of view skills.

What Skills Do Employers Value Most?

Writing Skills – to express oneself clearly through written words

Interpersonal/Social Skills – to get along well with others

Negotiation Skills – to bring about an agreement by bargaining

Problem-Solving Ability – to identify the source of a problem and provide a solution

Global Awareness – to possess an understanding of other cultures

Ability to Synthesize – to combine separate elements to form a new whole

Multicultural Skills – to relate to people from diverse cultures

Foreign Language Skills – to communicate in multiple languages

Creativity – to bring a fresh perspective to a situation

Organizational Skills – to manage multiple projects effectively

Self-starter – to work efficiently without supervision

Teamwork Ability – to work well with others and put personal interests aside for the good of the group

Oral Communication Skills – to express oneself clearly through the spoken word

Flexibility – to adapt to new and different situations

Leadership Skills – to guide the activities of a group and influence the opinions of others

Presentation Skills – to deliver a message to an audience effectively

Computer Skills – to be knowledgeable about various types of computers and software

Critical Thinking Skills – to sift through large amounts of information and make decisions about what is most useful

Analytical Skills – to examine in detail or to separate data, ideas, or objects into their parts

Ex. 5. Discuss the questions.

1. How do you find out about job vacancies?
2. How do you apply for a job?
3. Have you ever applied for a job? What did you have to do?
4. List three things you need to include in a CV.

Ex. 6. Read the statements about CVs and covering letters. On the basis of your knowledge and experience, decide if you *agree* with them *or not*. Give your reasons.

1. A curriculum vitae is more acceptable if it is hand-written.
 2. A covering letter should be hand-written.
 3. The longer a CV is the better.
 4. You should always include a photograph.
 5. A CV should list experience in chronological order.
 6. It's best to explain foreign qualifications and give an approximate equivalent in the country to which you are applying.
 7. There is no point in mentioning outside activities, hobbies, etc.
 8. Each CV should be customized for the job you are applying for.
 9. Perfect prose isn't expected; note form is perfectly acceptable.
 10. Use space constructively; don't mention failures or irrelevant experience.
 11. Don't include your previous salary or salary expectations, unless requested.
 12. You can lie on a CV: they'll never find out anyway.
 13. Any gaps in the dates should be explained.
 14. It's best not to send the CV by fax unless requested to do so.
- Always make a follow-up phone call a few days after sending off your CV

Ex. 7. Match the following words with their correct definitions.

1. a recruiter	a. a business that provides services for companies and people
2. an employer	b. a company or a person that looks for people to employ
3. a candidate	c. a company or a person that pays somebody to work for them
4. an agency	d. a fixed amount of money that a person earns every month or year
5. a buzzword	e. a person that is competing for a job
6. a salary	f. a set of questions that are asked to get information
7. survey	g. a word that has become very popular in a particular subject area

Ex.8. You are going to read an article about the unusual mistakes that people make on their CVs. Match the headings to the paragraphs in the article on the next page.

Non-editable formats

Salary details

Ridiculous email address

Too many keywords

Bad file names

Not doing your research

Statements that you can't prove

THE 7 UNUSUAL CV MISTAKES THAT CAN COST YOU THE JOB

1 It's common knowledge that you can lose a job even before the interview if you have too many spelling mistakes on a CV. But now, recruiters have reported the biggest mistakes that might stop you from getting that job.

2 An employer has to form a first impression of you so your CV is very important. Just one mistake can seriously damage your chances of getting a job interview, say StandOut CV, a UK CV writing service.

3 After doing a survey with over 50 different recruiters across the UK, the agency said that candidates with badly named files or those who include their current pay and salary requirements on their CV are less likely to be selected for interviews.

4 Andrew Fennel, director at StandOutCV, said that candidates should think about what employers want to see on a CV and also how this information should be presented.

5 Here are the seven unusual mistakes:

6 Candidates try to "beat the system" by using as many buzzwords as possible in their CVs. But the survey said that this is a bad idea.

7 Recruiters advise candidates to write their CVs to impress humans first, and to make sure that they only include keywords once.

8 Recruiters might need to make quick edits to your CV before sending it to hiring managers. So, if your CV isn't editable, recruiters will need to get in touch with you to obtain another version.

9 This will slow down the process, and other candidates' CVs will reach the people that make the decisions before yours, the survey said.

10 Make sure your CV file name looks professional as it may be the first thing recruiters and employers see.

11 Saving your CV with a name like "Dave's_first_CV_draft_553.doc" does not make the candidate look very reliable, the survey discovered.

12 Recruiters advise candidates to stick to the facts like experience and your skills or achievements.

13 Avoid phrases such as "Best salesman in Europe" or "World famous industry expert".

14 One of the biggest mistakes that a candidate can make with their CV is not finding out what qualities their potential employer is looking for before they write it.

15 Including your current pay or the salary you want on your CV might hurt your ability to negotiate for the offer you want.

16 An email address such as "bad-boy-4-life@gmail.com" will make you look "extremely unprofessional". If you have doubts, recruiters advise you to set up a new email address.

Read the text again and put (T) or false (F) next to each statement below.

1. It's okay to have a few spelling mistakes on your CV.
2. Job candidates should try to put themselves in their employer's shoes.
3. The agency did a survey with more than 50 people that hire job candidates.
4. Putting a lot of buzzwords in your CV will impress your employer.
5. You should protect your CV by sending it in a non-editable format.
6. You should always set up a new email address when applying for jobs.

Find a word or phrase in the text which means ...

1. something that most people know (phrase, P.1):
2. make a mental picture about a person when you meet them for the first time (phrase, P.2):
3. things that you need to do something (noun - plural, P.3):
4. trusted to behave or work properly (adjective, P.11):
5. things that you have completed which are difficult to do (noun - plural, P.12):
6. discuss something to reach a formal agreement (verb, P.15):

Ex. 9. Match the verbs on the left to the words on the right to form phrases from the text.

- | | |
|-----------|--------------|
| 1. damage | a decision |
| 2. do | a survey |
| 3. stick | the system |
| 4. edit | to the facts |
| 5. beat | your CV |
| 6. make | your chances |

Перелік тем для презентацій

1. Resume
2. CV
3. Preparing a cover letter
4. Guidelines for a successful interview
5. Tips for succesul application

Перелік питань для самоконтролю

1. What can lead you to the point of face-to-face interaction with your potential employer?
2. How can you get prepared for a screening interview?
3. How can you show the potential employer you are the "right" person for a position?
4. What is worth doing after the interview?
5. What does a successful screening interview result in?
6. What opportunities are available to an applicant at the stage of subsequent follow-up interviews? How many interviews can this stage include?
7. What is the goal in all interviews?

UNIT 3. OFFICIAL LETTERS IN BUSINESS AND TRADE.

В ході вивчення даної теми, здобувач вищої освіти повинен оволодіти наступними поняттями та питаннями: 'business letter', 'type of business letter', 'business letter layout' в діловій кореспонденції.

Питання до самостійного вивчення

1. Business letters: general notions.
2. Business letter layout.
3. Business letter clichés.
4. Types of business letters.

Рекомендовані джерела:

Основні: 1, 2, 4.

Додаткові: 16, 19, 20.

Інтернет-ресурси: 25-27.

Перелік індивідуальних завдань

Ex. 1. Study the structure of correspondence.

Structure of Correspondence

Your letter-writing should follow the principles of proper English usage and effective business correspondence. Generally, it is best to use simple and straightforward language in communicating your message. Be direct and concise.

Job-search correspondence typically includes the following components:

- ◆ Writer's return address
- ◆ Date
- ◆ Employer's name and address (inside address)
- ◆ Salutation
- ◆ Body (usually 3-4 paragraphs)
- ◆ Complimentary closing
- ◆ Writer's name and signature
- ◆ Enclosure notation (when appropriate)

As when preparing your resume, there are several guidelines to consider when typing job-search correspondence:

- ◆ Use standard 8 1/2x11-inch paper.
- ◆ Use good quality stationery as opposed to erasable bond, preferably the same as your resume.
- ◆ Always type correspondence; handwritten letters are unacceptable. It is preferable to use a PC and have laser printed copies prepared. Neatness counts – a lot!
- ◆ Be sure to proofread and correct all spelling and grammatical mistakes. If mistakes are extensive, it is to your advantage to retype your letters. They must be error-free. Do not rely on software spell-checks.

- ◆ Always type the return address and mailing address on a legal-sized or flat envelope.

Ex. 2. Get acquainted with the structure of the letter.

The Structure of the Letter

1. The letter head

The address (but not the name) of the person sending the letter. The letter head may be in the top right-hand corner, the top center or the top left-hand corner.

2. Telephone – telex – fax

Situated immediately below the letter head.

3. The date

If the letterhead is situated in the top left-hand corner, the date should be below. Otherwise it should be on the right of the page. In Britain there are three ways to write the date:

12th April 2001

12 April 2001

April 12 2001

Americans usually write the month before the day. Avoid using all-number dates as they may be ambiguous. For example 12.4.2001 means 12th April 2001 for a British person but 4th December 2001 for an American.

4. The inside address

This is the address of the person to whom you are writing. It may include the name of the person and/or his or her position and/or the name of the organization where he or she works. The inside address must be on the left-hand side of the page.

5. References

If you are replying to a letter or an advertisement, which contains a reference you should include this in your correspondence. This will help your correspondent find the correct file. You may also wish to include your own reference. Both your *reference* and *their reference* should be situated below the inside address.

