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Тольяттинский государственный университет

**ПРОФЕССИОНАЛЬНЫЙ
АНГЛИЙСКИЙ ЯЗЫК.
СТРАТЕГИИ ЭФФЕКТИВНОЙ
КОММУНИКАЦИИ
В МЕЖДУНАРОДНОМ
БИЗНЕС-ПРОСТРАНСТВЕ**

Электронное
учебно-методическое пособие

В 2 частях

Часть 1

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Целью учебно-методического пособия является формирование и совершенствование иноязычной коммуникативной компетенции в сфере профессионального делового общения.

Предназначено для студентов всех ступеней высшего образования, изучающих деловой английский язык в рамках профессиональной подготовки по различным направлениям, а также для всех совершенствующих английский язык в сфере делового общения.

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**ПРОФЕССИОНАЛЬНЫЙ АНГЛИЙСКИЙ ЯЗЫК.
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В МЕЖДУНАРОДНОМ БИЗНЕС-ПРОСТРАНСТВЕ**

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ВВЕДЕНИЕ

Данное пособие предназначено для проведения учебных занятий со студентами 2–3 курса бакалавриата, обучающимися в очной форме по лингвистическим направлениям подготовки, продолжающими изучать английский язык с целью выстраивания эффективной иноязычной коммуникации в профессиональном бизнес-сообществе. Пособие представляет собой первую часть курса «Профессиональный английский язык 1», «Профессиональный английский язык 2», состоящего из двух частей. Пособие направлено на формирование навыков устной и письменной англоязычной коммуникации в рамках аудиторных занятий.

Методическая организация данного пособия предполагает использование в учебном процессе современных цифровых технологий и платформ; предполагаемый формат учебной деятельности – перевёрнутый класс (flipped class) с применением методологии контентного интегрированного обучения (Content and Language Integrated Learning, CLIL).

В качестве учебного материала в пособии использованы авторские англоязычные тексты делового характера, затронуты современные, актуальные в профессиональной среде темы: «Деловая коммуникация», «Этикет в международном бизнес-пространстве», «Наука, инновации и бизнес» и др. Структура пособия соответствует требованиям ФГОС и способствует формированию готовности выпускника вуза к иноязычной коммуникации в устной и письменной формах для решения задач межличностного и межкультурного взаимодействия в профессиональной среде.

Задачи курса:

- 1) развитие навыков использования грамматических конструкций, фразеологических единиц и тематической лексики по тематике курса в определенной ситуации общения, отвечающей профессиональным целям собеседников;
- 2) формирование навыков устной и письменной коммуникации для достижения цели, возникающей в ситуациях делового общения при осуществлении профессиональной деятельности;

- 3) развитие умения поиска значимой информации при чтении аутентичного текста профессионально-ориентированного характера, отражающего ситуации профессиональной деятельности;
- 4) развитие умения вычленения релевантной информации при прослушивании устных монологических и диалогических текстов аутентичного характера, содержание которых имеет профессиональную направленность;
- 5) совершенствование навыков самостоятельной работы и навыка работы со словарями, справочниками, интернет-ресурсами для поиска необходимой информации.

Требования к уровню освоения содержания курса

В результате изучения курса студент должен

знать:

- ключевую лексику деловой сферы общения на английском языке в различных ситуациях общения;
- нормы использования изученных грамматических конструкций английского языка, что обеспечит успешную устную и письменную коммуникацию;

уметь:

- понимать значение в контексте изученных лексических единиц английского языка, устойчивых словосочетаний и использовать их в речи;
- извлекать необходимую для профессиональной деятельности информацию на английском языке при работе с информационными интернет-ресурсами, ресурсами СМИ;
- использовать словари, справочную литературу и ресурсы Интернета для совершенствования навыков самостоятельной работы и саморазвития (проверки правильности употребления изучаемых слов);
- строить диалогическую и монологическую речь в простых коммуникативных ситуациях делового общения;
- составлять деловое письмо в соответствии с нормами официально-делового стиля английского языка;

владеть:

- навыками правильного использования грамматических конструкций и тематической лексики для построения высказывания на английском языке;
- английским языком в объеме, необходимом для получения и оценивания информации из зарубежных источников;
- навыками говорения с использованием лексико-грамматических средств в основных коммуникативных ситуациях делового общения;
- навыками аудирования с целью понимания диалогической и монологической речи в сфере деловой коммуникации;
- навыками написания аннотации.

Цель издания — обеспечить учебно-методическими материалами изучаемый курс, сформировать профессиональную иноязычную компетентность студентов посредством приобретения ими умений и навыков профессионального общения на иностранном языке в деловых ситуациях.

Структура учебно-методического пособия

Методическая база пособия представлена авторскими разработками преподавателей для проведения учебных занятий в интерактивном формате и повышения мотивации студентов.

Данное пособие состоит из введения, методических рекомендаций для преподавателя и студентов, описания методического обеспечения курса, трёх модулей, каждый из которых имеет трехчастную структуру.

Каждая часть содержит информацию о целях обучения, плане занятий и формируемых навыках (skills); список новой лексики, упражнения для её закрепления и тренировки употребления в речи, грамматические упражнения, аудио- и видеоматериалы для отработки изученного. В конце каждого модуля студентам предлагается выполнить задания для самопроверки (Self-assessment). Ключи для самопроверки представлены в учебно-методическом пособии «Профессиональный английский язык. Стратегии эффективной коммуникации в международном бизнес-пространстве. В 2 частях. Часть 2».

Таким образом, примененный в данном учебно-методическом пособии комплексный подход к представлению учебного материала обеспечивает оптимальный баланс между аудиторной и самостоятельной работой студентов.

Методические рекомендации для преподавателя

Пособие предусматривает использование технологии традиционного и смешанного обучения с использованием методологии CLIL, заключающейся в организации учебного процесса в вузе, основанной на практических формах обучения, т. е. практических занятиях, самостоятельной работе. Используются наглядные, словесные, практические методы обучения, а также творческие задания и игровые технологии, интерактивные формы: занятие-интервью, занятие-дискуссия, занятие-беседа, что подразумевает работу в парах, мини-группах, учебные дискуссии.

Работа в парах предполагает:

- составление и разыгрывание диалогов по изученным темам;
- подготовку и проведение презентаций.

Все виды заданий выполняются с опорой на представленные в пособии схемы и образцы.

Работа в группах подразумевает проведение дискуссий. После изучения информации в первом модуле о правилах участия в дискуссии студенты применяют полученные знания и модели. Подготовка к дискуссии может выполняться в рамках самостоятельной работы.

В данном пособии используется большое количество современных аутентичных медиаматериалов. Новизна данного учебно-методического пособия – использование современных аутентичных материалов, представленных в сети Интернет.

Структуру типового занятия в формате «перевернутый класс» (flipped class) можно представить следующим образом:

1. Проверка заданий для самостоятельной внеаудиторной работы.
2. Знакомство с глоссарием по теме и его обсуждение.
3. Выполнение упражнений, направленных на активизацию лексических единиц, входящих в глоссарий курса.

4. Выполнение упражнений на отработку изученных в рамках модуля грамматических конструкций в ситуациях межличностного иноязычного общения.
5. Выполнение заданий по чтению и аудированию с применением аутентичных текстов.
6. Выполнение заданий для отработки изученного лексико-грамматического материала в речевой деятельности.
7. Выполнение письменных заданий.

Система оценки деятельности студентов

Преподаватель оценивает качество и количество выполненных студентом заданий (аудиторная и внеаудиторная устная работа оценивается во время занятия; внеаудиторная письменная работа оценивается преподавателем после занятия) и выставляет оценку в баллах на образовательном портале ТГУ.

Оценка деятельности студентов (устные и письменные ответы) осуществляется в соответствии с балльно-рейтинговой системой, размещенной на образовательном портале ТГУ. Оценки доводятся до сведения студентов и отражаются в рабочей ведомости преподавателя на образовательном портале ТГУ.

Работа студентов оценивается следующим образом:

0 баллов – студент не принимает участия в работе группы;

1 балл – студент принимает минимальное участие в работе группы, неадекватно использует лексико-грамматические конструкции изученной темы, допускает значительное количество языковых и речевых ошибок при выполнении творческого задания;

2 балла – студент демонстрирует низкий уровень владения иностранным языком, допускает значительное количество языковых и речевых ошибок в использовании лексико-грамматических конструкций изученной темы при выполнении творческого задания;

3 балла – студент демонстрирует средний уровень владения иностранным языком, допущено небольшое количество грубых языковых и речевых ошибок при коммуникации на иностранном языке и выполнении творческого задания;

4 балла – студент демонстрирует средний уровень владения иностранным языком, допускает одну-две незначительные языковые

и речевые ошибки при коммуникации в группе, творческое задание выполнено с одной-двумя незначительными ошибками;

5 баллов — студент демонстрирует высокий уровень адекватного использования лексико-грамматических конструкций по изученной теме при иноязычной коммуникации с преподавателем и в группе, творческое задание выполнено без ошибок.

Текущий контроль осуществляется в течение семестра в виде устного опроса студентов на занятиях, а также в виде письменных работ по изученному материалу.

Промежуточный контроль осуществляется в письменном виде. Одной из форм промежуточного контроля являются контрольные работы, проводимые по окончании работы над тематическим модулем.

Критерии и схемы оценивания деятельности студентов на аудиторных занятиях и их самостоятельной деятельности приведены в «Фонде оценочных средств» дисциплины, который находится на кафедре «Теория и практика перевода» и на образовательном портале в электронной информационно-образовательной среде (ЭИОС) вуза.

Критерии оценивания текущей и самостоятельной деятельности студентов

Во время занятия преподаватель оценивает результаты деятельности студентов в соответствии с единой системой оценки репродуктивных, активных и интерактивных форм работы по следующей схеме:

- студент получает максимальный балл за занятие, если выполнил 70–100 % заданий, запланированных на учебном занятии;
- студент получает средний балл за занятие, если выполнил 40–69 % заданий, запланированных на учебном занятии;
- студент получает минимальный балл за занятие, если выполнил 1–39 % заданий, запланированных на учебном занятии.

Детальное описание использования вышеуказанной схемы представлено в ФОС по дисциплине «Профессиональный английский язык 1», «Профессиональный английский язык 2» и на образовательном портале в системе ЭИОС вуза.

Критерии оценивания устных заданий и участия в интерактивных формах

Высший балл:

- студент принимает активное участие, использует новую лексику и грамматику;
- лексико-грамматические, фонетические ошибки отсутствуют либо присутствуют в объеме, который не препятствует пониманию речи и цели коммуникации;
- тема сообщения релевантна ситуации;
- студент следует правилам оформления заданного речевого жанра, использует предложенные схемы.

Низший балл:

- студент не принимает участия либо по объему его высказываний нельзя судить о том, насколько хорошо он усвоил новый материал;
- в речи присутствуют лексико-грамматические, фонетические ошибки в объеме, который препятствует пониманию речи и достижению цели коммуникации;
- тема сообщения не релевантна ситуации;
- студент не следует правилам оформления заданного речевого жанра, не использует предложенные схемы.

Критерии оценивания самостоятельной работы

Самостоятельная работа студентов предполагает выполнение письменных заданий в формате тестирования (раздел Self-assessment) по изученным лексико-грамматическим структурам. За выполненную самостоятельную работу студент получает:

- максимальный балл, если сделал 70–100 % заданий, представленных в тестировании;
- средний балл, если сделал 40–69 % заданий, представленных в тестировании;
- минимальный балл, если выполнил 1–39 % заданий, представленных в тестировании.

Детальное описание использования вышеуказанной схемы представлено в ФОС по дисциплинам «Профессиональный английский язык 1», «Профессиональный английский язык 2» и на образовательном портале в системе ЭИОС вуза.

Методические рекомендации для студентов

Аудиторные занятия по дисциплинам «Профессиональный английский язык 1», «Профессиональный английский язык 2» строятся на интеграции и оценке различных форм деятельности студентов. В кратком виде рекомендации по эффективной организации деятельности студентов изложены на английском языке в плане каждой части (Tips for students). Стандартные рекомендации по подготовке к аудиторным (практическим) занятиям следующие:

1. Ознакомьтесь с критериями и нормами текущего контроля и промежуточной аттестации на первом занятии.

2. Так как зачет формируется по накопительному рейтингу в течение семестра, старайтесь посетить как можно больше занятий. Для формирования иноязычной коммуникативной компетенции на высоком уровне и получения максимального количества баллов активно участвуйте в парной и групповой работе, выполняйте индивидуальную и самостоятельную работу. Регулярно просматривайте результаты вашей работы на образовательном портале ТГУ. Так вы будете иметь актуальную информацию о количестве набранных баллов.

3. Внимательно ознакомьтесь с целями, планом и формируемыми умениями и навыками каждого модуля.

4. Старайтесь выполнять задания самостоятельной работы за два приема (за два вечера): слова и диалоги лучше учить в два дня, чтобы они закрепились в долговременной памяти.

5. На занятия приносите устройства с выходом в Интернет.

6. Внимательно читайте инструкцию к каждому заданию перед его выполнением, изучите алгоритм (Sample) его выполнения.

7. Если на занятии у вас возникают вопросы, не стесняйтесь задавать их преподавателю.