6. The opening salutation

There are several possibilities. They are as follows:

Dear Sir,

Dear Sirs,

Sirs,

Dear Madam,

Dear Mr. Baker,

Dear Mrs. Baker,

Dear Miss Baker,

Dear Mr. Baker.

After the opening salutation, the British write a comma (,) whereas Americans write a colon (:)

7. The body of the letter

Clear, concise, relevant, easy to read.

1) The closing salutation

In Britain, if the opening salutation does not mention the name of the correspondent the closing salutation is *Yours faithfully*. If it does mention the name, the closing salutation is *Yours sincerely*. Americans have several variations such as *Sincerely yours*, *Respectfully yours* and *Cordially yours*, depending on the circumstances. The closing salutation is situated on the left or in the middle and is followed by a comma.

2) The signature

3) The author's name

Signatures are not always clear. It is therefore essential to write your name below the signature and indicate whether you are a man or woman, for example, Peter Robinson or Mr. P. Robinson.

4) Your title

Immediately below the name. This is only necessary if you are using company headed paper.

5) Enclosures

If the envelope contains enclosures (a CV, an application form, a diploma, etc), this should be indicated in the bottom left-hand corner of the page. The usual forms are *Enc.* or *Encl.* followed by the number of documents enclosed.

Ex.3. Make the following sentences negative and interrogative.

Example. I start my work early. – *I don't start my work early. When do you start your work?*

1. The heading contains the return address with the date on the last line.
2. You can open your business letter with a friendly greeting.
3. There are three main styles of business letter: block, modified block, and semi-block styles.
4. Each type of a business letter is written in much the same way, including the same information, but the layout varies slightly for each one.
5. Sales letters, sales reports, invoice, and confirmation of orders are sale correspondence.

Перелік питань для самоконтролю

1. What is job search in its simplest terms?
2. What is needed to “market” oneself?
3. What does self-assessment involve?
4. What distinguishes top candidates from others looking for a job?
5. What can help you to gain firmer understanding of the job you are looking for?
6. Why is looking for meaningful employment often time-consuming?
7. What can prevent you from frustrations in job-searching?
8. Have thousands of positions become recently available in Ukraine?
9. Why doesn't the most qualified candidate always get the position?
10. Are you tied up to the University major in your job search?
11. Why may your first job be of great importance?

UNIT 4. TYPES OF BUSINESS LETTERS

В ході вивчення даної теми, здобувач вищої освіти повинен оволодіти наступними поняттями та питаннями: ‘advertising sales letter’, ‘invitation letter’, ‘order letter’, ‘complaint letter’, ‘adjustment letter’, ‘inquiry letter’ в діловій кореспонденції в сфері торгівлі, бізнесу та біржової діяльності.

Питання для самостійного вивчення

1. Advertising sales letter
2. Invitation letter
3. Order letter
4. Complaint letter
5. Adjustment letter
6. Inquiry letter

Рекомендовані джерела:

Основні: 1, 2, 4.

Додаткові: 16, 19, 23, 24.

Інтернет-ресурси: 26, 31.

Перелік індивідуальних завдань

Ex. 1. Read and translate the text. Find out the differences between the letters.

Types of Correspondence

In view of the importance of job-search correspondence, an explanation of the major types of letters you will be writing during the course of your job hunt follows. Specifically, we will discuss the cover letter, prospecting letter, interview confirmation letter, post-interview thank you, job offer clarification, letter of acceptance, and letter of declination.

The Cover Letter

Also known as a letter of application, the cover letter does precisely what it is intended to do – provide cover for an enclosure (your resume). A well-written cover letter may mean the difference between getting and not getting the job you want.

Cover letters must have impact. They must be an effective advertisement to introduce the qualities you are promoting in your resume. They should capture the reader's attention, stress your potential value and benefit, and invite an in-depth reading of your resume.

In general, the basic cover letter has three sections (i.e. paragraphs), each with a specific purpose:

- ◆ Paragraph 1 should identify your interest in applying for a specific type of job and, if appropriate, how you heard about the job.
- ◆ Paragraph 2 generates reader interest in you by referring to an enclosed resume and including additional information on your qualifications as they apply to the desired position.

- ◆ Paragraph 3 makes a request to the employer for an interview (which you will normally need to schedule with a follow-up telephone call). This paragraph should be short, positive, and ask for action without being overly aggressive or “pushy” in tone.

Although cover letters are not needed for resumes submitted during an on-campus interview, they should always be used when sending resumes or returning employment applications to hiring officials.

Prospecting Lett

The purposes of this letter are to inquire about possible vacancies, to get your resume read, and to generate interviews. Prospecting letters are used extensively for long-distance searches. If possible, target specific individuals in specific organizations. As with all job-search correspondence, it is best to avoid generic “Dear Sir/Madam” letters. Structure this letter as you would the basic cover (application) letter, and focus on how your qualifications match the organization’s needs.

Interview Confirmation

Once an interview appointment has been made between you and a prospective employer over the telephone, it is best to follow up that conversation with a confirmation letter indicating the following:

- ◆ Restatement of the date and time of the interview appointment.
- ◆ Other pertinent details discussed on the phone, such as completing appropriate employment forms prior to the interview, etc.
- ◆ Your appreciation of the employer's further consideration of your qualifications.

Interview confirmation letters provide evidence to employers of the attention you give to detail and your ability to follow through in a work setting. Even though you've cleared this first hurdle in your job search, you need to continue to impress the prospective employer throughout the interviewing process itself.

Post-Interview Thank You.

Thank-you letters should be sent promptly after each of your interviews. A well-written thank-you letter will:

- ◆ Remind the employer who you are.
- ◆ Impress him or her with your courtesy and follow-through.
- ◆ Remind the employer of your background and qualifications.
- ◆ Show your enthusiasm and continued interest in the field or specific position discussed.
- ◆ Convey to the employer your sincere appreciation for his or her time and consideration.

Thank-you letters do not need to be lengthy or elaborate, but should be sent as a business courtesy. As with other types of business correspondence, your thank-you letters should be typed.

Job Offer Clarification

This letter is sent in response to an oral or written job offer which does not provide all of the pertinent information you need to make an informed decision. A letter to an employer requesting specific information is most appropriate.

Your letter should:

- ◆ Indicate your interest in the employer and the offer.
- ◆ Ask specifically for the information you need.
- ◆ Express appreciation for the cooperation you receive.

Of course, this information may be requested over the telephone, but be certain to confirm all details in writing with the employer to avoid any future misunderstandings.

Letter of Acceptance

While this may be the most enthusiastic letter you will write to an employer, your letter of acceptance must also clarify some important information:

- ◆ Refer to the offer made by the employer.
- ◆ Restate terms of employment.
- ◆ Confirm pre-employment details, starting date, etc.

Close the letter by expressing your appreciation and pleasure at joining the organization. Letter of Declination

As a courtesy, a formal letter of declination should be sent to each employer who extended you an offer after you have made a decision to accept an offer from another organization. Always be tactful and appreciative in declining an offer – in other words, don't burn any bridges behind you, since you may want to work for these employers in the future. In any case, be certain to inform them of your acceptance of another employer's offer.

Ex. 2. Read and translate the text. Explain the importance of record keeping.

Record Keeping

It will be to your advantage to keep an organized file of your correspondence to and from each employer. Make and file a copy of each letter you send and receive. As with other aspects of your job search, a centralized record of all action you have taken will lessen the "guesswork" in following up on job prospects, interviews, and offers.

When preparing job-search correspondence, always strive to stand out favorably from the crowd. The impression created by your correspondence will be a lasting one. Don't underestimate the importance of correspondence in your job search – its quality is crucial to your success. Through appropriate and effective correspondence, you're bound to establish a competitive advantage for yourself.

Ex. 3. Read and translate the text.

Cover Letter Tips

Your cover letter is one of your most powerful marketing tools. It paves the way for your resume. It responds directly to the job, opening and communicates to the employer what value you can bring to the organization.

1. You should address your letter to a specific person whenever possible. Be careful to spell the name correctly and to have an accurate job position title.
2. The letter should only be one page. The idea is to say a lot in a short space. It should be on paper identical to your resume.
3. You should write a unique cover letter for each position. It should reflect your personality and skills as they apply to the specific job opening.

4. It provides you with the opportunity to highlight and expand on some of the information on your resume, and also to highlight information not on your resume. It addresses directly the needs and interests of the employer.
5. The letter should entice the employer to read your other information, i.e., resume, reference letters (if requested), etc.
6. The first paragraph should state your interest in the position, and how you learned of the opening. This paragraph needs to show some enthusiasm. Start your letter with a little pizzazz. Then indicate what an excellent fit the job is with your skills.
7. Paragraph two tells the employer a few good reasons why they should select you over other applicants. Emphasize past experience, special qualifications, key skills, training and personal qualities you would bring to the position. This is also where you would address any fears you think the employer may have about hiring you for the position.
8. In paragraph three you indicate what you desire from the letter. Request an interview or a chance to meet informally to discuss the position. Let the employer know you appreciate their attention and consideration and show that you are flexible by your willingness to meet at their convenience.
9. A good cover letter and resume can be sent to companies even though they may not be accepting applications. Many people get interviews using this approach.
10. Always have someone proofread your letter before sending. Letters should be typed unless directed otherwise. Make copies of your cover letters for your files.

Ex. 4. Make up a dialogue using the words in the text in bold.

To write a business letter, salutation, to introduce oneself, to revise the content, to consider the appearance of the letter, official letter, to submit a hard copy, to include an emailing address.

Ex. 5. Read and translate the text.

TYPES OF BUSINESS LETTER FORMATS

Common types of business letters include:

- **Cover letters.** Sent with a package, report or other item, the purpose of a cover letter is to describe what is enclosed and provide a description of what the receiver should do with it.
- **Thank you letters.** These can be great for networking and relationship building. Don't just write a, "Thanks for," and leave it at that. Provide more details about what they did and how it helped you, and then close with a second expression of thankfulness.
- **Complaint letters.** The key to these types of letters is to demonstrate that you are displeased without being over-the-top angry. Suggest how the receiver of the letter might correct the situation.

- **Adjustment letters.** This is a response to a complaint letter. The point is to be humble in the response and to offer potential solutions. You want to avoid burning bridges and instead use your response as a relationship-building tool.

- **Bad news letters.** The key with bad news letters is to soften the blow. Being direct is valued in business writing. But when writing bad news letters, it's best to remind the receiver about what actually works in your business relationship before breaking the bad news to him or her.

- **Acknowledgment letters.** They are meant to acknowledge that you received an item from someone, or that you are aware of a fact or error they pointed out. Let the receiver know when you received the package or information, and then thank them for it.

- **Memos** Often used to spread important news and directives inside a company, the point with memos is to be fast and to the point with your communications.

- **Congratulatory letters.** The point with these types of letters is to stay on point and avoid sounding over-the-top or mocking. Describe what motivated you to send a congratulations and the positive feedback that you have already heard. Keep the letter concise.

- **Response letters.** This is about explaining or listing off how a request was fulfilled.

- **Letter of request.** The key with these types of letters is to ask for help without groveling or being overly emotional. Take a hard look at the adjectives you're using in the letter.

- **Sales letters.** These letters require a strong call to action or hook at the beginning so that the receiver continues to read and discovers the benefits of whatever you are selling. Make sure to provide information so that they can easily respond.

- **Resignation letters.** This is about giving notice that you are leaving a position, providing a last day of employment, and explaining what is causing you to leave.

[Online resource: <https://sba.thehartford.com/business-management/marketing/business-letter-formats/>]

Ex. 6. Make up 7 questions to the text given above.

Теми індивідуальних творчих завдань-презентацій

1. Business letters: general notions.
2. Types of business letters.
3. Inquiry letter.
4. Offer letter.
5. Order letter.
6. Advertising letter.

Перелік питань для самоконтролю

1. Describe the structure of the business letter.

2. Describe general notions of business letter.
3. What types of business letters do you know?
4. What main cliché of Inquiry letter do you know?
5. What main cliché of Order letter do you know?
6. What is Advertising letter?
7. What is Interview Confirmation?

UNIT 5. BUSINESS VENUES

В ході вивчення даної теми, здобувач вищої освіти повинен оволодіти наступними поняттями та питаннями: план ділової зустрічі, типи офіційних зустрічей, секрети успішної ділової зустрічі, прийняття рішень, відкладення зустрічі, культурні відмінності ділового етикету.

Питання для самостійного вивчення

1. Agenda.
2. Types of official meetings.
3. Tips for successful meetings.
4. Making decisions at the meeting.
5. Postponing the meeting.
6. Cultural differences at business meetings.

Рекомендовані джерела:

Основні: 1, 4, 6.

Додаткові: 17, 18, 23.

Інтернет-ресурси: 29, 31, 32.

Перелік індивідуальних завдань

Ex. 1. Select the correct option. Translate the text.

The process of negotiation is a give and take, where each side may be required to make some sort of compromise to ensure the best overall outcome. While arguably the *more /most* important characteristic of a good negotiator is *excellent /poor* communication skills, here are a few more tips to set you on your way.

1) Prepare & know what you want

There's nothing worse than going into an important discussion unprepared. Make sure you've done your research *ahead/ advance* of time, and that you understand the implications of what you're asking for.

Ensure that you have any key facts or figures at your *fingerprints/fingertips* to successfully back up your arguments, and have a clear understanding as to your boundaries. It may also be helpful to do some background research into the person or company you're negotiating with.

2) Understand their side and aim for a solution that suits *all/no* parties

Successful negotiation is all about give and take, so you'll need to aim for a solution that suits everyone, or achieves the best balance between everyone's wants.

In order to achieve this balance, you *should/ mustn't* consider the other party's challenges, and allow this to help you propose solutions that you know will work for them. As part of your preparations, consider the opposition you might be up against, and how this might impact on the solutions.

3) Consider alternatives

While you'll always be aiming for Plan A, you should have a fully developed Plan B in mind as well. Flexibility is always necessary in negotiations, but that *doesn't/ don't* mean you'll need to give up on your plans or goals. You might be able to find solutions that incorporate small changes that allow them to fit in better with the needs and wants of the person or organisation you're negotiating with.

4) Listen and communicate

It goes without saying that to master the art of negotiation, you must first master the art of communication. Communicating clearly is not just a case of the words you use, but also *non-verbal/ lingual* signals like body language.

While you're negotiating, you should aim to practice active listening. This means that you're free of any distractions, and that you wait until the other party is finished making their point before you formulate your response. This gives you the opportunity to respond in a way that sounds authentic rather than scripted.

5) Authenticity

Your confidence and authenticity will have a *major/ minor* impact on the success of your negotiations. If you've established a reputation for reliability and strong morals, you might just find that people trust you more, and therefore negotiations are more likely to work out in your favour.

You can establish authenticity and trust through the way you communicate and interact with the other party. You should always strive to create an environment where both sides feel *misunderstood/understood* and supported.

6) Know your audience and tailor your response

Authenticity and preparation will go a long way in ensuring that your negotiations are tailored to your audience. The other party will know if you're simply copying and pasting your pitch or your responses without taking their specific needs and challenges into *account/ notice*, so you should aim to avoid this at all costs.

7) Don't take things personally

While authenticity and compassion go a long way in ensuring you walk away from a negotiation with a positive outcome, you'll need to remember that at the end of the day, this is about business.

Hearing strong opposition to your plans – or worst still, a straight out “no” – can be tough, even for established leaders. However, once you understand that it's not you as a person that's been rejected, you'll be able to use your *failed/lost* negotiation as a learning experience for next time.

Ex. 2. Watch the TED talk ‘Cultural difference in business | Valerie Hoeks | TEDxHaarlem <https://youtu.be/VMwjscSCcf0>



Answer the questions:

1. Whose words are the Chinese strongly influenced by?
2. What does Confucian philosophy emphasise?
3. What does the word ‘quanxi’ mean?
4. What are the 3 characteristics of quanxi?
5. What happens if you ask a Chinese person for a favour?
6. How is harmony illustrated by the speaker?
7. What is considered to be the biggest humiliation in China?

Ex. 3. Read a blog post about doing business in different cultures to practise and improve your reading skills.

to be thought of as	pompous
extreme and obvious, often used with 'difference' or 'contrast'	mundane
arrogant and self-important	to be conceived as
to be useful to someone in the future	to pigeonhole someone
subtle differences in meaning	to stand someone in good stead
boring, uninteresting or ordinary	stark
to do something that helps relieve the tension and get conversation going, especially between people meeting for the first time	to break the ice
to label someone and put them in a restrictive category	nuances

Much of today's business is conducted across international borders, and while the majority of the global business community might share the use of English as a common language, the nuances and expectations of business communication might differ greatly from culture to culture. A lack of understanding of the cultural norms and practices of our business acquaintances can result in unfair judgements,

misunderstandings and breakdowns in communication. Here are three basic areas of differences in the business etiquette around the world that could help stand you in good stead when you next find yourself working with someone from a different culture.

Addressing someone

When discussing this topic in a training course, a German trainee and a British trainee got into a hot debate about whether it was appropriate for someone with a doctorate to use the corresponding title on their business card. The British trainee maintained that anyone who wasn't a medical doctor expecting to be addressed as 'Dr' was disgustingly pompous and full of themselves. The German trainee, however, argued that the hard work and years of education put into earning that PhD should give them full rights to expect to be addressed as 'Dr'.

This stark difference in opinion over something that could be conceived as minor and thus easily overlooked goes to show that we often attach meaning to even the most mundane practices. When things that we are used to are done differently, it could spark the strongest reactions in us. While many Continental Europeans and Latin Americans prefer to be addressed with a title, for example Mr or Ms and their surname when meeting someone in a business context for the first time, Americans, and increasingly the British, now tend to prefer using their first names. The best thing to do is to listen and observe how your conversation partner addresses you and, if you are still unsure, do not be afraid to ask them how they would like to be addressed.

Smiling

A so-called 'smile of respect' is seen as insincere and often regarded with suspicion in Russia. A famous Russian proverb even states that 'laughing without reason is a sign of idiocy'. Yet in countries like the United States, Australia and Britain, smiling is often interpreted as a sign of openness, friendship and respect, and is frequently used to break the ice.

In a piece of research done on smiles across cultures, the researchers found that smiling individuals were considered more intelligent than non-smiling people in countries such as Germany, Switzerland, China and Malaysia. However, in countries like Russia, Japan, South Korea and Iran, pictures of smiling faces were rated as less intelligent than the non-smiling ones. Meanwhile, in countries like India, Argentina and the Maldives, smiling was associated with dishonesty.