8. В конце каждого модуля представлен инструмент для самостоятельной работы по каждому модулю – Self-assessment. Обратите внимание на рекомендации, приведенные преподавателем.

Выполняйте все задания раздела Self-assessment самостоятельно. После этого вы можете проверить правильность работы (2-я часть учебно-методического пособия «Профессиональный английский язык. Стратегии эффективной коммуникации в между-

народном бизнес-пространстве. В двух частях. Workbook». Студент должен быть готов отчитаться о проделанной работе перед преподавателем во время аудиторного занятия.

За выполнение самостоятельной работы студент получает:

- максимальный балл, если сделал 70–100 % заданий, представленных в тестировании;
- средний балл, если сделал 40–69 % заданий, представленных в тестировании;
- минимальный балл, если выполнил 1–39 % заданий, представленных в тестировании.

Все модули данного учебно-методического пособия имеют очень похожую структуру и содержат примерно одинаковый набор упражнений для тренировки всех видов речевой деятельности.

Чтение

Для обучения этому виду речевой деятельности применяется текстоцентрический подход. Задания делятся на предтекстовые (работа с лексикой), текстовые (чтение текста на одну из актуальных для делового английского языка тем), послетекстовые (как правило, ответы на вопросы, заполнение пропусков, обсуждение затронутых в тексте проблем).

Перед чтением самого текста прочтите все вопросы к нему, даже те, которые находятся ниже, после текста; таким образом, вы будете знать, на какую информацию обратить внимание в первую очередь во время чтения.

Обращайте внимание на заголовок: он помогает определить основную тему текста, первое предложение каждого абзаца обычно суммирует основную идею этого абзаца.

В тексте обычно встречаются и незнакомые слова, постарайтесь вывести их значение используя следующие приемы:

- определите, к какой части речи относится незнакомое слово (этот прием поможет при выполнении упражнений, когда нужно вставить пропущенное слово);
- попробуйте вывести значение из контекста;
- возможно, незнакомое слово является интернациональным, то есть имеющим похожую форму и значение с русским эквивалентом (например contract – контракт).

Помните: ответ на вопрос к тексту может быть выражен как одним словом, так и целым предложением, старайтесь уловить смысл. Внимательно изучите пример (Sample) выполнения данного вида задания, который приведен перед остальными вопросами.

Аудирование

Организация работы со звучащим текстом и стратегии выполнения заданий похожи на те, которые применяются при чтении, но можно добавить еще несколько приемов:

- некоторые слова в английском языке звучат похоже (leave – live), но имеют разное значение и написание. Постарайтесь с помощью контекста выбрать правильное значение. Особенно важно в звучащей речи различать произношение числительных (fourty – fourteen);
- перед тем как прослушивать запись, предположите, опираясь на информацию к заданию, о чем в ней может пойти речь;
- обращайте внимание на отрицательные предложения в аудиозаписи.

Письмо

Данный вид речевой деятельности тренируется с помощью написания типовых деловых писем разного вида. Внимательно изучите информацию о структуре, стиле, других особенностях делового письма. Во время выполнения задания сравнивайте свой вариант с образцом, старайтесь использовать свои настоящие данные: имя, телефон, город проживания. Не забудьте затем проверить свою работу на наличие ошибок.

Говорение

Как правило, говорение тренируется с помощью участия в диалогах, полилогах, дискуссиях, ролевых играх, в ходе описания картинки и комментирования презентаций.

Внимательно изучите образцы выполнения таких заданий, пользуйтесь моделями, схемами, которые их сопровождают, обязательно используйте новые слова из глоссария модуля во время выполнения заданий на говорение.

Вся структура данного учебно-методического пособия построена в соответствии с европейской системой CEFR и в соответствии со стандартами подготовки к международному экзамену TOEIC.

УСЛОВНЫЕ ОБОЗНАЧЕНИЯ



Чтение



Аудирование



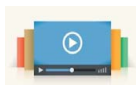
Говорение



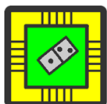
Письмо



Работа в парах или командах



Видео



Игровые задания



Задания для продвинутого уровня



Самоконтроль

(Source: <https://pixabay.com/ru/>)

Module 1. COMMUNICATION AND BUSINESS

Unit 1.1. Communication vs Business Communication



(Source: <https://pixabay.com/ru/>)

Learning aims:

1. Study and practice new vocabulary.
2. Practice different forms of activity: brainstorming, discussion, writing a summary.

Unit plan:

1. New lexis: introduction and practice.
2. Reading: text “Communication”.
3. Speaking: discussion different types of communication.
4. Writing: writing a summary based on the video (6–8 sentences).

Skills

A student will be able:

- to express his/her opinion;
- to talk about different types of communication;
- to write a summary.

Tips for students

Brainstorming: share your ideas with a partner.

Discussion: express your opinion, participate in discussion.

Writing: write a short summary (6–8 sentences) based on the video using the useful phrases.

STARTING UP



1.1.1. What types of communication can you see in the pictures?

Label the pictures.

Business communication

Online communication

Written communication

Non-verbal communication

Communication by phone

Face-to-face communication

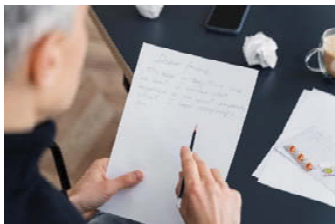
1. _____



4. _____



2. _____



5. _____



3. _____



6. _____



(Sources: <https://pixabay.com/ru/>
<https://ru.freepik.com/>)

1.1.2. Answer the questions.

1. What are the peculiarities of each type of communication?
2. What is your favourite one?
3. How often do you use it?

GLOSSARY

1.1.3. Study the vocabulary for the unit.

1. communicate	16. environment
2. communication	17. interaction
3. communicative	18. feedback
4. business communication	19. behaviour
5. online communication	20. agenda
6. written communication	21. confirm a meeting / an appointment
7. face-to-face communication	22. postpone a meeting / an appointment
8. verbal communication	23. cancel a meeting / an appointment
9. non-verbal communication	24. move a meeting / an appointment
10. formal communication	25. bring a meeting / an appointment forward
11. informal communication	26. accept an invitation
12. facial expression	27. minute
13. handshake	28. survey
14. relationships	29. memo
15. eye contact	30. accurate

VOCABULARY

1.1.4. Match the following words with the definitions.

handshake, feedback, survey, minute, memo, agenda, appointment

1. Advice, criticism or information about how good or useful something or somebody's work is _____.
2. An investigation of the opinions, behaviour, etc. of a particular group of people, which is usually done by asking them questions is _____.

3. List of items to be discussed at a meeting is _____.
4. An official note from one person to another in the same organization is _____.
5. An act of shaking somebody's hand with your own, used especially to say hello or goodbye or when you have made an agreement is _____.
6. A summary or record of what is said or decided at a formal meeting is _____.
7. A formal arrangement to meet or visit somebody at a particular time, especially for a reason connected with their work is _____.

1.1.5. Grammar revision.

a) Discuss the use of Present Simple and Present Continuous with your partner.

b) Make your own sentences using the vocabulary from the table in Ex. 1.1.3 and Present Simple or Present Continuous.

c) Translate into English:

1. Эффективная коммуникация важна при установлении деловых и личных контактов.
2. Поскольку наша компания является международной, мы часто проводим наши встречи в онлайн-режиме.
3. Мы пытаемся создать дружелюбную атмосферу в нашей команде.
4. К сожалению, мы не всегда придерживаемся повестки дня на наших совещаниях.
5. Он предлагает перенести встречу на следующую неделю, так как он завтра уезжает в деловую поездку.
6. – Чем занимается ваш отдел?
– В данный момент мы проводим опрос среди наших клиентов, довольны ли они качеством наших услуг.
7. Мы хотели бы получить отзывы от наших потенциальных покупателей после презентации и дегустации нового продукта.
8. Мы были рады принять приглашение наших партнеров.



1.1.6. Read the text and match headings (a–e) to the paragraphs (1–5).

- a) Online communication (video conference)
- b) Communication in Business World
- c) Face-to-face Communication
- d) Business Writing
- e) Spoken Communication

Communication

1. _____

In the business world, communication is like the oil that keeps corporate machines running. It is the glue that holds small businesses together. Business is all about building and maintaining relationships with partners, employees, or customers. Communication plays a major role when we deal with employee satisfaction, productivity and efficiency. In business mistakes in communication can be very costly. Misunderstanding between partners, employees, suppliers can lead to a huge loss. That is why it is vital for everyone from top management to the secretary to understand how to talk about his or her ideas, discuss problems, find solutions with the total clarity. There are some common types of communication that are used in global business.

2. _____

Oral communication is probably the most important form of communication in business. We pass on information, receive feedback and build relationships using speech. Spoken communication often combines verbal communication and non-verbal communication, such as tone of voice, body language, etc. Sometimes the meaning of what a person says can be changed completely when he or she uses a different tone of voice. When dealing with customers and clients, a manager should remember that tone of voice, intonation, and body language play an important part in communication. The words must be accurate and clear, leaving no room for ambiguity. At the same time a manager should be confident and understanding. Verbal communication can be divided into face-to-face communication and communication by phone.

3. _____

According to the survey conducted among businessmen, face-to-face communication is supposed to be the most essential type of communication in business. Face-to-face meetings build stronger, more successful and meaningful business relationships. It is also easier to read body language and facial expressions and interpret non-verbal communication signals. Businessmen who participated in the survey agreed that face-to-face communication is best for persuasion, engagement, inspiration, decision making, and reaching a consensus.

4. _____

With the rapid development of technology, more and more companies select video conferencing as their daily communication tool for connecting with their colleagues, customers, and partners in a convenient and effective way. People can use video conferencing to communicate with anyone with HD video and other tools such as whiteboard, text exchange, file sharing, media sharing, screen sharing, remote control, electronic voting, conference recording, etc. But on the other hand, video conferencing can be less personal than meeting face-to-face, and it can be possible to miss such important element of communication as body language.

5. _____

It is a critical aspect of how people can share information with each other in a professional manner. Formality is one of the essential elements of business correspondence. There are a few types of business writing that people may come across at work: emails, letters sent by post, memos, minutes, agendas, etc. People use business writing to apply for a job, to make inquiries, to order some goods, to make complaints, etc. The main feature of business writing that unites all forms (memos, emails, letters, documents, etc.) is the formal style. No matter what kinds of documents you are writing, you have to be concise, clear, and to convey information in an effective way.

1.1.7. Match the following phrases with their translations.

1. maintain relationships	a. подать жалобу
2. employee	b. недопонимание
3. customer satisfaction	c. передавать информацию
4. misunderstanding	d. отношения с клиентами
5. huge loss	e. договоренность, обязательство
6. total clarity	f. поддерживать отношения
7. non-verbal communication	g. протокол
8. customer relations	h. требовать
9. accurate	i. удовлетворенность покупателя
10. essential type	j. вдохновение
11. persuasion	k. сотрудник, работник
12. engagement	l. невербальная коммуникация
13. inspiration	m. точный
14. decision making	n. огромные убытки
15. survey	o. убеждение
16. require	p. принятие решений
17. minutes	q. опрос, анкетирование
18. make complaints	r. абсолютная ясность
19. make inquiries	s. существенный тип, вид
20. convey information	t. навести справки

1.1.8. True or False?

1. Non-verbal communication doesn't play an important part in doing business.
2. Verbal communication often combines elements of verbal and non-verbal communication.

3. Video conferencing is the best way of decision-making and reaching a consensus.
4. Video conferencing can be as personal as meeting face-to-face.
5. There are two main features of business writing: formal and special style.
6. People may use business writing only if they work in the office.



1.1.9. Talk about face-to-face communication, video conferencing, written communication. What are advantages and disadvantages of each type? What makes each type of communication successful?

Use these phrases for discussion: I agree with you. I think, it’s a good idea. I don’t agree with you. I completely disagree.

Use these prompts (or your own ideas) to express your opinion:

Communication skills, body language, being a good listener, punctuation marks, facial expression, using spoken words, intonation, eye contact, firm handshake, correct grammar, clarity of speech, tone of voice, using formal words, smile, attention to details, good look.



1.1.10. Discuss in groups the following quotation by applying the phrases for discussion from Ex. 1.1.9:

“The way we communicate with others and with ourselves ultimately determines the quality of our lives”

(Tony Robbins, American writer and business coach).



1.1.11. Use the Internet and find a video about Tips of Successful Communication. Write down 10–12 key words from this video. Write a short summary based on the video.

MAKING APPOINTMENTS



1.1.12. Put the phrases in two groups.

Could we meet on That’s OK for me. I’m afraid I can’t. That’s a great idea! How about ... ? Is that time convenient? I’m sorry, I can’t make it. No problem. I’m sorry, but could we fix another time?

<i>Making arrangements</i>	<i>Saying “Yes”</i>	<i>Saying “No”</i>

1.1.13. Read the conversation and put the phrases in the correct places.

- so shall we say 4:15 next Wednesday
- would next Wednesday be okay
- I'm afraid he's in a meeting
- I could make it
- can I speak to Brian Hibberd, please?
- I'll just look in the diary
- I'd like to arrange an appointment
- When's it convenient for you?

Michelle: Mr. Hibberd's office!

Peter: Hello, _____

Michelle: _____ until lunchtime. Can I take a message?

Peter: Well, _____ to see him, please. It's Peter Jefferson here.