Eye contact

An American or British person might be looking their client in the eye to show that they are paying full attention to what is being said, but if that client is from Japan or Korea, they might find the direct eye contact awkward or even disrespectful. In parts of South America and Africa, prolonged eye contact could also be seen as challenging authority. In the Middle East, eye contact across genders is considered inappropriate, although eye contact within a gender could signify honesty and truthfulness.

Having an increased awareness of the possible differences in expectations and behaviour can help us avoid cases of miscommunication, but it is vital that we also remember that cultural stereotypes can be detrimental to building good business relationships. Although national cultures could play a part in shaping the way we behave and think, we are also largely influenced by the region we come from, the communities we associate with, our age and gender, our corporate culture and our individual experiences of the world. The knowledge of the potential differences should therefore be something we keep at the back of our minds, rather than something that we use to pigeonhole the individuals of an entire nation.

1. The British trainee felt that the people who want to be addressed as 'Dr' must be ...
 - a) hard-working.
 - b) conceited and self-important.
 - c) doing a medical degree.
 - d) from Germany.
2. If you are not sure how to address someone, you should ...
 - a) use the title you see on their business card.
 - b) make your decision based on cultural stereotypes about their country.
 - c) address them the way you'd like to be addressed.
 - d) ask them what they would like you to call them.
3. There might be a misunderstanding if an American smiles at a Slavic business associate because the Slavic might think that the American is ...
 - a) being fake.
 - b) challenging their authority.
 - c) trying to break the ice.
 - d) disrespectful.
4. The Japanese, South Koreans and Iranians might interpret a smiling face as being ...
 - a) friendlier.
 - b) less open.
 - c) not as intelligent.
 - d) dishonest.
5. Americans and British people sometimes use eye contact to show that they ...

- a) are really listening to what is being said.
 - b) are honest and truthful.
 - c) are attending to every need of the speaker.
 - d) like the speaker.
6. The last paragraph warns the reader not to ...
- a) engage in international business.
 - b) let national cultures shape the way we behave and think.
 - c) let miscommunication damage our business relationships.
 - d) overgeneralise using our knowledge of cultural stereotypes.

Перелік питань для самоконтролю

1. What is agenda?
2. What documents are required for the start of negotiations?
3. Are business relationships the same in all countries?
4. Where can you learn about different business styles?
5. What are the most polite ways of postponing the meeting?

UNIT 6. COMMERCIAL CORRESPONDENCE IN BUSINESS AND COMMERCE

В ході вивчення даної теми, здобувач освітнього ступеня «бакалавр» повинен оволодіти наступними поняттями та питаннями: ‘types of contracts’, ‘written contract’, ‘oral contract’, ‘invitation to treat (offer)’, ‘agreement’, ‘third parties’, ‘contractual obligations’, ‘warranties’

Питання для самостійного вивчення

1. Types of contracts: oral and written.
2. Formalities of writing contracts. Oral contracts peculiarities.
3. Invitation to treat (offer). Agreement and third parties.
4. Contractual obligations. Warranties. Representation vs warranties.
5. Enterprise user.

Рекомендовані джерела:

Основні: 1, 3-5.

Додаткові: 15, 18, 20.

Інтернет-ресурси: 25-27, 32.

Перелік індивідуальних завдань

Ex. 1. Read and translate the text

A contract can be anything from a formal written document to a simple handshake deal to do a job (where the only thing in writing is a quote on the back of

an envelope). Whatever its form, if you agree to provide a service to a hirer for money, you have entered into a contract. You're promising to do a job for the hirer and the hirer is promising to pay you for it. The agreement may be enforced in court.

Written contracts

Written contracts provide more certainty for both parties than verbal contracts. They clearly set out the details of what was agreed. Matters that can be set out in a contract include:

- materials
- timeframes
- payments
- a procedure to follow in the event of a dispute

It's much safer to have something in writing than to rely on someone's word. A written contract will give you more certainty and minimise your business risks by making the agreement clear from the outset.

Benefits of a written contract:

A written contract can:

- Provide proof of what was agreed between you and the hirer.
- Help prevent misunderstandings or disputes by making the agreement clear from the outset.
- Give you security and peace of mind by knowing you have work, for how long and what you will be paid.
- Clarify your status as an *contractor* by stating that the contract is a 'services contract' and not an 'employment contract'. This will not override a "shan contract" but a court will take the statement into account if there is any uncertainty about the nature of the relationship.
- Reduce the risk of a dispute by detailing payments, time frames and work to be performed under the contract.
- Set out how a dispute over payments or services provided will be resolved.
- Set out how the contract can be varied.
- Serve as a record of what was agreed.
- Specify how either party can end the contract before the work is completed.

Risks of not having a written contract

When a contract is not in writing, you are exposing yourself and your business to a number of risks including the risk that:

- you or the hirer misunderstood an important part of the agreement, such as how much was to be paid for the job or what work was to be carried out
- Risks of not having a written contract
- you will have a dispute with the hirer over what was agreed because you are both relying on memory
 - a court will not enforce the contract because you may not be able to prove the existence of the contract or its terms

Get advice before you sign

Before you sign a contract, it is a good idea to seek advice from your industry association, lawyer, business adviser or union.

When a written contract is essential

It's always better to have your contract in writing, no matter how small the job is. Any contract with a hirer that involves a significant risk to your business should

always be carefully considered and put in writing. This is advisable even if it means delaying the start of the work. A written contract is essential:

- when the contract price is large enough to make or break your business if you don't get paid
- where there are quality requirements, specifications or specific materials that must be used
- where there is some doubt that the hirer has enough money to pay you
- when you must have certain types of insurance for the type of work you are doing
- where the contract contains essential terms, such as a critical date for the completion of the work before payment can be made
- where you or the hirer need to keep certain information confidential
- when it is required by your insurance company for professional indemnity purposes
- where there is a legal obligation to have a written contract (eg. trade contracts for building work in Queensland)

Verbal contracts

Many contracting arrangements use verbal contracts, which only work well if there are no disputes. A handshake agreement may still be a contract and may (though often with difficulty) be enforced by a court. However, verbal contracts can lead to uncertainty about each party's rights and obligations. A dispute may arise if you have nothing in writing explaining what you both agreed to do.

Part verbal, part written contracts

Some agreements may be only partly verbal. For example, there may be supporting paperwork such as a quote or a list of specifications that also forms part of the contract. At the very least, you should write down the main points that you agreed with the hirer to avoid relying on memory. Keep any paperwork associated with the contract. The paperwork can be used later in discussions with the hirer to try to resolve a problem. If the dispute becomes serious, it may be used as evidence in court.

The most important thing is that each party clearly understands what work will be done, when it will be completed and how much will be paid for the work.

Examples of paperwork that may support a verbal contract:

- emails
- quotes with relevant details
- lists of specifications and materials
- notes about your discussion – for example, the basics of your contract written on the back of an envelope (whether signed by both of you or not)

If the contract is only partly written or the terms of the work are set out in a number of separate documents (email, quote etc.), it is to your benefit to make sure that any formal agreement you're being asked to sign refers to or incorporates those documents. At the very least, make sure the contract doesn't suggest that the formal document is the entire agreement.

Standard form contracts

A standard form contract is a pre-prepared contract where:

- most of the terms are set in advance
- little or no negotiation between the parties occurs

Often, these are printed with a few blank spaces for filling in information such as names, dates and signatures.

Standard form contracts often include a lot of legal 'fine print' and terms that you may not understand. They tend to be one-sided documents that mostly benefit the person who prepared the contract (for example, by shifting as much risk as possible to the contractor). If you don't understand the fine print or any other part of the contract, you should get advice.

If you sign the contract, you will be required to comply with the fine print, even if you didn't actually read it.

Ex. 2 Make up 15 questions to the text.

Ex. 3 Read and translate the text.

Tips for standard form contracts

Read every word before you sign

Read the fine print carefully and get advice about any terms you don't understand before you sign. Once you sign a contract you are bound by all of its terms. If there is an indemnity clause, don't sign until you understand the risks you're agreeing to if something goes wrong.

Cross out any blank spaces

Don't leave any spaces blank. If you don't need to fill in a blank space, always cross it out so the contract can't be changed after you sign it.

Negotiate

You have the right to negotiate any contract before signing, including a standard form contract. But remember that both parties must agree to any changes and record them in the contract you sign. Your union, industry association or a lawyer can help you prepare for negotiations.

Keep a copy

You should always have a copy of any contract you sign. It's best if you and the hirer sign 2 copies of the contract, so that you can both keep an original. If this isn't possible, ask for a photocopy and check that it is an exact copy. Remember to keep your copy somewhere safe for future reference.

Get advice

A lawyer, your union or industry association might be able to provide you with information about some common standard terms used in contracts in your industry. They may also be able to provide you with a standard form contract for you to use.

Period contracts

Some independent contractors and hirers use a 'period contract'. This is a contract template that sets out the terms for a business relationship where the

contractor is engaged to work from time to time. In the building and construction industry, these contracts are called 'period trade contracts'.

The contract template applies each time the hirer offers work to the contractor and the contractor accepts it. This can occur when either the:

- contractor provides a quote and receives a work order from the hirer
- parties sign an addendum (an addition to the contract) that sets out the specific work to be done or the final outcome

Once the work starts, the contract template and the work order or addendum will form the total contract for the specific work.