Michelle: Could you hold on for a minute, Mr. Jefferson. _____ . So _____

Peter: Some time, next week if possible. I gather he's away the following week.

Michelle: Yes, that's right, he's on holiday for a fortnight.

Peter: Well, I need to see him before he goes away. So _____ ?

Michelle: Wednesday. Let me see. He's out of the office all morning. But he's free in the afternoon, after about three.

Peter: Three o'clock is difficult. But _____ after four. _____ , in Mr. Hibberd's office?

Peter: Yes, that sounds fine. Thanks very much.

Michelle: Okay, then. Bye.



1.1.14. Role-play a conversation “Making arrangement” using phrases from Ex. 1.1.12 and 1.1.13.



SELF-ASSESSMENT

Task 1. Choose the correct option.

1. What is an agenda?

- a. A list of notes.
- b. A to-do list.
- c. A list of items to be discussed at a meeting.
- d. A short note on a subject.

2. Eye contact is important because it shows

- a. that you are interested in a person.
- b. that you don't know what to say.
- c. that you are not confident.
- d. you expect something from the speaker.

3. A person who is paid to work for somebody is _____.

- a. an employer
- b. unemployed
- c. employment
- d. an employee

4. The process of communicating what you are feeling or thinking by the way you place and move your body rather than by words is called _____ communication.

- a. online
- b. verbal
- c. non-verbal
- d. written

5. *Postpone a meeting* means _____.

- a. put off a meeting
- b. cancel a meeting
- c. meet a deadline
- d. stop a meeting

6. What is the most essential type of communication in business?

- a. Communication by phone.
- b. Face-to-face communication.
- c. Written communication.
- d. Non-verbal communication.

7. A summary or record of what is said or decided at a formal meeting is translated as _____.

- a. повестка дня
- b. заседание
- c. формальная встреча
- d. протокол

8. In customer service people deal with _____.

- a. orders
- b. training
- c. complaints
- d. finance

9. Survey is translated as _____.

- a. опрос
- b. наблюдение
- c. объяснение
- d. осмотр

10. Using plain language when you communicate can help you _____.

- a. break the ice
- b. prove you are an expert
- c. please another speaker
- d. show that you have the same social status

11. The synonym of the word 'miscommunication' is _____ communication.

- a. wrong
- b. mistaken
- c. inadequate
- d. unclear

12. Bring forward a meeting means _____.

- a. to cancel a meeting
- b. to move a meeting to another time
- c. to arrange a meeting
- d. to plan a meeting

13. A memo is _____.

- a. an official record of the proceedings of a meeting or a conference
- b. a list of subjects that people will discuss at a meeting
- c. a to-do list
- d. a written message sent from one member of an organization to another

14. A customer is someone who _____.

- a. buys goods or services
- b. takes orders
- c. organizes meetings
- d. is paid to work for somebody

15. Accurate is translated as _____.

- a. аккуратный
- b. обязательный
- c. точный
- d. приблизительный

Task 2. Translate the following sentences from Russian into English using the vocabulary and grammar of this unit.

1. В начале собрания глава отдела обычно знакомит нас с повесткой дня.
2. Наша компания планирует взять на работу еще пятьдесят сотрудников.
3. Несмотря на то что у нас небольшая команда, мы всегда укладываемся в сроки.
4. В данный момент мы работаем над рекламой, которая поможет привлечь новых покупателей.
5. Прежде чем приступить к работе, наши новые сотрудники проходят двухнедельное обучение.

Unit 1.2. Business Correspondence



(Source: <https://pixabay.com/ru/>)

Learning aim:

Study different types of business letters and emails, its structure and learn how to write them.

Unit plan:

1. Vocabulary: study and practice new words and phrases.
2. Reading: the text “Business letters”.
3. Video: English in Emails
4. Writing: an email and a business letter.

Skills

A student will be able:

- to distinguish basic types of business letters;
- to write a short email;
- to write a business letter.

Tips for students

Brainstorming: share your ideas with a partner.

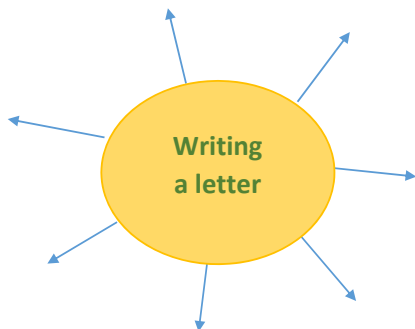
Discussion: express your opinion, participate in discussion.

Writing: write a short email (6–8 sentences) based on the video using the template phrases.

STARTING UP



1.2.1. Think of ideas and associations about writing a letter.



1.2.2. Answer the questions.

1. Do you like writing letters?
2. How often do you write letters or emails?
3. What types of business letters do you know?

GLOSSARY

1.2.3. Read and translate the vocabulary for the unit.

1. proposal letter	14. estimate
2. order letter	15. rely on smth/smb
3. complaint letter	16. make sure
4. request letter	17. advertising
5. inquiry letter	18. budget constraints
6. representative	19. vendor
7. merge	20. provide
8. merger	21. provision
9. invoice	22. stick to smth
10. catering	23. look forward to smth
11. cause problems	24. layout
12. confirm	25. recipient
13. signature	

1.2.4. Match the following words with the definitions.

Merge, signature, catering, invoice, vendor, recipient, advertising, layout

1. the activity and industry of advertising things to people on television, in newspapers, on the internet, etc. _____
2. the act of joining two or more organizations or businesses into one _____
3. the work of providing food and drinks for meetings or social events _____
4. a person who receives something _____
5. the way in which the parts of something such as the page of a book, a website are arranged _____
6. a list of goods that have been sold, work that has been done, etc., showing what you must pay _____
7. your name as you usually write it, for example at the end of a letter _____
8. a person who sells things, for example food or newspapers, usually outside on the street _____

1.2.5. Grammar revision.

a) Discuss the use of Past Simple and Past Continuous with your partner.

b) Make your own sentences using the vocabulary from the table in Ex.

1.2.3 and Past Simple or Past Continuous.

c) Translate into English:

1. Вчера мы отправили письмо-жалобу нашему поставщику о том, что товар был доставлен с задержкой на две недели.
2. Он проработал в рекламном бизнесе пять лет.
3. Мы с нетерпением ожидали ответа на наше письмо, в котором мы предлагали нашим партнерам выгодное сотрудничество.
4. Слияние двух компаний вызвало много проблем.
5. В конце концов соглашение было достигнуто.
6. Он оценил предстоящие расходы и убедился, что мы сможем уложиться в рамки бюджета.
7. Мы вполне могли положиться на его опыт и знания в этой сфере.
8. Необходимо было сделать запрос о наличии этих товаров на складе.



1.2.6. Read the text.

BUSINESS LETTERS

In written business communication there are a lot of types of business letters. They can be written in different situations: to apply for a job, to place an order, to inquire information, to complain, to request actions, to propose a service, etc. These are the most common types of business letters:

Proposal letter is a type of business letter that is used to promote products or services to a potential customer or a company or suggest a partnership or a project.

Order letter is written to place an order for the required goods or services. This letter can serve as a legal document to show the transaction between the customer and the vendor.

Complaint letter is written to voice customer's problem and get it fixed at the earliest.

Inquiry letter is written to inquire about a product or service. If you have ordered a product and have not received it then you can write a letter to inquire when you can get it.

Letter of recommendation is written to recommend a person for a job position. The letter states the positive aspects of the applicant's personality and how he/she would be an asset for the organization. Letter of recommendation is even used for promoting a person inside the organization.

To write a successful business letter you need to use the right tone and to communicate your message to the reader using straightforward language. The way a letter is written reveals a lot about the person who is writing it and it also sends a message about the organization. So it's very important to make sure that the information, layout, style and spelling are all correct before you send it.

Layout

When writing a business letter, you should follow the standard format. The following components are obligatory for every business letter:

- letterhead / address (without a name) of the writer
- name and address of the recipient
- date

- opening statement
- subject heading
- body of the letter
- closing
- signature
- name and job title of the writer

Language style

Business letters are usually quite formal in style. A conversational style is not appropriate, so you should avoid contractions, emoticons, colloquial words. You should also avoid writing sentences that are too long and that include complicated or unnecessary language. A straightforward letter will get your message across more effectively than a long wordy one. There are certain conventions concerning the correct way to address people and to close your letter.

Opening

Letters always start with *Dear...* followed by the correct form of address. If the letter is going to someone whose name you don't know, it starts with *Dear Sir*, or *Dear Madam*, or *Dear Sir or Madam*. But if you do know the name, then you can begin with *Dear Mr./Mrs. Ingram*.

Closing

Letters are usually closed in standard ways. At the end of your letter you should include a short sentence like *I look forward to hearing from you* or *Please do not hesitate to contact me if you need further information*. Below that, you should put a closing phrase: *Yours sincerely* (for formal letters beginning with *Dear* and the name of the recipient), *Yours faithfully* (for formal letters beginning with *Dear Sir* or *Madam*), *Yours truly*, *Best regard*, *Best wishes* (for less formal letters).

1.2.7. Look and read the example of a business letter and match 1–9 to the parts of the business letter a–i.

1. Body of the letter
2. Signature
3. Name and address of the writer
4. Ending
5. Closing phrase
6. Date

7. Opening
8. Subject heading
9. Name, job title, and address of the recipient

A. _____

Damaris,
Supermax Jewellers,
Block 7, La Salette,
40F Manhattan,
New York 91230,
USA

B. _____

20th August 2018

C. _____

To:

Ryan Paul,
General Manager,
SQL Tech industries
18 Red Blvd,
New Jersey 66898
USA

D. _____

Dear Mr. Paul,

E. _____

We are happy to inform you that during the board of directors meeting held on 18th September, your proposal for the provision of internet services to this company in the forthcoming financial year was chosen. Everyone was satisfied with the details mentioned in the proposal. We would like to offer you this contract for one year.

F. _____

We will be sending a representative from our company to you for completion of the paperwork as you receive the token amount to start with. As you had mentioned, we decided to stick to the price specified in your proposal. The entire amount will be paid in three installments. The first installment will be given on the contract date, and the remaining two within two months at separate times.

G. _____

We shall rely on your services as your company is well-known for its quality services. We look forward to having a cordial relationship with your company.

H. _____

Yours sincerely,

I. _____

Damaris.

1.2.8. Read the letter from Ex. 1.2.7 again. True or false?

1. The letter is written from New Jersey to New York.
2. This letter is written to the General Manager.
3. It's an order letter.
4. The contract is offered for three years.
5. The entire amount will be paid in three installments.
6. SQL Tech industries is a reliable company.

1.2.9. Find Russian equivalents for the following English abbreviations which are often used in business correspondence. Can you think of any business abbreviations in Russian?

CEO	Dept.
FYI	Ltd
PS	ASAP
etc.	Dr.
corp.	e.g.
Inc.	NB
HQ	Co.
MBA	pcs
PR	R&D

1.2.10. Translate the sentences into Russian. Pay attention to the abbreviations.

1. Генеральный директор решил провести срочное собрание в связи со сложившейся ситуацией на предприятии.
2. К вашему сведению, проект закончен на 90 %, мы уложились в сроки и бюджет.

3. Он работает в отделе исследования и разработок уже десять лет. На его опыт и знания можно положиться.
4. Роберт – специалист по связям с общественностью.
5. В прошлом году она получила степень магистра делового администрирования. Я уверен, что она получит эту работу.
6. Главный офис компании находится в Париже.
7. Финансовый отдел находится на пятом этаже. Можете воспользоваться лифтом.
8. Нужно обсудить с директором этот вопрос как можно быстрее.

1.2.11. Read the sentences below. Define the type of a business letter they belong to.

1. I am writing to formally place an order for 550 pcs of assorted sling bag as advertised to Daily Fashion Magazine issued this month. The catalog number is 8364-83748-JC. Also, include your latest catalog with the order.
2. To conclude, I would like to restate my strong recommendation for Jane Doe. If you have any further questions regarding Jane's ability or this recommendation, please do not hesitate to contact me using the information on this letterhead.
3. I first made a verbal complaint about the issue, but no action was taken for about a week. Then again I complained about the problem and one of your engineers came and did the inspection. He advised me to change the complete set as there was some technical problem with the cooling system which could not be fixed permanently.
4. I, Richard Master, am writing this letter on behalf of my company Digital Arts Vaidya. We are a digital marketing agency set up in Strings TX. We offer extensive marketing and SEO services that help our clients to realize their business goals.
5. We have recently opened our new office in Mystic Falls, and we would like to buy a lot of wooden furniture which includes tables, chairs, and desks. We would like to see your company catalogue which has details of all the furniture that you manufacture. We will look it through and see if any products meet our requirements.



1.2.12. Read the article from a business magazine and discuss it.

Does Grammar Matter?

According to a survey published recently, standards in written English are falling. This is because people see the email as an informal way of communicating where the normal rules of grammar and punctuation do not apply. In a recent survey two-thirds of those aged 18–24 said that they were more concerned about the content of their emails than grammatical correctness. One in four of older users also admitted they were not concerned about grammatical correctness in their messages.

Surprisingly, in the same survey most people said they were annoyed by errors in the emails they received. This was a bigger problem with conventional letters. In another survey bosses said they would not do business with companies whose correspondence had grammar or spelling mistakes in it. Unbelievably, they thought it was worse than charging too much.