Check the terms each time

Period contracts can work well for both parties. They allow the flexibility to do intermittent work over an agreed period. However, you should check the terms of the agreement to do each new job. Are they the same as those set out in the original contract template? Any term or condition that is different for a particular job, may change the terms of the original contract template.

If you are unsure about anything related to a period contract, get advice before you sign or agree to new work, even if you have performed work for that hirer previously.

Ex. 4. Imagine that you are the owner of multinational corporation Coca-Cola, make up the contact with Mc Donald's corporations.

Ex. 5. Read and translate the text

Third-party agreement is a legal term that refers to a party added to a contract, between the two other parties

Contracts are usually agreements between two named parties. Third-party agreement is a legal term that refers to a party added to a contract, between the two other parties. Unlike the two main contract parties, a third-party might not be named in the document. This type of agreement can come in many forms, and the specifics of the agreement depend on the contractual situation.

When the assignment of who is responsible to carry out the contract is in question, a third-party agreement often designates the party that will take over the duties or obligations of a contract signer, should the signer be unable to fulfill the terms. This type of third-party agreement not only allows the transference of duty to fulfill the contract, it also bestows upon the third-party any rights granted to the original contract signer. In most cases, a clause is also included to indicate the circumstances that would cause the original signer's responsibilities and rights to transfer to the third-party.

Sometimes, a third-party agreement is created to indicate that the performance of the contract will result in a benefit to a person that did not sign the contract. Benefits to third parties are usually expected, and left out of contracts, unless one of the signers wants to designate a specific benefit to a specific third-party. To be able to

enforce the contract, a third-party must be able to prove that the contract was drawn for her benefit. Otherwise, the benefit is considered incidental and the contract is only enforceable by the original signers.

Banks are common third parties because many contracts involve payment and banks hold the funds for payment, which includes the bank as an unnamed third-party agreement. The name of the contract signers' bank and method of payment are usually withheld from the contract because banks have a duty to pay when the institution receives a properly drawn check and the person's account has sufficient funds to cover it. Insufficient funds or improperly drawn checks are the responsibility of the signer, not the third-party bank, however.

Third-party agreements are a major part of securities law. In business, the term 'securities' refers to stocks, bonds, and similar forms of investment. Under security law, usually only third-party non-clients sue the security-issuing business. This is because the people who buy and hold the securities are actually third-party beneficiaries in contractual agreements between the stock-issuing business and the investment banker facilitating the sale of the stock.

Best practice rule. Do not replace *third party* by “third Person” and do not elaborate on it. If you have a third party in mind, either insert its name in the agreement (and don't forget to include its affiliates) or mention it for the record in a cover mail with your draft agreement.

Ex. 6. Make up 15 questions to the text.

Теми індивідуальних творчих завдань-презентацій:

1. Lump Sum or Fixed Price Contract Type
2. Cost Plus Contracts
3. Time and Material Contracts When Scope is Not Clear
4. Unit Pricing Contracts
5. Bilateral Contract
6. Unilateral Contract
7. Implied Contracts
8. Express Contracts
9. Simple Contract
10. Contract Under Seal
11. Unconscionable Contracts
12. Adhesion Contracts
13. Aleatory Contracts

Перелік питань для самоконтролю

1. What types of contracts do you know?
2. Oral contract peculiarities.
3. Written contract peculiarities.
4. What is agreement and third party?
5. Count up contractual obligations.
6. What is Bilateral Contract?

7. What is Unilateral Contract?
8. What is Implied Contract?
9. What is Express Contract?

UNIT 7. NEGOTIATIONS

В ході вивчення даної теми, здобувач освітнього ступеня «бакалавр» повинен оволодіти наступними поняттями та питаннями: Distributive and integrative negotiation. Negotiation strategies. Negotiation tactics. Negotiation style. Types of negotiators. Team negotiations. Non-verbal communication in negotiations. Obstacles and barriers in negotiations.

Питання для самостійного вивчення

1. Distributive and integrative negotiation.
2. Negotiation strategies. Negotiation tactics. Negotiation style.
3. Types of negotiators. Team negotiations.
4. Non-verbal communication in negotiations.
5. Obstacles and barriers in negotiations.

Рекомендовані джерела:

Основні: 3, 5, 6.

Додаткові: 17, 19, 21.

Інтернет-ресурси: 28, 30.

Перелік індивідуальних завдань

Ex. 1. Read and translate the text.

Negotiation is a process where two or more parties with different needs and goals discuss an issue to find a mutually acceptable solution. In business, negotiation skills are important in both informal day-to-day interactions and formal transactions such as negotiating conditions of sale, lease, service delivery, and other legal contracts.

Good negotiations contribute significantly to business success, as they:

- help you build better relationships;
- deliver lasting, quality solutions – rather than poor short-term solutions that do not satisfy the needs of either party;
- help you avoid future problems and conflicts.

While negotiating, you should aim to create a courteous and constructive interaction that is a win-win for both parties. Ideally a successful negotiation is where you can make concessions that mean little to you, while giving something to the other party that means a lot to them.

A good negotiation leaves each party satisfied and ready to do business with each other again.

Strong negotiators master written, verbal and non-verbal communication. They adopt a conscious, assertive approach to their communication. Good negotiators are flexible, creative, aware of themselves and others, good planners, honest, win-win oriented, and good communicators.

[Online resource: <https://www.business.qld.gov.au/running-business/marketing-sales/managing-relationships/negotiating>]

Ex. 2. Answer the following questions.

1. What is negotiation?
2. Why are negotiation skills important in business?
3. How do good negotiations contribute to business success?
4. What are the skills of good negotiators?
5. A good negotiation leaves each party satisfied and ready to do business with each other again, doesn't it?

Ex. 3. Make up the dialogue using the following words and expressions.

Business negotiations, bilateral negotiations, course of negotiations, to negotiate, negotiation strategy, negotiation tactics, negotiation style, negotiators, non-verbal communication, barriers in negotiations, direct negotiations, to foster negotiations, to stop negotiations.

Ex. 4. Match the columns. Make up 5 sentences using the following word combinations.

1. to accept negotiations with smb.	a. бути предметом переговорів
2. to activate the process of negotiations	b. намагатися щось вирішити шляхом переговорів
3. to be under negotiations	c. зривати переговори
4. to be party to negotiations	d. відмовлятися від переговорів з кимось
5. to be locked in intense negotiations with smb.	e. вести тривалі і напружені переговори з кимось
6. to block the start of negotiations	f. розпочинати переговори
7. to break down the negotiations	g. переривати/призупиняти переговори
8. to break off negotiations	h. відмінити переговори
9. to call off negotiations	i. вести переговори
10. to carry on negotiations	j. активізувати процес/хід переговорів
11. to complete negotiations	k. призначати дату переговорів
12. to start negotiations	l. перешкоджати початку переговорів
13. to seek a solution by negotiations	m. погоджуватися на переговори з кимось
14. to reject negotiations with smb	n. завершувати переговори
15. to set a date for negotiations	o. брати участь у переговорах

Ex. 5. Read and translate the text.

NEGOTIATION STRATEGIES

Understanding the other party's interests and tactics is integral to good negotiating. Choosing a strategy that best responds to their interests and tactics will help you achieve the best outcome.

Some of the strategies for negotiation include:

- **problem solving** — both parties committing to examining and discussing issues closely when entering into long-term agreements that warrant careful scrutiny
- **contending** — persuading your negotiating party to concede to your outcome if you're bargaining in one-off negotiations or over major 'wins'
- **yielding** — conceding a point that is not vital to you but is important to the other party; valuable in ongoing negotiations
- **compromising** — both parties forgoing their ideal outcomes, settling for an outcome that is moderately satisfactory to each participant
- **inaction** — buying time to think about the proposal, gather more information or decide your next tactics.

Your chosen strategy will depend on who you are negotiating with and the type of relationship you have with them. For example, what level of cooperation and common interest exists between you, and how will each party behave during the negotiation? It will also depend on what you are negotiating, and the time frame and setting you are negotiating in.

As well as choosing a strategy, you may wish to consider your approach to the issue being negotiated. There are **3 key approaches to negotiations**: hard, soft and principled negotiation. Many experts consider the third option — principled negotiation — to be best practice:

- The *hard approach* involves contending by using extremely competitive bargaining.
- The *soft approach* involves yielding, where one party tries hard to meet the interests of the other party and forgoes their own interests.
- Principled negotiation focuses on achieving a lasting, win-win outcome by separating the people from the problem, focusing on interests not positions, generating a variety of options before settling on an agreement, basing the agreement on objective criteria.

Good negotiations contribute to business success, as they help you build better relationships, deliver lasting, quality solutions rather than poor short-term solutions that do not satisfy the needs of either party, help avoid future problems and conflicts.

Ex. 6. Make up 7 questions to the text given above.

Ex. 7. Match the terms with the definitions and translate them.

1. Negotiation	a. is the result of past experiences and the repetition of a methodology or technique that worked well in the past.
2. Negotiating style	b. are qualities that allow two or more parties to reach a

	compromise.
3. Negotiation style	c. sees conflict as a battle in which the person who takes the most extreme position and holds out fares better.
4. Integrative bargaining (also called “win-win” negotiation)	d. is a dialogue between two or more people or parties intended to reach a beneficial outcome over one or more issues where a conflict exists.
5. A soft negotiator	e. enables both parties in a discussion to feel that they have made a satisfactory deal, and that neither is the “loser”, focuses on developing mutually beneficial agreements.
6. A hard negotiator	f. is a personal philosophy of how he/she goes about doing business.
7. Negotiation skills	g. wants to keep peace and readily makes concessions to avoid or resolve conflicts.