1.2.13. Discuss the questions in small groups.

1. Do you agree that emails are an informal way of communicating?
2. If someone sends you a badly written email, do you find it annoying?
Are you more tolerant if you know they are not writing in their first language?
3. Is there anything else about emails that annoys you, e.g. not using a sensible title, not including the original message when replying, etc.?
4. Do you think the bosses in the survey were right? Why/Why not?



1.2.14. Use the Internet and find a video about English for emails. Write down 10–12 key words from this video. Write a short summary based on the video.



1.2.15. Write a short email. Use the tips from the video.

Situation 1: You have to inform your colleague that a planned meeting is moved to Monday at 10:00 a.m. because of the CEO's urgent business trip. You hope that this time is OK and he/she will be able to make it.

Situation 2: You ask your colleague to arrange a meeting at the airport and book a hotel room for two days. Mr. Dickson is arriving on the flight U207 on November 1st at 3:30 p.m.



1.2.16. Read the following emails. Rewrite the emails and correct mistakes in punctuation, spelling and grammar. Change anything which you do not think is appropriate in style. Underline phrases which you think are useful for this type of email.

1. Dear mr Holmbrook

Thanks for the order. I just wish to confirm that we have received your order details and we have started to process the order. If your item is not instock or if there are any dlspach problems we will contact you within the next 24/36 hrs. Please contact us if you have not received your order within 7 days at orders@ciclosciclone.com so we can resolve the issues. Thank you once again for your order.

Kind Regards.

CiclosCiclone (Despatch Team)

2. Hi there,

the modification that's not a problem the whole amount for your order will be f84.85. I look forward to hearing from you,

Best wishes

Diego Martin

3. Dear dave

We apologize for the delay, but we have worked out the cost of your shipping amounts of the modified order; it is going to cost you f6.99 more. To activate this transaction, we will need to re-take your card details by phone to process the payment manually. We will need the long number on the front of your card, the expire date, and the security code on the back of the card.

Thank you for your patience and shopping with CiclosCiclone, I look forward to hearing from you,

Best wishes

Diego



SELF-ASSESSMENT

Task 1. Choose the correct option.

1. We write a proposal letter when we want

- a. to offer new products or services.
- b. to invite someone to an event.
- c. to place an order.
- d. a company to send us their catalogue.

2. What do we put at the beginning of a business letter?

- a. Date.
- b. Signature.
- c. Name and job title of the writer.
- d. Name and address of the recipient.

3. We write a complaint letter when

- a. we want to apologise for a failure in delivering the desired results.
- b. we are not satisfied with a product or a service.
- c. we want to recommend a person for a job position.
- d. we want to inquire about a product or service.

4. *Vendor* is a synonym to the word _____.

- a. seller
- b. customer
- c. manufacturer
- d. supplier

5. What is NOT appropriate to use in a formal business letter?

- a. Short sentences.
- b. Correct grammar.
- c. Recommendation a person for a job position.
- d. Colloquial words.

6. *Look forward to* means

- a. to ignore somebody by pretending not to see them.
- b. to hope for something; to expect something.
- c. to think with pleasure about something that is going to happen.
- d. to be responsible for or to take care of somebody/something.

7. What do we put at the end of a business letter?

- a. Name and job title of the writer.
- b. Signature.
- c. Date.
- d. Name and address of the recipient.

8. What is appropriate to do in a short email?

- a. To use long sentences.
- b. To stick to the point.
- c. To use colloquial words.
- d. To ignore spelling rules.

9. A *representative* is translated as _____.

- a. представительный
- b. представляющий
- c. представляемый
- d. представитель

10. *Recipient* is a synonym to the word _____.

- a. customer
- b. giver
- c. sender
- d. receiver

11. *Layout* is translated as _____.

- a. технология
- b. схема
- c. расположение
- d. метод

12. Which phrase is NOT appropriate to use in a formal business letter?

- a. Hi, there!
- b. Best wishes.
- c. Sincerely yours.
- d. Best regards.

13. Confirm is opposite to the word _____.

- a. approve
- b. reject
- c. affirm
- d. support

14. We write an inquiry letter when we want

- a. to get some information about a product or a service.
- b. to sell a product or a service.
- c. to order a product or a service.
- d. to pay for a product or a service.

15. When you want to offer a partnership to a company, you write ... letter.

- a. an inquiry
- b. a complaint
- c. a proposal
- d. a recommendation

Task 2. Translate the following sentences from Russian into English using the vocabulary and grammar of this unit.

1. Мы отправили нашему партнеру письмо с предложением о выгодном сотрудничестве.
2. У нас не было точной информации о начале курса, поэтому мы направили письменный запрос в учебный центр.
3. Заказ был размещен на сайте, и мы получили подтверждение на следующий день.
4. К концу рабочего дня письмо было подписано главным инженером и отправлено.
5. Все сотрудники получили приглашение на это совещание.

Unit 1.3. Verbal Communication



(Source: <https://pixabay.com/ru/>)

Learning aims:

1. Study and practice new vocabulary.
2. Practice different forms of activity: brainstorming, discussion, writing a summary.

Unit plan:

1. New vocabulary: introduction and practice.
2. Reading: text “How to start a conversation?”.
3. Speaking: talk about different types of greetings.
4. Writing: writing a summary based on the video (6–8 sentences).

Skills

A student will be able:

- to talk about different types of greetings;
- to make a small talk.

Tips for students

Brainstorming: share your ideas with a partner.

Discussion: express your opinion, participate in discussion.

STARTING UP



1.3.1. What types of greetings can you see in the pictures? Label the pictures.

Bow

Handshake

Waving a hand

Saying hello

Kissing on the cheek

Giving a hug

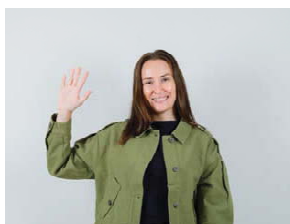
1. _____



4. _____



2. _____



5. _____



3. _____



6. _____



(Sources: <https://pixabay.com/ru/>
<https://ru.freepik.com/>)

1.3.2. Discuss in pairs.

1. How do you greet a family member, a friend, a person you work/study with, a man/woman you don't know, your teacher? Do you shake hands, bow, kiss, give a hug or just say hello?
2. What do you say to a person when you
 - introduce yourself?
 - introduce another person?
 - are introduced to another person?

GLOSSARY

1.3.3. Read and translate the vocabulary for the unit.

1. greet	15. network
2. greeting	16. avoid
3. bow, to bow	17. break the ice
4. give a hug	18. on-going conversation
5. kiss on the cheek	19. rapport
6. wave a hand	20. small talk
7. establish contacts	21. embarrassing
8. crucial	22. introduce
9. confidence	23. follow smb's advice
10. intelligence	24. arrogant
11. acquire	25. strike
12. point out	26. valid
13. sincere	27. convince
14. current issue	28. intention

VOCABULARY

1.3.4. Match the following words with the definitions.

greeting, small talk, intention, confidence, embarrassing, bow, network, sincere

1. making you feel shy, uncomfortable or ashamed _____
2. what you intend or plan to do; your aim _____
3. showing what you really think or feel _____

4. the feeling that you can trust, believe in and be sure about the abilities or good qualities of somebody/something _____
5. something that you say or do to greet somebody _____
6. polite conversation about subjects that are ordinary or unimportant, especially at social occasions _____
7. to move your head or the top half of your body forwards and downwards as a sign of respect or to say hello or goodbye _____
8. a complicated system of roads, lines, tubes, nerves, etc. that are connected to each other and operate together _____

1.3.5. Grammar revision.

a) Discuss the use of Past Simple and Present Perfect with your partner.

b) Make your own sentences using the vocabulary from the table in Ex.

1.3.3 and Past Simple or Present Perfect.

c) Translate into English:

1. Он увидел меня и помахал рукой.
2. Он попытался нарушить молчание, но его никто не поддержал.
3. Мы последовали его совету и были довольны результатом.
4. Наш отдел недавно наладил контакты с новыми поставщиками.
5. Мы убедили его принять участие в проекте.
6. Ему не хватало уверенности.
7. На встрече мы обсудили текущие вопросы.
8. Работники общественного транспорта объявили о забастовке.



1.3.6. Read the following article.

How to Start a Conversation?

The ability to establish contacts and network is vital in business. Good communication skills can give an image of confidence and intelligence. Although these qualities are natural to some extent, we can acquire them by practice and preparation. Sometimes it is necessary to develop a strategy if you want to start a conversation with someone you don't know.

1. Start with "hello" and then simply tell the other person your name and ask them theirs. Then offer your hand to shake.
2. Start a small talk. Talking about the weather is probably not a good idea unless there is something unusual about it – a storm, snow, tornado, etc.

3. You can make a compliment about something, but only if it is sincere and not too personal. For example, “That’s a great tie, where did you get it?”
4. Ask questions, make the other person interested in the conversation. People like talking about themselves but don’t make the questions too personal. Ask what they think about things and their possible experience of current issues and situations. “What do you think of the presentation?”, “Has your company been affected by postal strikes?” It’s not a bad idea to mentally prepare a list of possible topics before you start the conversation. Avoid politics and religion issues because they are sensitive subjects for some people.
5. Don’t worry about what you are going to say next, listen carefully to what the other person is saying and try to be involved in the conversation. Agree, disagree, ask follow-up questions and ask for opinions to show that you are interested.
6. Maintain eye contact but don’t stare or get too close. Occasionally smile, but avoid using a fixed grin.

All these strategies above are really just tricks to get going. Once you have broken the ice, the ongoing conversation will be relaxed and enjoyable. If things don’t go well and the rapport really isn’t there, it’s better to give up and back off tactfully.

1.3.7. Answer the questions.

1. Do you know any strategies like the ones in the article for starting conversations with people you don’t know?
2. Do you think it’s possible to learn the skills the article describes?
3. Which of the strategies are valid?



1.3.8. Use the Internet and find a video about barriers to effective communication. Write down 10–12 key words from this video. Write a short summary based on the video.



1.3.9. Study the phrases. Act out a small talk.

Starting a conversation

How do you know ...?
 Didn’t we meet in ... last year?
 Aren’t you a friend of ...?
 Nice to see you again.

Ending a conversation

It was nice to see you again.
 I hope to meet again soon.
 Let’s keep in touch.
 See you later.



SELF-ASSESSMENT

Task 1. Choose the correct option.

1. *Break the ice* is translated as _____.

- a. начинать разговор
- b. создавать непринужденную атмосферу
- c. познакомиться
- d. представить коллег/друзей

2. *Small talk* is

- a. a polite conversation between people at social events.
- b. saying hello at social events.
- c. saying good bye at social events.
- d. exchanging contacts at social events.

3. What is NOT a good idea to talk about with people you don't know?

- a. News.
- b. Weather.
- c. Sport.
- d. Religion.

4. *Rapport* is a synonym to the word _____.

- a. order
- b. friendship
- c. understanding
- d. cooperation

5. *Failure* is opposite to the word _____.

- a. success
- b. defeat
- c. fiasco
- d. loss

6. What is a good idea to talk about with people you don't know?

- a. Salary.
- b. News.
- c. Politics.
- d. Religion.

7. *Sincere* is a synonym to the word _____.

- a. reliable
- b. easy-going
- c. responsible
- d. honest

8. *Avoid* is a synonym to the word _____.

- a. contact
- b. find
- c. prevent
- d. pursue

9. *Crucial* is translated as _____.

- a. критический
- b. ключевой
- c. необходимый
- d. решительный

10. *Embarrassing* is a synonym to the word _____.

- a. confusing
- b. emotional
- c. comfortable
- d. impossible

11. *Arrogant* is opposite to the word _____.

- a. selfish
- b. proud
- c. confident
- d. modest

12. *Valid* is translated as _____.

- a. правильный
- b. справедливый
- c. действительный
- d. сильный

13. *Argument* is

- a. a wrong opinion.
- b. an angry disagreement between people.

- c. a fighting between countries or groups.
- d. a feeling of being nervous and unhappy.

14. Convince means

- a. to control someone or something.
- b. to prevent someone from doing something.
- c. to have a choice.
- d. to make someone believe that something is true.

15. Intention is translated as _____.

- a. намерение
- b. желание
- c. решение
- d. обсуждение

Task 2. Translate the following sentences from Russian into English using the vocabulary and grammar of this unit.

1. Он всегда чувствовал себя смущенно среди незнакомых людей.
2. Они старались избегать споров при обсуждении важных вопросов.
3. Он убедился, что был неправ.
4. В своей презентации главный менеджер указал на ключевые моменты проекта.
5. Ей всегда удавалось создать непринужденную атмосферу в команде.

Module 2. INTERNATIONAL CULTURE AND BUSINESS ETIQUETTE

Unit 2.1. Introduction to International Business and Communication



(Source: <https://pixabay.com/ru/>)

Learning aims:

1. Study and practice new vocabulary.
2. Practice different forms of activity: brainstorming, discussion, making report.
3. Respond to the questions related to the text.

Unit plan:

1. New lexis: introduction and practice.
2. Text “International business”: reading and doing exercises.
3. Speaking: making and giving report about the most famous multinational enterprises in the world and in your town (city).

Skills

A student will be able:

- to prove his/her point of view;
- to make a report;
- to write a brief abstract.

Tips for students

Brainstorming: create and perform your ideas, participate in discussion actively.

Report: use phrases and clichés from Language Corner (p. 56–57) before preparing a report.

STARTING UP



2.1.1. Put forward your ideas and associations that spring into your mind when dealing with the words “international” and “business”.

2.1.2. Choose the most appropriate definition of “international business”. Two or more variants are possible.

- a) services produced in other nations which help in improving one’s standard of life;
- b) the study of the activities of multinational enterprises;
- c) an investment made by an individual or a company located in one country to the business interest located in another foreign country;
- d) the activity of trading goods and services between countries;
- e) a crossborder transaction between individuals, businesses, or government entities;
- f) the purchasing and selling of goods, commodities and services outside its national borders.

BRAINSTORMING



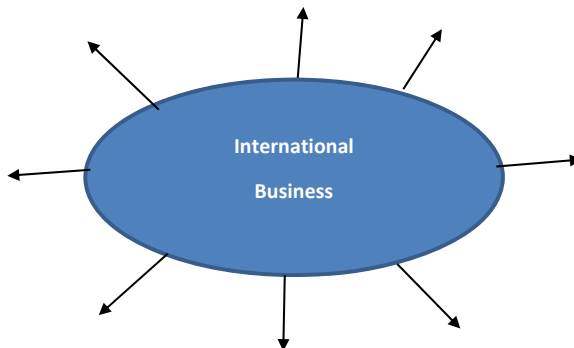
2.1.3. Complete the diagram below and tell your partner your opinion by using the following models:

“As for me, international business means...”

“To my mind, international business means...”

“I suppose international business is...”

“In my opinion, international business means...”



GLOSSARY

2.1.4. Read and translate the vocabulary of the unit.

1. interaction	11. to gain
2. to examine a question	12. to accelerate
3. security offices	13. tremendous
4. entrepreneurial	14. to be accentuated
5. significant	15. profitability
6. an implication	16. commitment
7. individual production activity	17. tax benefit
8. boundaries	18. saturated
9. the General Agreement on Tariffs and Trade (GATT)	19. capacity
10. to modify	20. proximity

2.1.5. Read and translate the sentences below and try to guess the meaning of the words in bold.

- a) The field of international business concerns with **interactions** which multinational companies have with foreign governments, their competitors and their employees.
- b) International business **examines the questions**: “Why do the firms go over the sea to conduct their business?”
- c) It had established an airport **security office** and a counter-terrorism unit composed of army and police officers.
- d) Education needs to be more technical, but it should also provide **entrepreneurial** orientation.
- e) One thing that has made international business so **significant** to firms throughout the world is the activity in the past two decades.
- f) Globalization of production means that firms are basing their **individual production activity** at a worldwide level rather than within country **boundaries**.
- g) The fiftieth anniversary of the establishment of the **General Agreement on Tariffs and Trade** was being celebrated during the current year.
- h) GATT was **modified** in several ways **to gain** lower tariffs, to define and enforce the intellectual property rights.

- i) **Increased** innovation has **accelerated** the processes of communication, transportation etc.
- j) American multinationals now face **tremendous** competition from Japanese and European companies.
- k) You have an ability to produce more but your market is **accentuated** only on the one product.



2.1.6. Find words with the same meaning as those words and phrases in the previous exercise. You can use different online translators.

2.1.7. Grammar revision.

- a) Discuss the use of Passive Voice (Simple group) with your partner.*
- b) Make your own sentences using Passive Voice (Present, Past and Future Simple) and the new vocabulary, presented in the Ex. 2.1.4.*
- c) Translate into English:*

1. Образование должно финансироваться за счёт федеральных программ и государственного бюджета.
2. В целях снижения тарифов в прошлом году был внесен ряд изменений в Генеральное соглашение по тарифам и торговле.
3. Вопросы взаимодействия транснациональных компаний с иностранными правительствами рассматриваются в рамках международного бизнеса.
4. В следующем году будет создана более эффективная служба безопасности аэропортов.
5. Для ускорения процессов коммуникации и транспортировки было необходимо провести расширение инновационной деятельности.
6. Это большая ошибка, что ваш рынок акцентирован только на одном продукте.



2.1.8. Read the text about international business.

Work in groups. Each group should give a title to the chosen part and make an abstract of the text. Answer the questions below in each part and discuss them in groups.

International Business

Part I. _____

The historical and logical emergence of international business occurred in connection with the development and expansion of the international

division of labor, as well as in connection with the formation of the world market. International business is the interaction of organizations having different forms of ownership or divisions of the company, which are located in different states, the purpose of which is to gain income due to the advantageous benefits of international operations in the field of business relations.

International business includes a variety of business transactions that take place between two or three or more nations. Such business relationships can take place between commercial organizations as well as between government agencies.

The key activity of international business is transactions of these multinational enterprises like export-import trade. Here are several examples of international business activity:

- Italian media firm AGB conducts market research in Hungary trying to identify the shows which people watch there;
- to provide financing for companies trying to enter the Polish market Divas Securities in Japan might in order to accomplish this purpose open Security Offices in Poland;
- Honda Motor Company in America exported their automobiles in the USA back to Japan for Japanese customers.

Examples of international business can take place at different levels:

- at a small firm level (entrepreneurial level);
- at a medium size firm level;
- at a multinational level.

Now markets are becoming more globalized.



1. Give the definition of international business.

2. Give your own examples of international business activity.

Part II. _____

Globalization affects the structure of the world economy as an interconnected system.

A simple example of globalization is the realization of the labor international division. Companies are moving their businesses to Southeast Asia to lower labor costs and increase profits.

Globalization removes the boundaries and these activities are taking place throughout the world.

Globalization of markets means that firms can sell not only within a particular country, but on a worldwide basis.

Globalization of production means that firms prefer to base their individual production activity at a worldwide level rather than within country boundaries.

Globalization has several driving forces: declining trade barriers; changes in communication, transportation and information technologies.

1947 – Establishment of the General Agreement on Tariffs and Trade (GATT).

In 1994 GATT was modified in several ways to gain lower tariffs, to define and enforce the intellectual property rights and to establish International Trade Organizations.

There were two main trade blocs: the growth of the European Union and the development of North American Free Trade Association. These two blocks speeded economic growth within these particular areas.

Increased innovation has accelerated the processes of communication, transportation, etc.

Transportation became far easier and less costly. We are able to move data, information and technology itself throughout the world.



1. Give the definition of globalization.

2. What does the globalization of markets mean?

3. What does the globalization of production mean?

Part III. _____

The past three decades have caused dramatic changes in international business. Nowadays, we have more players in the international business arena. In the 1960s the US economy dominated the world. But, by the mid 1990s the US share of output had been coming half. American multinationals now face tremendous competition from Japanese and European companies. The most dramatic event on the world stage was the collapse of communism in Eastern Europe. This created tremendous opportunities to all multinationals throughout the world.

We can't but mention a human side of multinational corporations. These are managers who running these enterprises and they have very challenging tasks ahead of them because when you are managing in multinational enterprise you must fulfill the basic fundamental activities of a manager

with four added conditions:

- you are operating in a number of countries and countries are different;
- problems are too complex than in domestic business;
- you must find ways to work within the limits imposed by government, international trade and investment system;
- international transactions involve transferring into different currency.

Now we will try to answer the question: “Why do companies engage in international operations?”

1) *To increase sales.*

You have the ability to produce more but your market is accentuated. By entering new markets, you can increase your sales and your profitability.

2) *To excess resources.*

There are two other reasons why companies may operate on global bases:

- *Proactive*: profit advantage, unique products, technology advantage, exclusive information, managerial commitment, tax benefit, economies of scale;
- *Reactive*: competitive pressure, overproduction, declining domestic sales, excess capacity, saturated domestic markets, proximity to customers and ports.



1. Enumerate the basic fundamental activities of a manager in a multinational enterprise with four added conditions.

2. Why do companies engage in international operations?

Part IV. _____

Let's discuss the global perspective of business. It consists of three elements:

- 1) National business environment: culture, political and legal activities, economy, competitive environment which a company faces;
- 2) International business environment: consumers, workers, companies, governments, financial institutions;
- 3) International business management. This act involves balancing of firms' internal forces (strength and weaknesses) with the external environment. International business management consists of looking at the particular internal forces in an organization: human resources, organizational culture, production methods, and particular characteristics of your economic enterprise.



1. *What does the national business environment consist of?*
2. *What does international business environment include?*
3. *What does international business management involve?*

2.1.9. Read the text again. What do the following numbers refer to?

In the 1960s	1947	1994	over 30 %
In the past 20 years	Since 1947		



2.1.10. Read the text from Ex. 2.1.8 and answer the questions.

1. What skills should the head of an international company have?
2. How do you imagine his behavior and actions in an unexpected situation?
3. Describe your actions if you were the CEO or a member of the Board of Directors.



2.1.11. Write a short article for a magazine explaining the advantages of international companies, the reasons for their creation and suggest the development of these companies.



2.1.12. Discuss the following questions with your teacher:

1. What examples of international business activity do you know?
2. What additional skills and knowledge do you need to have to work in an international organization?
3. What are your expectations for a workplace conditions in an international company?
4. Do you have any multinational enterprises in your region? Tell about their activities.

PROJECT



2.1.13. Make a report devoted to one of the topics “International Business”, “Famous Multinational Enterprises in the World”, “Multinational Enterprises in Your Town”.

Use phrases for effective report given in the Language Corner.

Language Corner

Useful phrases for effective report:

Opening the introduction:

– *The purpose of this report is to...*

Explaining what you did in order to write the report:

– In order to prepare this report I/we asked/discussed/surveyed...

Giving the most important information:

– The main / most important / biggest / most significant...

Contrasting:

– However / In contrast,...

Giving more information:

– In addition... / also / the second most important / biggest / most significant...

Summarizing:

– Looking at all the things people said... / Taking everyone's comments into consideration...

Concluding:

– Due to this / Therefore,...

Recommendations:

– I (strongly) recommend / My recommendation is to...



SELF-ASSESSMENT

Task 1. Choose the right option.

1. International business is the study of _____ of multinational enterprises.

- a. working
- b. inflations
- c. the activities
- d. development

2. The key activity of international business is _____ of these multinational enterprises.

- a. development
- b. transactions
- c. studies
- d. implementation

3. Globalization is the implication that boundaries _____.

- a. are increasing
- b. are disappearing
- c. are rising
- d. are declining

4. _____ – establishment of The General Agreement on Tariffs and Trade (GATT).

- a. 1994
- b. The 1960s
- c. 1947
- d. The mid 1990s

5. In _____ GATT was modified in several ways to gain lower tariffs.

- a. 1994
- b. the 1960s
- c. 1947
- d. the mid 1990s

6. In _____ the US economy dominated the world.

- a. 1994
- b. the 1960s
- c. 1947
- d. the mid 1990s

7. But by _____ the US share of output has been coming half.

- a. 1994
- b. 1947
- c. the 1960s
- d. the mid 1990s

8. When you are managing a multinational enterprise you must fulfill the basic fundamental activities of a manager with _____ added conditions.

- a. 3
- b. 2
- c. 4
- d. 5

9. You must find ways to work within the limits _____ by the government.

- a. saturated
- b. imposed
- c. consisted
- d. assured

10. The global perspective of business consists of _____ elements.

- a. 2
- b. 1
- c. 3
- d. 4

11. International business management consists of looking at the particular _____ forces in an organization.

- a. external
- b. internal
- c. international
- d. multinational

12. We _____ but mention a human side of multinational corporations.

- a. can't
- b. don't
- c. mustn't
- d. needn't

13. International business _____ consists of looking at the particular internal forces in an organization.

- a. management
- b. activity
- c. communication
- d. society

14. Transportation became far easier and less _____.

- a. fast
- b. costly
- c. expensive
- d. convenient

15. This act involves balancing of firms' _____ forces (strength and weaknesses) with the external environment.

- a. external
- b. internal
- c. international
- d. multinational

Task 2. Translate the following sentences into English using the vocabulary and grammar of this unit.

4. «В сфере туризма может исчезнуть больше половины рабочих мест, если ныне действующие ограничения на поездки, введенные правительствами многих стран из-за пандемии, сохранятся», – предупредил Всемирный совет по туризму и путешествиям (WTTC).
5. Формирование целей, планирование, организацию и контроль можно отнести к основным функциям менеджмента.
6. Пять дополнительных условий охраны и безопасности труда недавно были разработаны и внедрены в систему менеджмента этой международной компании.
7. Компании могут осуществлять свою деятельность только на территории страны.
8. В этой презентации перечислены основные причины глобализации рынка и представлены перспективы дальнейшего развития.

Unit 2.2. International Culture



(Source: <https://ru.freepik.com/>)

Learning aims:

1. Study and practice new vocabulary.
2. Practice different forms of activity: brainstorming, discussion, listening, making presentation.
3. Respond to questions related to the text.

Unit plan:

1. New lexis: introduction and work on it.
2. Texts “When in Rome, do as the Romans do” and “What is culture?”: reading and doing exercises.
3. Speaking: dramatizing dialogues and discussing culture clashes.

Skills

A student will be able:

- to prove his/her point of view;
- to improve communication skills;
- to write a brief abstract.