Ex. 8. Make up 5 questions to each sentence given below.

1. A negotiation is a strategic discussion that resolves an issue in a way that both parties find acceptable.

2. In a negotiation, each party tries to persuade the other to agree with his or her point of view.

3. By negotiating, all involved parties try to avoid arguing but agree to reach some form of compromise.

Ex. 9. Write the statements (a) in the negative, (b) as questions, and (c) in the past.

Example. We can take notes. – a. *We can't take notes.* b. *Can we take notes?*
c. *We could take notes.*

1. Win-win negotiation can enable both parties in a discussion to feel that they have made a satisfactory deal, and that neither is the “loser”.

2. You should be able to clearly explain company policies to customers and clients and answer their questions about your products or services.

3. Effective communication must be a vital tool for any business owner.

4. You have to communicate effectively in negotiations to ensure goal achievement.

5. Effective communication may help to foster a good working relationship between you and your staff, which can in turn improve morale and efficiency.

Ex. 10. Complete the sentences with a modal verb from the box and a suitable infinitive form. More than one answer may be possible.

can't will might should must could won't may shouldn't
--

Example. You *can't be feeling* tired already. You had a 2-week holiday.

1. A: Why is Julia working so hard?
B: It's the end of the school year. She _____ for her exams.
2. I'm not sure what to do after university. I _____ travelling for a year or look for a job.
3. A: Whose is this laptop? – B: It _____ Max's.
4. Look! The light in his office is still on. He _____ late.
5. A: Why aren't they answering the phone?
B: I don't know. They _____ dinner.
6. The meeting is about to finish, so the manager _____ you soon.

Перелік питань для самоконтролю

1. Define the term “negotiations”?
2. What are negotiation strategies?
3. What is negotiation tactics?
4. How should negotiation style be chosen?
5. What types of negotiators are there?
6. When is non-verbal communication used in negotiations?
7. What obstacles and barriers are there in negotiations?

UNIT 8. MODERN MEANS OF BUSINESS COMMUNICATION

В ході вивчення даної теми, здобувач освітнього ступеня «бакалавр» повинен оволодіти наступними поняттями та питаннями: Role of Information Systems and Technologies in Business Communication. Business etiquette. Electronic communication in business. Telephoning. Fax and e-mail. Websites. The Internet. Wikipedia and other Internet resources.

Питання для самостійного вивчення

1. Role of Technologies in Business Communication.
2. Business etiquette.
3. Electronic communication in business.
4. The Internet.
5. Wikipedia and other Internet resources.

Рекомендовані джерела:

Основні: 2, 3, 6.

Додаткові: 8, 20.

Інтернет-ресурси: 25, 29.

Перелік індивідуальних завдань

Ex. 1. Read and translate the text.

People use their smartphones on the go – while waiting for a friend, while on the train, at the dentist's office – just about anywhere. This is a stark contrast from the days where you had a reliable Internet connection at work, and perhaps a painfully slow dial up modem at home that you preferred not to use.

Today, a large portion of users have 3G and 4G Internet connectivity on their smartphones, 24×7. This constant connectivity opened up new business models and ways of interaction. The study found that speed and convenience were the primary reasons for mobile searches undertaken at home or work, as compared to going to a computer and logging in.

Pay special attention to the user experience of your mobile website or app. Make sure it's SEO friendly and viewers can quickly and easily find what they're looking for.

According to data from Priceline, 70% of their mobile hotel bookings are made the same-day or day-before arrival. Mobile travelers book most often after 5 pm and 43% of Priceline's Tonight-Only Deal users make their reservation while driving. That means their mobile bookings are mostly last minute searches, as people get closer to their destination. This matches Google & Nielson's findings that the majority of mobile searches occur in the afternoons and evenings – a massive 40% of mobile searches are between 6pm to midnight.

This would indicate that users spend more time on their mobile devices after work – for socializing, shopping, entertainment and other non-work tasks. The time suggests that this mobile access is likely to be under low light conditions.

[Online resource: <https://www.sitepoint.com/understanding-mobile-user/>]

Ex. 2. Decide if the following statements are true or false.

1. Nowadays, Internet access is possible only through desktop computers.
2. Today, most users access the Internet from multiple devices – office desktops, home laptops, smartphones and/or tablets.
3. People use their smartphones on the go.
4. Today, all users have 5G Internet connectivity on their smartphones.
5. There were times when people had a painfully slow dial up modem at home.
6. Users do not spend time on their mobile devices after work, e.g. for socializing, shopping, entertainment and other non-work tasks
7. The majority of mobile searches occur in the afternoons and evenings – a massive 40% of mobile searches are between 6pm to midnight.

Ex. 3. Make 5 questions to each of the following sentences.

1. Email, instant messaging, websites, blogs, text messaging, voicemail and video messaging are a few examples of electronic communication.
2. Electronic communication saves time and money, e.g. SMS is cheaper than the traditional letter, and electronic communication allows the instant exchange of feedback.

Ex. 4. Match the terms with definitions.

1. Printer	a. a piece of equipment which allows access to other computers or networks, for example the Internet
2. Server	b. a device used for observing, checking, or keeping a continuous record of something
3. Router	c. a machine for printing text or pictures, especially one linked to a computer
4. Monitor	d. a part of a computer network which does a particular task, for example storing or processing information, for all or part of the network.

Ex. 5. Make 5 questions to each of the following sentences

a) Today, most users access the Internet from multiple devices – office desktops, home laptops, smartphones and/or tablets.

b) In the retail space, customers' buying decisions are heavily influenced by their mobile searches and other mobile experiences.

Ex. 6. Insert the correct word given below into the gaps. Translate the text into Ukrainian.

browsing retailers users online smartphone desktop access app

Mobile internet 1) is usually in short bursts of 'in between time' – while watching TV, while waiting in queue, while waiting for food, or on the bus. That means attention spans are short, way shorter than in the 2) world.

Going with a responsive design may not be the best solution. The design needs to leverage other techniques and usage modes to increase engagement for mobile 3)

Make an extra effort for your mobile users. Understanding their 4) and search patterns, even while away from your website, can provide key insights into serving them better. Find a way to work those into your mobile web design or 5)

Instant access to the Internet has given rise to 'Showrooming', where shoppers visit retail stores to see and feel the product, but then buy 6) via desktop or mobile. While checking out a product at a physical store, customers can compare prices with other outlets and online 7) via their phone. Google has a detailed study on how in-store shoppers are using mobile devices. They found 80% of 8) ... users use their phones for shopping research, and of that, 80% do this research in-store. Understand that in the retail space, customers' buying decisions are influenced by their mobile searches and other mobile experiences, even while in-store.

Ex. 7. Match the term with the definitions.

1. Flash memory	a. a piece of computer equipment on which information can be stored
2. Cloud storage	b. a kind of memory that retains data in the absence of a power supply

3. Storage device	c. a small, flat flash drive used especially in digital cameras and mobile phones
4. Memory card	d. the practice of using a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server or a personal computer

Ex. 8. Report the questions and statements.

Example. ‘Have you a new computer?’ they asked.

They asked me *if I had a new computer.*

1. ‘Will you be able to make this report?’ he asked.

He asked _____ .

2. ‘What do you think of our new assistant?’ she asked them.

She asked them _____ .

3. ‘We must leave early tomorrow,’ they told us.

They told us _____ .

4. ‘I’ve been travelling a lot for my work,’ she said.

She said _____ .

5. ‘We didn’t sign an agreement,’ they said.

They said _____ .

Перелік питань для самоконтролю

1. What is the role of information systems and technologies in business communication?
2. Speak about business etiquette.
3. What does electronic communication in business involve?
4. What is the role of Internet for business communication?
5. What is the role of Wikipedia and other Internet resources?

UNIT 9. SOCIAL MEDIA AND NETWORKING

В ході вивчення даної теми, здобувач освітнього ступеня «бакалавр» повинен оволодіти наступними поняттями та питаннями: Social media and networking: general notions. Netiquette. Skype. Facebook. My Space. YouTube. Twitter. Instagram. Media mechanisms for growing the customer base. Sponsorships and direct advertising. Brand ubiquity as a means of communication.

Питання для самостійного вивчення

1. Social media and networking: general notions.
2. Skype. Facebook. My Space.
3. YouTube. Twitter. Instagram.
4. Media mechanisms for growing the customer base.

Рекомендовані джерела:

Основні: 4, 6.

Додаткові: 12, 13, 19, 21.

Інтернет-ресурси: 26, 27.

Перелік індивідуальних завдань

Ex. 1. Read and translate the text.

THE INTERNET AND THE WORLD WIDE WEB

Many people use the terms Internet and World Wide Web (aka. the Web) interchangeably, but in fact the two terms are not synonymous. The Internet and the Web are two separate but related things.

The Internet is a networking infrastructure. It connects millions of computers together globally, forming a network in which any computer can communicate with any other computer as long as they are both connected to the internet. Information that travels over the internet does so via a variety of languages known as protocols.