Tips for students

Brainstorming: create and perform your ideas (5–7 sentences).

Discussion: participate in discussion actively, write your ideas (10–15 sentences) and share your opinion with your partner.

STARTING UP



2.2.1. Put forward your ideas and associations that spring into your mind when dealing with the words “culture”.

2.2.2. Choose the most appropriate definition of “culture” and “international culture”. Two or more variants are possible. You can use different online translators.

- a) collective programming of the mind that distinguishes the members of one group or category of people from another;
- b) the study of the people cultural activities all over the world;
- c) associated with the differences between grandparents and parents, parents and children;
- d) characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts;
- e) the systems of knowledge shared by a relatively large group of people;
- f) what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet visitors, how we behave with loved ones, and a million other things.

BRAINSTORMING



2.2.3. Complete the diagram below and tell your partner your opinion by using the following models:

“As for me, culture means...”

“To my mind, international culture means...”

“I suppose culture business is...”

“In my opinion, international culture means...”



GLOSSARY

2.2.4. Read and translate the vocabulary for the unit.

1. a quotation	11. a lens
2. an encounter	12. a software
3. an effective international transfer of experience	13. bipolar dimensions
4. critical capabilities	14. to account for
5. a determinant	15. a power distance
6. foreign venture	16. ties
7. a shared meaning	17. unquestioning
8. to distinguish	18. cohesive
9. to inherit	19. loyalty
10. to acquire	20. loose

2.2.5. Read and translate the sentences below and try to guess the meaning of the words in bold.

- a) The key **determinant** of being able to **transfer critical capabilities** was people (human resources).
- b) It's a **quotation** from the play Hamlet, and it is very actual and good.

- c) When trying to do so, they may **encounter** enormous difficulties.
- d) Creation of **shared meaning** is one of the perspectives to assess a collaboration.
- e) Culture can be understood through the lens of 5 **bipolar dimensions**.
- f) These two definitions are difficult to **distinguish**.
- g) These dimensions **account for** 30 % of the variations.
- h) People from birth onward are integrated into strong, **cohesive** in-groups.
- i) They will protect you in exchange for **unquestioning loyalty**.
- j) **Uncertainty** avoidance is an extent to which the members of one culture feel **threatened** by uncertain or unknown situations.



2.2.6. Find words with the same meaning as those words and phrases in the task. You can use different online translators.

2.2.7. Grammar revision.

a) Discuss the use of Passive Voice (Continuous group) with your partner.

b) Make your own sentences using Passive Voice (Present, Past and Future Continuous) and the new vocabulary, presented in the Glossary (2.2.4).

c) Translate into English:

1. Эффективность данной системы не зависит от временных параметров.
2. В этой компании ценят преданность сотрудников, следование корпоративной культуре и высокую лояльность.
3. Человеческие ресурсы сейчас рассматриваются как ключевой фактор для развития и успеха компании.
4. В следующем году менеджмент организации будет пытаться объединить основной персонал в сильные и сплоченные группы. В то же время такие группы могут представлять опасность для организации, если их цели не будут совпадать с целями организации.
5. Новые индикаторы эффективности, разработанные менеджерами высшего звена, обсуждают и анализируют уже целый месяц.
6. Некоторые цитаты, представленные в этой презентации, знакомы нам со школьной скамьи, а другие, возможно, станут для участников тренинга своеобразным открытием.



2.2.8. Work with text.

a) Read the extract from the script of the lecture in a European university and try to guess what university course it is.

What is Culture?

Let's start our lecture with the following quotation:

“There are truths on this side of the Pyrenees which are falsehoods on the other” (Pascal, 17th Century).

It is always important to know how national culture affects business structures, practice and effectiveness.

This is one of the major problems we face in running international business. We are all very different. To manage effective business with foreign partners we should learn their customs and traditions, the features of their business etiquette and their mentality.

According to modern scientific papers, the main resources of any company are human resources. And these are the factors that influence the culture both inside and outside the company. Business culture affects the society and its values.

Now let's try to determine what culture is?

According to the research conducted by a Dutch social psychologist Geert Hofstede, *culture* is determined by the following aspects:

- a system of behavior, rituals, and customs;
- the collective programming of the mind that distinguishes the members of one group or category of people from another;
- culture is learned, not inherited.

b) Using the internet resources try to find additional information and answer the following questions:

1. What is culture?
2. What can be described as the heritage of the national culture?
3. What is the difference between culture and national culture?
4. Who is Geert Hofstede?
5. What do you know the national culture of Hofstede's country?
6. Tell about famous scientists who considered this issue in their papers.
7. Describe how the national culture influences the business in your region.

2.2.9. Work with text.



a) *Read the text about how not to behave badly abroad.*

When in Rome, Do as the Romans Do

The end of the 20th century and the beginning of the 21st century provided many opportunities for fast and exciting trips for both businessmen and tourists. However, if you do not want to be disappointed in your vacations or business deals with foreign partners, you should never forget that we are all different and every country has various customs and traditions, norms and rules of behavior, etiquette, perception of the world and mentality.

Business coaches organized special workshops and released leaflets and guidebooks for giving advice on international etiquette. Here are some of them:

- The British have a business lunch and discuss business matters during the meal; the Japanese don't work while eating, because lunch is a time for relaxing and getting acquainted, and they seldom drink at lunchtime. The Germans like discussing business matters before dinner; the French eat first and talk afterwards.

- American executives sometimes express their feelings of their status by putting their feet on the desk and speaking on the telephone. In Asian culture people would be shocked if they saw their boss doing that.

Anyway, Asian business etiquette suggests stricter and more formal rules of social behavior in their companies. Hierarchy is very important, and a younger employee will never close a business deal and sign a contract with an older partner. When collaborating with Japanese, Chinese or Vietnamese colleagues, you should remember that a business card is also worth attention. You must exchange business cards immediately at the meeting because it is essential to establish everyone's status and position. You should give and get it with both hands and read it carefully. Also, the bow is a very important part of greeting someone. Generally, Asian people avoid shaking hands because bowing is more important for them as a form of greeting: the more respect you have or want to demonstrate, the deeper you should bow.

The Americans sometimes find it difficult to accept formal Asian manners. They prefer to be casual and more informal, for instance, a

common phrase for greeting is ‘Hi, there’. On the contrary, the British prefer keeping aloof and the common topic for breaking the ice during negotiations with British partners can be weather because the British are considered to be composed and reserved and it takes them longer to get used to you.

Here are some final tips for entrepreneurs who are going on business trips abroad:

- In France, you should not sit down in a cafe until you have shaken hands with everyone you know.
- In the Middle East, you must never use the left hand for greeting, eating, drinking, or smoking. Also, you should not admire anything in your hosts’ home. They will feel that they have to give it to you.
- In Thailand, you must put your palms together at chest level, bow your head so that the tip of the nose touches the middle fingers, and avoid eye contact while you are greeting your business partner.



b) Using the text above and the internet resources and answer the following questions:

1. Which nationalities are the most and least punctual?
2. Which nationalities do not like to eat and do business at the same time?
3. An American friend of yours is going to work in Japan. Give some advice about how he/she should and should not behave.
4. Imagine you are at a meeting: a) in England; b) in America. How could you begin a conversation with a new business partner? Continue the conversation with your partner.
5. Describe any national tradition that would cause cognitive dissonance or cultural shock for Russian people.



c) Work in pairs and make up your own dialogue based on the topic “Culture Clashes”.



SELF-ASSESSMENT

Task 1. Choose the right option.

1. In this lecture you will be given some information on how national culture _____ business structures.

- a. affects
- b. influences
- c. respects
- d. declines

2. The collective programming of the mind that distinguishes the members of one group or category of people from another. It is _____.

- a. culture
- b. collectivism
- c. decentralization
- d. femininity

3. _____ stresses nurturance, concern for relationships.

- a. Short-term orientation
- b. Uncertainty avoidance
- c. Decentralization
- d. Femininity

4. In the countries with a great power distance authority is far more _____.

- a. decentralized
- b. centralized
- c. inherited
- d. learned

5. Culture is learned, not _____.

- a. decentralized
- b. centralized
- c. inherited
- d. learned

6. Culture can be understood through the lens of _____ bipolar dimensions.

- a. 4
- b. 5
- c. 6
- d. 7

7. _____ stresses respect for tradition and reciprocation of gifts, greetings, and favors.

- a. Short-term orientation
- b. Uncertainty avoidance
- c. Decentralization
- d. Femininity

8. _____ means that decision making is pushed down to the lowest level.

- a. Short-term orientation
- b. Uncertainty avoidance
- c. Decentralization
- d. Femininity

9. _____ stresses assertiveness, competition, achievement and success.

- a. Masculinity
- b. Uncertainty avoidance
- c. Decentralization
- d. Femininity

10. _____ stresses ordering relationships by status and observing the order, thrift.

- a. Short-term orientation
- b. Uncertainty avoidance
- c. Long-term orientation
- d. Femininity

11. The extent to which the members of a culture feel threatened by uncertain or unknown situations. It is _____.

- a. Short-term orientation
- b. Uncertainty avoidance
- c. Decentralization
- d. Femininity

12. The _____ are happy to have a business lunch and discuss business matters with a drink during the meal.

- a. British
- b. Japanese
- c. Germans
- d. French

13. The _____ like to talk business before dinner.

- a. British
- b. Japanese
- c. Germans
- d. French

14. The _____ prefer not to work while eating. For them, lunch is a time to relax and get to know one another.

- a. British
- b. Japanese
- c. Germans
- d. French

15. Showing the soles of your feet is the height of bad manners according to _____.

- a. the British
- b. the Arabs
- c. the Germans
- d. the French

Task 2. Translate the following sentences into English using the vocabulary and grammar of this unit.

A

1. Герт Хофстеде считается основателем межкультурных исследований в сфере менеджмента и бизнеса.
2. Теория культуры этого нидерландского ученого популярна и используется в международном менеджменте.
3. Анализ перспектив бизнеса в разных странах осуществляется на основе шести базовых параметров.
4. В настоящее время наиболее важными считаются такие параметры, как индивидуальность и стремление к достижению цели.
5. Показатель «мужественность» определяется такими качествами, как соперничество, уверенность в себе, целеустремлённость.
6. В таких странах, как Дания и Швеция, культура и бизнес построены по «женскому типу», а в Японии и Мексике – по «мужскому типу».
7. Концепция Хофстеде считается лишь основой, которая используется при принятии эффективных управленческих решений.
8. При осуществлении коммуникации в международной среде необходимо учитывать также личные качества и личную историю деловых партнеров.

B

1. Глобализация стала причиной развития международного сотрудничества.
2. Стратегию деловой коммуникации изучают во всём мире.
3. Для ведения бизнеса с иностранными партнёрами необходимо принимать во внимание их местные традиции и табу.
4. В Китае не обсуждают деловые вопросы во время приёма пищи. Это невежливо.
5. Если вас пригласили на бизнес-ланч японские коллеги, то вы обязательно должны принять приглашение.
6. В Ирландии вас могут попросить спеть, так как ирландцы очень любят петь и танцевать.

Unit 2.3. Etiquette. Basic Rules



(Source: <https://pixabay.com/ru/>)

Learning aims:

1. Study and practice new vocabulary.
2. Practice different forms of activity: brainstorming, discussion, preparing a review.
3. Respond to questions related to the text.

Unit plan:

1. New lexis: introduction and work on it.
2. Texts “Office etiquette”, “Business Lunch Etiquette: 7 Tips for a Successful Business Lunch”: reading and doing exercises.
3. Speaking: discussion of “do’s” and “don’ts” on business etiquette.
4. Writing: review on the basis of the video.

Skills

A student will be able:

- to prove your point of view;
- to ask and respond the questions;
- to participate in discussion.

Tips for students

Brainstorming: create and perform your ideas (5–7 sentences), participate in discussion actively.

Writing: watch the video and write a video review.

STARTING UP



2.3.1. Discuss these questions in pairs:

1. What is polite and impolite to do at your working place?
2. Is it important to know and obey some basic rules of an office etiquette?

GLOSSARY

2.3.2. Read and translate the vocabulary for the unit.

1. senior	11. an intimacy
2. to be firm	12. at length
3. imperious	13. irresistibly
4. mutual	14. drawn
5. to delegate	15. to succumb
6. junior	16. to disturb
7. to treat	17. immediate
8. to be precise	18. to ensure
9. to expect	19. to exploit
10. to detract	20. employee

2.3.3. Grammar and vocabulary revision.

a) Discuss the use of Passive Voice (Perfect group) with your partner.

b) Make your own sentences using the Passive Voice (Present, Past and Future Continuous) and the new vocabulary, presented in the Glossary (2.3.2).

c) Translate into English:

1. Он был представлен некоторым сотрудникам ещё до того, как он пришёл в главный офис компании.
2. Успех проекта базируется на взаимном доверии участников.
3. Когда ты вернёшься домой, с ним уже будут обращаться, как с настоящим членом семьи.
4. Младших менеджеров только что проинструктировали в отношении их новых обязанностей.
5. К тому моменту, как эту фирму закрыли, все менеджеры высшего звена были уже уволены.
6. Вчера к десяти часам утра все обязанности были делегированы участникам проектной группы и распределены между ними.

2.3.4. Learning the rules of office etiquette.



a) Read the text.

Office Etiquette

When a new person joins a company, he or she should be introduced to colleagues as well as the head of the department. If you start a new job and feel you have not got enough information do not be ashamed to ask your colleagues to explain you everything, it will help you get to know them.

If you are a good employee, you should respect the company you work for, and you should be a good representative for the company when making contacts with other people. Be polite and helpful to any visitors; offer them something to drink if they are waiting. Do not arrive late systematically, leave early, take long lunch hours and so on.

BASIC RULES

How to work together

In order to work well together each employee must know his or her own role within the company, and the relationships between all employees should be respectful and friendly. Those in senior positions should be firm but not imperious with their staff, delegating justly according to each person's abilities and work schedule.

At all levels, people should communicate with each other: when you ask someone to do something, be precise, people understand what you want. If you don't understand something, it is always better to ask again not to spend a long time doing the job incorrectly. Talk to your colleagues about things that are more general; your working atmosphere will be more pleasant and friendly. But you should not talk so much that you detract from your tasks and colleagues' work, and avoid talking a lot about your personal life.

Many HR managers say that romantic relationships between colleagues are not a good idea: eventually, some of them will have to quit.



b) Discuss the following questions with your teacher:

1. Do you ask your boss several times if you are not sure what you are required to do?
2. How many personal calls are polite to make during the working time?
3. Is it polite to arrive late?
4. What should you know to work well together?
5. How should you communicate with each other?



c) *Work in pairs. Make a checklist of important “do’s” and “don’ts”. Discuss it with other groups.*

d) *Match the beginnings of the sentences to their endings according to the text.*

1. The relationships between all employees...	a. but not imperious with their staff.
2. You should not exploit the company...	b. you should respect the company you work for.
3. When a new person joins a company...	c. must be based on mutual respect.
4. Employees in senior positions should be firm...	d. if you are on friendly terms with colleagues.
5. Your working atmosphere will be more pleasant...	e. by systematically arriving late, leaving early.
6. At all levels, people should...	f. communicate with each other.
7. If you are a good employee...	g. he or she should be introduced to immediate colleagues as well as the head of the department.



e) *Work in a small groups and discuss your personal opinion about the rules of etiquette. Give the examples of etiquette rules in any country you like. Compare the results asking and responding questions about the differences of a particular country’s etiquette rules. Use the model below:*

Student A: In Asian countries, it is rude to have direct eye contact. What’s about Russia?

Student B: As I know it is acceptable in Russia. But....

2.3.5. Revise your knowledge about some cultural issues. Read the statements and say if they are true or false using some Internet sources.

1. It is usual to shake hands the first time you meet a British colleague.
2. It is not a good idea to call German colleagues by their first names at work.
3. When a Japanese business people give you their business cards, it is polite to say thank you and put them in your pocket or bag.
4. In the Mediterranean, hug colleagues when you meet them.

5. Take off your shoes when you visit someone's house in Poland.
6. In Saudi Arabia it is rude to refuse a cup of coffee.
7. In the UK, ask about your host's family when you meet for the first time.
8. In Asian countries, it is rude to look in people's eyes during business meetings or negotiations.
9. British people like to talk about their salaries.
10. When you visit Hungary, your host gives you flowers at the airport.

2.3.6. Work with text.



a) *Read the text, translate it and match the headings with the paragraphs.*

A few words about drinks	From easy talk to business matters	Payment issues	Be punctual
Choose the right person you want to invite	Decide who chooses the meeting place	Turn off the phone and have a good time	

Business Lunch Etiquette: 7 Tips for a Successful Business Lunch

In our age of information technology and ultra-fast communications, face-to-face business meetings during lunchtime have not lost their relevance.

If you are going to invite your boss, partner or client to a business lunch, follow these simple rules. Then your meeting will not only take place in a pleasant atmosphere, but will undoubtedly benefit business.

1. _____

Lunch with a client, colleague or business partner can be more productive than a regular meeting in the office. Sometimes, in order to break the ice and build successful business relations, you should go to a business lunch.

Always remember about subordination. If you invite someone superior to a business lunch, do not take unnecessary risks. Maybe we should call him for a cup of coffee first?

2. _____

If you invite a person to a business lunch, offer him or her several places. Let your guest make the choice. If he/she finds it difficult, invite

him or her to a place you like. However, be careful, always ask about your guests' preferences. You do not want to embarrass your business partner, who is a vegan by bringing him or her into a steakhouse, do you?

If an invited person chooses a place for a business lunch, be sure to praise his choice.

3. _____

Always arrive earlier ahead of time. Thus, you will protect yourself from being late and, at the same time, make sure that everything is in order with the reserved table.

You can do the following. If the lunch is held among people, you know well, then choose a table in the center of the hall – so you will find yourself in the thick of things. If you are going to have a detailed conversation or you are eager for making a deal, then book a table in the corner, it is much quieter there.

4. _____

There is an unspoken rule on the golf course – to talk about business no earlier than the fourth hole. If you have a casual conversation, talk about business only after you have finished having a meal. After that, you can start a conversation. Start your small talk with such safe topics as work, weather, career development, company achievements etc. and only after that move on to the key topic of your conversation.

5. _____

If you go to lunch, which is paid for by your company, then it is better to think twice before ordering strong alcohol beverages. However, your business partners have the right to order alcohol if they want. Let the guests order first. This way you will learn about their preferences and be more prepared in choosing drinks and dishes.

6. _____

A lot of businessmen agree that paying for lunch is an art. When the waiter brings you the bill, do not look at it for more than a few seconds. Calmly and confidently, you should call the waiter and pay the bill. When you pay, behave naturally and do not interrupt the conversation. In many countries, tips for service are included in the bill. If they are not included it is recommended to leave no less than 10 % of your bill.

If there is an error in the bill, do not put the guests in an awkward position, apologize and get up from the table. It is better to talk to the waiter away from the table.

7. _____

You should devote the business lunchtime to your business partner. That is why turn off your cell phone. A business lunch is not a time to check your email or speak to your colleagues who are calling you. Your distracting from the conversation does not make a positive impression of you as a specialist. Relax, just be yourself! With the help of business lunch, you can achieve a lot. People in an informal surroundings are easier to contact and more willing to make deals.



b) Work in pairs. Make a checklist of important “do’s” and “don’ts”. Discuss it with other groups.

Before doing this task, pay attention to the sample below.

– **don’ts:** treat the staff as servants, but equally don’t be intimidate

Restaurant Meals – Checklist

- make sure that it is understood who is paying;
- be at the restaurant before your guests;
- complain if you are unhappy, but be discreet and polite;
- treat the staff as servants, but equally don’t be intimidate.



2.3.7. Discuss with your classmates restaurants in your city and rules that should be followed in them. What cafes and restaurants would you recommend and why?



2.3.8. Find and watch any video providing you with helpful tips about business lunch etiquette and write a review. Do not forget to use the following clichés:

- This video deals with...
- This video will examine...
- This video will analyze...
- Let us start by considering the key words of this video...
- Some people believe that...
- Other people take the opposite view and claim that...
- Anyway, it is generally agreed today that...

- In conclusion, ...
- To sum up, ...
- All in all, ...
- On the whole, ...
- All things considered



SELF-ASSESSMENT

Task 1. Choose the right option.

1. The relationships between all employees must be based on _____ respect.

- a. mutual
- b. self
- c. boss
- d. company

2. If you want to complain about something it is best to _____ your table.

- a. set
- b. leave
- c. reserve
- d. put

3. Once the person tasting the wine has approved it, he or she should ask the waiter to _____ the wine.

- a. drop
- b. taste
- c. drink
- d. pour

4. When eating in a restaurant diners should observe the same _____ as when invited to eat at someone else's house.

- a. rules
- b. courtesies
- c. respects
- d. customs

5. In many restaurants diners are asked if they would like an aperitif _____ their meal.

- a. before
- b. after
- c. during
- d. in the middle

6. In some restaurants ladies may be given menus without _____.

- a. prices
- b. wines
- c. checks
- d. bills

7. If they're German, they'll be _____ on time.

- a. come
- b. bang
- c. reserve
- d. order

8. Eating out in restaurants is a very pleasant way of _____ whether socially or professionally.

- a. living
- b. spending money
- c. eating out
- d. entertaining

9. Those in senior positions should be firm but not _____ with their staff.

- a. imperious
- b. strict
- c. rude
- d. ugly

10. A lunch time meal will usually be booked for between _____.

- a. 11:30 a.m. and 1:00 p.m.
- b. 12:00 p.m. and 1:00 p.m.
- c. 12:30 p.m. and 1:00 p.m.
- d. 12:30 p.m. and 1:30 p.m.

11. If you are a good employee you should _____ the company you work for.

- a. obey
- b. respect
- c. follow
- d. restrict

12. If you agree to go out for a meal with friends you should _____ the bill.

- a. order
- b. take
- c. share
- d. part

13. If you invite someone out for a meal, you should _____ for it.

- a. pay
- b. order
- c. account
- d. take

14. In any event you should never _____ about paying the bill when it arrives.

- a. argue
- b. shout
- c. tell
- d. ask

15. If you invited friends to a restaurant you should arrive _____.

- a. actually
- b. promptly
- c. rightly
- d. on time

Task 2. Translate the following sentences into English using the vocabulary and grammar of this unit.

1. Счёт был оплачен одним из его коллег до того, как он вернулся за стол.
2. Все номера были уже зарезервированы вчера к двум часам дня.
3. Цены в меню еще не фиксированы, они могут измениться.
4. Каждый сотрудник должен уважать компанию, на которую он работает.
5. Вы можете разделить счёт с друзьями, если вы обедаете вместе.
6. Если вы устраиваете обед в ресторане, то следует заранее убедиться, что стол накрыт и места для всех приглашенных приготовлены.
7. Если вы пригласили много народу, удостоверьтесь, что официант принял заказ от каждого.
8. В ресторане следует обращаться с жалобой, если вас плохо обслужили или когда официант был груб и невнимателен.

Module 3. DEALING WITH INNOVATIONS IN BUSINESS ENVIRONMENT

Unit 3.1. Modern Scientific Wonders



(Source: <https://pixabay.com/ru/>)

Learning aims:

1. Study and practice new vocabulary.
2. Practice different forms of activity: brainstorming, making a presentation.

Unit plan:

1. New lexis: introduction and work on it.
2. Listening and watching video: Muse – *Exogenesis*.
3. Reading: “The Great Scientific Breakthroughs of the 20th Century”.
4. Speaking: making and giving presentations about past, present or future scientific inventions.

Skills

A student will be able:

- to prove his/her point of view;
- to make a project;
- to write a brief abstract.

Tips for students

Brainstorming: create and suggest ideas (5–7 sentences) and participate in discussion actively.

Presentation: use phrases and clichés from Language Corner (p. 92) before preparing a speech and divide the tasks.

STARTING UP



3.1.1. Use the Internet, find a video called *Exogenesis* by Muse, and write down the key words from this video. What is the message and “atmosphere” of the video?



3.1.2. Put forward your ideas and associations that spring into your mind when dealing with the words “science” and “wonder”. You can use these websites to help you:

<https://dictionary.cambridge.org/ru/>

<https://www.oxfordlearnersdictionaries.com/>

<https://www.collinsdictionary.com/>

3.1.3. Choose the best definition of “scientific wonder”. You can use these websites to help you:

<https://dictionary.cambridge.org/ru/>

<https://www.oxfordlearnersdictionaries.com/>

<https://www.collinsdictionary.com/>

- the systematic study of the structure and behaviour of the natural and physical world;
- an object that causes a feeling of great surprise and admiration due to seeing or experiencing something that has been discovered or developed by scientists;
- a feeling of great surprise and pleasure that you have, for example, when you see something that is very beautiful, or when something happens that you thought was impossible;
- knowledge obtained about the world by watching it carefully.

BRAINSTORMING



3.1.4. Complete the diagram below and tell your partner your opinion by using the following models:

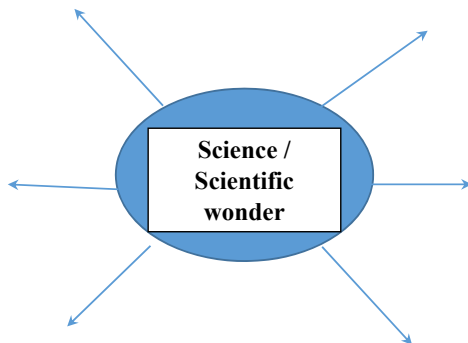
“As for me, scientific wonder means...”

“To my mind, scientific wonder means...”

“I am sure scientific wonder is...”

“In my opinion, scientific wonder means...”

“I am convinced that scientific wonder means...”