The World Wide Web, or simply web, is a way of accessing information over the medium of the internet. It is an information-sharing model that is built on top of the internet. The web uses the HTTP protocol, only one of the languages spoken over the internet, to transmit data. Web services, which use HTTP to allow applications to communicate in order to exchange business logic, use the web to share information. The web also utilizes browsers, such as Internet Explorer or Firefox, to access Web documents called webpages that are linked to each other via hyperlinks. Web documents also contain graphics, sounds, text and video.

[Online resource: <https://www.webopedia.com/insights/web-vs-internet/>]

Ex. 2. Make up 5 questions to the text.

Ex. 3. Divide the following statements into two columns to characterize the Internet and the Web.

The Internet:	The Web:

1. Applications called web browsers make it easy to access it.
2. It is connecting millions of computers.
3. It is decentralized.
4. You can jump from one document to another simply by clicking on hot spots (hyperlinks).
5. There are a variety of ways to access it.
6. There are more than 1,275,000,000 websites.
7. There are more than 3.5 billion users of it in the world.

Ex. 4. Match parts of the sentences and translate them into Ukrainian.

1.Learning how to search for specific subjects	a. you may need to find your IP address, verify you're connected to the network and attempt to reconnect
2.Lots of questions can be answered quickly	b.can help enhance your knowledge of well, everything.
3.Depending on your role, supervisors and team members	c. you can diagnose and fix simple computer issues on your own.
4.If your computer is showing network or connection errors,	d.by entering them in a search engine.
5.With basic computer literacy skills,	e. may expect you to type memos, build reports, track data or give presentations.

Ex. 5. Make up 5 questions to each sentence given below.

1. Computers have revolutionized the way of study while making education quicker and more effective.
2. Computers make our life comfortable in searching up-to-date information.

Ex. 6. Choose the right variant.

1. Some believe that the open source era is coming to _____. =
Some believe that the open source era is about to end.
an end
an ending
a finish
2. Her programming skills are top-_____. = She has great programming skills.
heavy
notch
hat
3. We've witnessed some _____ technological progress. =
We've witnessed some incredible technological progress.
reproachable
ravishing
remarkable
4. This software is full of _____. = This software is faulty; it has defects.
bugs
insects
headaches
5. I've programmed many sites.= I've _____ many sites.

codified
give code to
coded

6. It seems there has been a bit of a _____. = We didn't properly communicate our needs to each other.

misinformation
miscommunication
mist

7. Their website really _____. = Their website became really successful.

took off
took out
took away

8. It's a _____ problem. = It's a problem that happens over and over.

reticent
recurrent
stagnant

9. You can use this widget on more than one website. = You can use this widget on _____ websites.

multi-level
multiple
multiplied

10. This solution is alright, but it's not the best (one). = This solution is adequate, but it's not _____.

optical
optimistic
optimal

11. To make your website "live" = To _____ your website

deploy
depict
deepen

12. This part of the software is not working. = This software _____ is not working.

component
area
zone

13. I've developed a program that will solve this problem. =
I've _____ a program that will this problem.

- done
- conjured
- created

14. Some of the features are not there. = Some of the features are _____.

- away
- missing
- disappeared

15. You can build an entire website using style sheets.= You can build an
entire website _____ style sheets.

- by way of
- by the way
- by means of

16. Let me try. = Let me _____ it a try.

- give
- take
- get

17. An elaborate navigation bar = A _____ navigation bar

- fancy
- funny
- fantastic

18. He's well-_____ in many modern web design techniques. =
He's proficient in many modern web design techniques.

- versatile
- vested
- versed

19. Web design techniques = Web design _____

- ways
- methods
- attempts

20. We have to move some of these elements around. = We have to
_____ some of these elements.

- repossess
- reposition
- review

21. He's a tech _____. = He's an expert on technology.

pundit
panda
bandit

22. We're closing that site down. = We're _____ that site down.
shifting
shutting
shafting

23. Thomas has thought of some great ideas for the site. = Thomas has
_____ with some great ideas for the site.

come down
come around
come up

24. To pull the _____ on something . = To close something down.
plug
cord
rope

25. Our company is nearly _____ to a downturn (in the economy). = Our company is unlikely to be affected by any possible downturn (in the economy).

mute
atune
immune

26. We're trying to _____ out a niche for our website. = We're trying to find customers who will be interested in our website.

cut
carve
slice

27. These devices must be able to work in _____ with one another. = These devices must be able to work perfectly together.

sync
sing
sink

28. I need to _____ accounts for each of the students. = I need to create accounts for each of the students.

sit up
set up
set off

29. The number of personal devices is _____ to multiply. = The number of personal devices will most likely increase (greatly).

- found
- bound
- wound

30. He was playing around with the settings. = He was _____ around with the settings.

- finding
- fading
- fiddling

41. This is the _____ mobile device that uses LTE (Long Term Evolution) technology.

- first in the world
- first world
- world's first

42. You have to _____ (= attach it) to a desktop or laptop.

- hook it
- hook it up
- hang it

43. Very thin speakers = _____ speakers

- Ultra-skinny
- Ultra-thin
- Ultra-skin

44. This laptop can _____ (= function on) battery power for about 2.5 hours.

- run off
- turn on
- use

45. The new technology really _____ (= improves) the performance of the bass frequencies of these speakers.

- enthralls
- entails
- enhances

46. You can't _____ the price. = The price is very good (You won't be able to find a better deal).

- beat
- lower
- guess

47. "Mobile _____" refers to high-speed internet access on mobile devices.
broadband
interface
4G

48. HDTV broadcasts are often described as "_____ clear". (= absolutely clear; perfect)
water
mirror
crystal

49. This system will provide you with _____ (= professional level) digital video surveillance for an affordable price.
good to the last drop
professional grade
expert

50. This video surveillance system only takes about 30 minutes to _____. (= prepare, assemble)
set up
set aside
dead set

Ex. 7. Read and translate the text.

WHAT IS A NETWORK?

When you buy a new computer, the first thing you'll probably try to do is connect to the Internet. To do this, you establish a connection to your router, which receives the data from the Internet and then forwards it to the computer.

Of course that's not all: Next, you could also connect your printer, smartphone or TV to the router so that these devices are also connected to the Internet. Now you have connected different devices to each other via a central access point and created your own network.

In information technology, a network is defined as the connection of at least two computer systems, either by a cable or a wireless connection. The simplest network is a combination of two computers connected by a cable. This type of network is called a peer-to-peer network. There is no hierarchy in this network; both participants have equal privileges. Each computer has access to the data of the other device and can share resources such as disk space, applications or peripheral devices (printers, etc.).

Today's networks tend to be a bit more complex and don't just consist of two computers. Systems with more than ten participants usually use client-server networks. In these networks, a central computer (server) provides resources to the other participants in the network (clients).

So, a network is a group of two or more computers or other electronic devices that are interconnected for the purpose of exchanging data and sharing resources.

Network Example: Your Home Wi-Fi

The Wireless LAN (Wireless Local Area Network, i.e. the Wi-Fi network) in your home is a good example of a small client-server network. The various devices in your home are wirelessly connected to the router, which acts as a central node (server) for the household. The router itself is connected to a much larger network: the Internet.

Since the devices are connected to the router as clients, they are part of the network and can use the same resource as the server, namely the Internet. The devices can also communicate with each other without having to establish a direct connection to each device. For example, you can send a print job to a Wi-Fi-enabled printer without first connecting the printer to the computer using a cable.

Before the advent of modern networks, communication between different computers and devices was very complicated. Computers were connected using a LAN cable. Mechanical switches were used so that peripheral devices could also be shared.

[Online resource: <https://www.ionos.com/digitalguide/server/know-how/what-is-a-network/>]

Ex. 8. Decide if the following statements are true or false.

1. When you buy a new computer, the first thing you'll probably try to do is connect to a router.
2. When you establish a connection to your router, it receives the data from the Internet and then forwards it to the computer.
3. It is impossible to connect your printer, smartphone or TV to the router.
4. When you connect different devices to each other via a central access point, you create your own network.
5. Today's networks are as simple as they were long time ago.
6. Modern networks don't just consist of two computers.
7. In a peer-to-peer network there is no hierarchy and both participants have equal privileges.

Ex. 9. Complete the following sentences.

1. In information technology, a network is defined as
2. The simplest network is a combination of
3. Systems with more than ten participants usually use
4. The Wireless LAN in your home is a good example of
5. If you need an extremely stable connection you should

Ex. 10. Make up the dialogue using the following words and expressions.

Modern technology, social media, network, available online resources, free or paid e-books flexible, easy to access, to gain knowledge and information.

Ex. 11. Match the terms with definitions.

1. Software	a. machines themselves as opposed to the programs which tell the machines what to do
2. Hardware	b. a part or element of a larger whole, especially a part of a machine or vehicle
3. Connectivity	c. a series of coded software instructions to control the operation of a computer or other machine
4. Component	d. the programs and other operating information used by a computer
5. Program	e. is the ability of a computing device to connect to other computers or to the Internet

Перелік питань для самоконтролю

1. What is networking? What social media do you use?
2. What the benefits of using social media in business activities?
3. What are the media mechanisms for growing the customer base?
4. Speak about sponsorships and direct advertising.

UNIT 10. BUSINESS DISCOURSE

В ході вивчення даної теми, здобувач освітнього ступеня «бакалавр» повинен оволодіти наступними поняттями та питаннями: Business written discourse: general notions. Business articles: lexical and grammatical peculiarities. Business articles: style, register. Rendering business articles. Writing an annotation.

Питання для самостійного вивчення

1. Business written discourse: general notions.
2. Business articles: lexical and grammatical peculiarities.
3. Business articles: style, register.
4. Writing an annotation.

Рекомендовані джерела:

Основні: 2, 3, 5.

Додаткові: 17, 20, 21.

Інтернет-ресурси: 26, 28, 34.

Перелік індивідуальних завдань

1. Read and translate the text.

The recent accelerated info-technological development of society causes a greater interdisciplinary interaction of separate fields of knowledge and stimulates a new perspective of “cross-border disciplines” appearing in these zones of contact of sciences. Business is no less important a sphere of human activity – it concerns

almost everyone. And the sublanguages of business and business communication have their specific properties that require linguistic examination. Many researchers have noticed that business text possesses specific characteristics distinguishing it from other kinds of text (scientific, publicist, fictional, etc.). Business discourse reveals its own communicative, pragmatic, lexical, syntactic, textual, composite, visual-graphic, normative, genre-stylistic and other features.

Business discourse can be defined as the verbalization of business mentality, realized in the form of an open multitude of thematically correlated texts on a wide range of business issues, considered in combination with their extra-linguistic contexts. The concept of business discourse is wide and encompasses some “thematic subspecies”, for example “economic discourse”, “corporate discourse”, “discourse of negotiations”, etc. We offer the following functional sub-classification of business discourse types (it is important to note that the sub-types are often transitional and mutually overlapping with other discursive fields):

- Training and academic business discourse (in textbooks, manuals, research of various aspects of business, economics, management and entrepreneurship, as well as in lectures, case studies, training, business consulting and coaching) – it performs an educational function;

- Ritual-public business discourse (e.g., meetings, reports and speeches of corporate executives to the shareholders and staff, presentations, discourses of PR and advertising, etc.) – it performs an argumentative-influencing function;

- Document business discourse (internal and external business correspondence, corporate documents, regulations and charters of companies and organizations, articles of incorporation, etc. – mainly, written discourse) – it performs a regulative function;

- The discourse of business media – it performs an informative-polemic function;

- The discourse of professional business communication (in negotiations, communication with clients, colleagues, including production/ manufacturing and technical discourses, as well as business slang and argot, for example, a specific sublanguage of exchange traders – mainly, oral discourse) – it performs an instrumental-persuasive function.

[Online resource: <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.842.4719&rep=rep1&type=pdf>]

2. Make up 7 questions to text given above.

3. Insert the correct word given below into the gaps. Translate the text.

involvement discourses spoken oral division messengers reality web-discourse classifications accompanied

It is important to note that the traditional 20th-century 1) into oral and written discourses is becoming obsolete. Indeed, one of the most obvious criteria for discourse 2)..... is the communicative channel used. According to the type of channel there were traditionally distinguished (and often opposed) oral and written 3)..... But with the development of information and communication technologies such a binary opposition of oral and written forms of discourse does not seem so obvious any longer.

A question arises – whether communicating via instant 4)....., e-mailing, chats and forums should be considered as a technically-mediated form of oral discourse (lacking such important non-verbal and para-verbal characteristics of a conversation as facial expressions, voice tone and volume, gestures, etc.).

And what if such communication on the internet is 5)... by an exchange of images of the interlocutors, instantly made by web- or photo-cameras and immediately sent by the computer, smartphone or any other type of communicators?

Clearly it is time to accept the emergence of a new type of discourse – 6).... (or internet discourse) that combines elements of both 7)..... and written discourses. Communication on the net requires a time contact (synchronization of information generating and perception) and provides a deep 8).... in the situation with instant responding, typical of 9).... talk, although the “talk” is made in written (or quasi-written) form. Thus, a web business discourse is the 10) of the 21st century, and we can anticipate it to be growing.

4. Match the synonyms. Use them in the sentences of your own.

to access	to evolve
characteristics	to communicate
to develop	features
to provide	to enter
to interact	to ensure

5. Complete the sentences with the Present Participle (-ing) or Past Participle (-ed) of the verb in brackets.

Example. I'm not keen on golf. When I played it, I was really *bored*. (bore)

- The book was so ____ I couldn't put it down. (excite)
- If you're under pressure at work, you should try meditation. I find it very ____.
(relax)
- I thought the interview went well, so I was very ____ not to get the job.
(disappoint)
- I wasn't looking forward to studying economics, but in the end I thought it was ____ . (fascinate)
- The most ____ thing about my job is the lack of independence. (frustrate)

6. Complete the sentences with the correct form of the verb in brackets.

1. We're planning _____ (expand) the company over the next two years.
2. It took me a while to get used to _____ (live) alone.
3. Tim denied _____ (break) the computer.
4. We regret _____ (tell) you your application has been unsuccessful.
5. The long-term unemployed often find it difficult _____ (find) a job.
6. I'm so sorry. I didn't mean _____ (forget) your documents.

7. Rewrite the sentences using *having* + *Past Participle*.

Example. I finished my work, then I sat down and relaxed.

Having finished my work, I sat down and relaxed.

1. He typed the letters, then he put them all in envelopes.
2. I did all the work, then I went out for a meal.
3. She came to the office, then she checked new messages.
4. She finished the report, then she began to look it through once again.
5. They studied all the details, then they signed the contract.

8. Choose the right form of the verb.

1. A mortgage loan *given/giving* by a bank is a very common type of debt instrument. 2. Show me the *signing/signed* contract once again. 3. Name some countries *visiting/visited* by you last year. 4. It was not easy to find the *loosing/lost* telephone number. 5. I shall show you a report *made/making* by John. 6. *Going/Gone* along the street, I met my colleague. 7. 'How do you like our new office?' he asked *turning/turned* towards me.

Перелік питань для самоконтролю

1. What are the general notions of business written discourse?
2. What are the lexical peculiarities of business articles?
3. What are the grammatical peculiarities of business articles?
4. What are the requirements for writing an annotation?
5. What is the typical style of business articles?

4. ПЕРЕЛІК ФОРМ КОНТРОЛЮ ТА ОЦІНКА ЇХ У БАЛАХ (КРИТЕРІЇ ОЦІНЮВАННЯ САМОСТІЙНОЇ РОБОТИ)

Оцінювання знань здобувачів вищої освіти з освітнього компоненту «Іноземна мова спеціальності» здійснюється на основі поточного та підсумкового контролю знань. Об'єктом оцінювання знань здобувачів освіти є програмний матеріал освітнього компоненту різного характеру та рівня складності.

Поточна навчальна робота включає: відповідь на практичних заняттях участь у дискусії, тестування, письмові завдання, доповідь, презентацію, роботу в малих групах, індивідуальні завдання. Самостійна робота оцінюється у формах: тестування, письмових завдань, доповідей та презентацій. Поточне оцінювання результатів навчальної діяльності здобувачів освіти враховує підготовки їх до занять та активність під час їх проведення.

За 10 практичних занять разом із самостійною роботою здобувач може отримати 5 балів (10 занять*5 балів) = 50 балів.

За 10 практичних занять разом із самостійною роботою здобувач може отримати 4 бали (10 занять*4 бали) = 40 балів.

Усього за 20 практичних разом із самостійною роботою здобувач може отримати 90 балів. Індивідуальні завдання (участь у наукових заходах / творчий проєкт) оцінюються у 10 балів.

На практичному занятті оцінюються:

- рівень розвитку у студентів мовленнєвих навичок (усне діалогічне й монологічне мовлення; читання; письмо); мовленнєва поведінка під час роботи над темами;
- володіння структурою мови (граматична компетенція в межах окреслених тем з граматики);
- рівень засвоєння й використання активного вокабуляру; орфографічна та орфоепічна компетенція в межах тематичних вокабулярів.
- навички функціонального читання, розуміння автентичних професійно-спрямованих текстів з підручників, газет, журналів та Інтернет-джерел;
- реферативні навички, здатність розуміти ідею, сутність, деталі відповідних фахових текстів та розпізнавати інформацію в ході обговорень, дебатів, бесід із загальних питань професійного напрямку; рівень володіння відповідним фактичним матеріалом;
- виступи з підготовленими індивідуальними презентаціями щодо широкого кола професійних тем.

Перелік умовних позначень форм контролю та оцінка їх у балах:

В – відповідь на практичних заняттях – 1 бал.

УД – участь у дискусії – 2 бали.

Т – тестування – 1 бал.

ПЗ – письмові завдання – 2 бали.

Д – доповідь – 2 бали.

П – презентація – 2 бали.

РМГ – робота в малих групах – 2 бали.

ІЗ – індивідуальні завдання – 10 балів (участь у наукових заходах / творчий проєкт).

Загальна сума за поточну навчальну роботу (аудиторну та самостійну) за семестр – 100 балів.

До екзамену допускаються всі здобувачі, які набрали за результатами поточної роботи протягом семестру 60 балів.

Результат підсумкового контролю (екзамен) з освітнього компоненту для здобувачів очної форми навчання визначається як середньоарифметична сума балів поточної роботи та екзамену.

Кращим здобувачам, які повністю виконали програму з освітнього компоненту, виявили активність в науково-дослідній роботі за відповідною тематикою, стали призерами студентських олімпіад, виступали на конференціях та за результатами поточної роботи набрали 90 і більше балів, науково-педагогічний працівник має право виставити результат екзамену без опитування (при усному екзамені) чи виконання екзаменаційного завдання (при письмовому екзамені).

5. РЕКОМЕНДОВАНІ ДЖЕРЕЛА

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