GLOSSARY

3.1.5. Read and translate the vocabulary for the unit.

1. overuse	16. health care
2. renewable resources	17. life expectancy
3. competition	18. famine
4. DNA (deoxyribonucleic acid)	19. interactivity
5. solar system	20. refugee
6. fossil fuels	21. to correlate with
7. cell	22. average
8. acid	23. harm
9. recovery	24. to remove
10. to treat	25. nuclear weapons
11. to relieve	26. humble
12. resistant	27. probe
13. observation	28. disease
14. destination	29. axis
15. drug abuse	30. genetic engineering

3.1.6. Grammar revision.

a) *Discuss the use of Future Simple, 'to be going to' and Present Continuous for the future meaning with your partner.*

b) *Make your own sentences using the words from the table in Ex. 3.1.5 and Future Simple, 'to be going to' or Present Continuous for the future meaning.*

c) *Translate the following sentences from Russian into English:*

1. Наше предприятие собирается более экономно использовать возобновляемые источники энергии.
2. По прогнозам экспертов, ученые увеличат продолжительность жизни людей за счет изобретения новых медицинских препаратов и технологий.
3. Специалисты утверждают, что война и засуха приведут к голоду.
4. Организация Объединенных Наций будет обсуждать проблему иммигрантов в Женеве в четверг на следующей неделе.
5. Данное стихийное бедствие причинит вред экономике таких азиатских стран, как Китай и Япония.
6. Конгресс США собирается отстранить Президента от занимаемой им должности.
7. Во вторник на следующей неделе главы России и США будут обсуждать вопрос сокращения ядерного вооружения.
8. Как считают эксперты, данное заболевание приведет к глобальному экономическому кризису.
9. В следующий понедельник английские специалисты запускают космический зонд на Марс.
10. Когда начнется восстановление экономики от последствий введенных санкций?

3.1.7. Write T (true) or F (false).

1. Oil, natural gas and coal are examples of renewable resources.
2. Growing a whole plant from a single cell is an example of genetic engineering.
3. The tilt of the Earth's axis in relation to the sun is the main cause of seasons on the Earth.
4. Incubation period is the period during which someone builds up immunity to a disease.

5. Increased erosion occurs when large areas of forest are removed.
6. The overuse of antibiotics can lead to antibiotic-resistant bacteria.

VOCABULARY

3.1.8. Match the following words with the definitions.

<i>DNA</i>	<i>solvent</i>	<i>renewable energy</i>	<i>cell</i>	<i>to relieve</i>
<i>observation</i>	<i>fossil fuels</i>	<i>recovery</i>	<i>treatment</i>	<i>resistant</i>

1. types of energy such as wind power and power from the sun, or that produced from crops, rather than energy produced using fuels such as oil or coal – _____.
2. a fuel such as gas, coal, and oil that has been produced in the earth from plants and animals – _____.
3. to use drugs, exercises, etc. to cure a person of a disease or heal an injury – _____.
4. the chemical, present at the centre of the cells of living things, that controls the structure and purpose of each cell and carries genetic information during reproduction – _____.
5. the smallest basic unit of a plant or animal – _____.
6. not harmed or affected by something – _____.
7. the recorded information that results from studying a scientific event or the act of watching something or someone carefully – _____.
8. the process of becoming well again after an illness or injury – _____.
9. any of various usually liquid substances that can react with and sometimes dissolve other materials – _____.
10. to make an unpleasant feeling, such as pain or worry, less strong – _____.



3.1.9. Work with text.

a) Read the extracts from the presentation for the international conference in 2001 and give the titles for the presentation slides.

<i>International travel</i>
<i>Medical science</i>
<i>Introduction</i>
<i>The Internet</i>
<i>Space travel</i>
<i>The Olympic Games</i>
<i>Agriculture</i>
<i>We are still here!</i>

The Great Scientific Breakthroughs of the 20th Century

Nowadays, many experts say that modern breakthroughs are not similar in kind to the inventions of the Ancient World such as the Pyramids in Egypt, the Stone Hedge or other architectural objects. Over the past 100 years, we have witnessed incredible technological and scientific breakthroughs. There is no doubt that the inventions below are our modern achievements. I am here today to tell you about the key notes. So, look at the first slide:

1. _____

It is impossible to imagine our life without it. Millions of people surf it, and according to some statistics, the number of people who go online has skyrocketed for the last decade. In 1995, there were very few web pages. Today there are billions. The way we live, work and unwind has been revolutionized. Anyway, we are still in the early days. Nowadays, many experts believe that soon there will be more and more interactivity between the users all around the world and the website, and people will be able to manage their computers by giving speech commands.

2. _____

The twentieth century is known for strict competition between the USA and the USSR (now it is Russia) in this sphere. There were a lot of tests and investigations and even fails, accidents and deaths. Anyway, in 1961, there was the first breakthrough made by the USSR and 8 years later, 1969, American astronaut Neil Armstrong made his famous statement:

“That’s one small step for a man, one giant leap for mankind” after stepping out of his shuttle onto the surface of the Moon. Since then, we have heard about space probes to Mars, Jupiter, Saturn, and even to the sun. I believe that in the 21st century, scientists will explore how the first stars, planets and galaxies began.

3. _____

Nobody doubts that our comfort and happiness is based on inventions and innovations in the health care. Have you ever thought how many millions of people benefited from the humble aspirin invented by Felix Hoffmann? How many lives have been saved due to penicillin? Average life expectancy worldwide has sharply increased over the past 200 years, from about 45 years in 1900 to about 78 years today.

4. _____

Up to the 19th century, this type of activity was considered very dangerous because of differences in legal regulations that offered little or no protection to strangers. Nevertheless, gradually many things changed. For example, at the beginning of the 20th century the most popular modes of transport were airships, horse-drawn carriages, and ships. In Europe, airships and ships became widespread for traveling abroad, while horse-drawn carriages were used to travel within the country. However, the world is developing and changing rapidly. Due to the industrial revolution and technological development in space, more than 2 billion people can reach their destinations every year. Many experts say that in comparison with the nineteenth century the number of international travelers has increased dramatically.

5. _____

People from all over the world believe that they are influenced by the geopolitics. It is true that they are now commercialized, and there is greed and drug abuse. However, it is a competition in which almost every country in the world takes part. Every four years, for a brief moment, we see the world come together in peace and friendship. We feel hope again for the future of mankind.

6. _____

Until the 20th century, mass famine was a frequent occurrence in many countries. Generally, it was associated with crop failures and wars. For example, in the Middle Ages, for every 8–10 years, there were years with high mortality. If to speak about countries in detail, 1030–1032 in

France and 1280–1282 in Bohemia were really difficult. According to contemporaries, the famine of 1125 reduced the population of Germany by half. In 1817, famine was rampant in many parts of Germany. In 1772 in Saxony, 150,000 people died of lack of bread. Between 1845 and 1849, the Great Famine in Ireland killed between 0.5 and 1.5 million people. This famine was the result, mainly, of mass infection of potato crops with late blight. It should be highlighted that the famine led to diseases (due to the weakening of the immune system and the lack of necessary substances), pestilence, robberies, murders and suicides. This is the reason why Jonathan Swift who was a well-known Irish statesman, satirist, author, essayist made his famous statement: *“Whoever makes two blades of grass or two ears of corn grow where only one grew before serves mankind better than the whole race of politicians”*.

7. _____

The 20th century is known as the century of two bloody wars in which a huge number of people died. According to statistics, 10 million people were swept off in the First World War, and the Second World War killed more than 60 million people. And even after these two wars, there were military conflicts that could have led to the Third World War. It could have caused many tremendous losses due to the nuclear weapon. Fortunately, the international diplomacy prevented this war. Therefore, humanity must learn from these sad historical events.

b) Match each topic in A with 2–3 items in B.

<i>A</i>	<i>B</i>
International travel	destinations
Medical science	solar system
The Internet	airlines
Space travel	competition
The Olympic Games	user
Agriculture	corn

<i>A</i>	<i>B</i>
	health care
	interactivity
	drug abuse
	penicillin
	famine
	galaxies
	abroad
	universe
	website
	life expectancy

c) Answer the questions.

1. What things are considered to be modern wonders?
2. In what way does the number of people who are online change?
3. How has the Internet influenced mankind?
4. What does the Internet provide us with?
5. What has been sent into space since 1969?
6. What was the first space travel considered to be by Neil Armstrong?
7. How has the average life expectancy worldwide changed over the past 100 years?
8. What does the number of people who travelled abroad in the nineteenth century equal?
9. What are the good and bad points about the Olympic Games?
10. What kind of problem related to the lack of food is mentioned in the article?
11. What conclusion about politicians and farmers was made by Jonathan Swift?
12. “We are still here!” Why is this a wonder?

d) What do the following numbers refer to?

<i>100 million</i>	<i>a few hundred</i>	<i>1969</i>
<i>47</i>	<i>four</i>	<i>1709</i>
		<i>50 millions of people</i>

e) Fill in the gaps in the following sentences with one of the words below.
Some words can be used more than once:

<i>Solar System</i>	<i>competition</i>	<i>health care</i>	<i>destination</i>	<i>life expectancy</i>
<i>famine</i>	<i>drug abuse</i>	<i>corn</i>	<i>interactivity</i>	<i>airline</i>

1. The Caribbean is a popular holiday _____.
2. Many _____ passengers face lengthy delays because of the strike.
3. The sun and the group of planets that move around it, or a similar system somewhere else in the universe is called _____.
4. The agreement will restrict _____.
5. Scientists estimate that smoking reduces _____ by around 12 years on average.
6. Good _____ should be a right and not a privilege.
7. _____ poses a major threat to the fabric of our society.
8. There were reports of refugees dying of _____.
9. _____ among manufacturers heats up.
10. Poverty and poor housing correlate with a shorter _____.
11. We seeded the field with _____.
12. _____ reform is needed urgently.
13. Another crop failure could result in widespread _____.
14. They are leading a campaign to warn teenagers about the dangers of _____.
15. Video games combine the _____ of computer software with the social interaction of the Internet.

PROJECT



3.1.10. Make a presentation devoted to the topic “Scientific Achievements and Wonders in the Past”, “Modern Scientific Achievements and Wonders”, “New Trends for Scientific Achievements in the Future”.

Your presentation should be

- **informative,**
- **eye-catching,**
- **inspirational.**

Language Corner

Useful phrases for effective presentation:

Introducing yourself

Tell the audience your name, company, and position.

- *On behalf of (Company name), we would like to welcome you here. Our names are... and we are...*

Introducing the topic:

- *Today, we would like to talk to you about...*
- *We would like to take this opportunity to talk to you about...*
- *By the end of the presentation, you will know how to...*

Overview and outline phrases

After you introduce yourself, walk the audience through the main points you are going to cover during your presentation.

- *Our presentation is divided into (number) parts/sections.*
- *To begin with... / Firstly, we are going to look at... / We will show you...*
- *Following that we will... /Next... / Then...*
- *And finally, we will look at...*

Timing and question policy

Inform your audience how much time you will take and whether you are going to answer the questions during or at the end of your presentation.

- *Our presentation will take about (number) minutes.*
- *Our presentation will last for about (number) minutes.*
- *Feel free to interrupt if you have any questions.*
- *We would be happy to answer any questions at the end of our talk.*

Useful words for listing:

- *There are three advantages to... First, ... Second, ... Third, ...*
- *There are two types of... One is... Another is...*
- *There are five stages of the process. The first is... The second is...*

Ending of a presentation

Business presentations usually end with a summary. What is more important, you should relate the end to the subject matter.

- *That's it on... for today. In brief, we have covered...*
- *Well, that concludes our presentation for today. We have talked about...*

- Returning to the original question, I suggest that we...
- That brings us to the end of our presentation...

Thanking your audience:

- Thank you very much for your attention.



SELF-ASSESSMENT

Task 1. Choose the correct option.

1. _____ is the major factor influencing senior life insurance premiums.

- a. DNA
- b. Recovery
- c. Health care
- d. Life expectancy

2. _____ means “not proud or not believing that you are important”.

- a. Humble
- b. Average
- c. Confident
- d. Reliable

3. _____ followed the drought.

- a. Drug abuse
- b. Famine
- c. Overuse
- d. Probe

4. They reported a sudden outbreak of the _____ in the south of the country.

- a. harm
- b. competition
- c. recovery
- d. disease

5. Starvation and disease have killed thousands of _____.

- a. suppliers
- b. employees
- c. refugees
- d. employers

6. The police are keeping the suspect under _____.

- a. destination
- b. watch
- c. consideration
- d. observation

7. Forests are _____, but they must be treated with care.

- a. renewable resources
- b. fossil fuels
- c. mineral resources
- d. wasteful resource

8. The package reached its _____ four days later.

- a. aim
- b. destination
- c. purpose
- d. objective

9. Anyone in the production market tries to _____ demand with supply.

- a. treat
- b. correlate
- c. refer
- d. relieve

10. Many managers are _____ to change.

- a. persistent
- b. permanent
- c. resistant
- d. durable

11. The _____ closed with the space station.

- a. DNA
- b. nuclear weapon
- c. axis
- d. probe

12. It was difficult to _____ patients because of a shortage of medicine.

- a. harm
- b. relieve
- c. treat
- d. recover

13. _____ means “the process of becoming successful or normal again after problems”.

- a. recovery
- b. treatment
- c. cure
- d. restore

14. I burned my skin with the _____.

- a. cell
- b. acid
- c. axis
- d. famine

15. Russia and the United States discussed the dismantling of their _____.

- a. nuclear weapons
- b. DNA
- c. observation
- d. fossil fuels

Task 2. Translate the following sentences into English using the vocabulary and grammar of the unit.

1. Пострадавших собираются оставить в больнице под тщательным наблюдением врачей.
2. Специалисты считают, что Дубай продолжит оставаться популярным местом отдыха среди туристов.

3. Количество дорожно-транспортных происшествий удастся сократить в среднем на 15 % благодаря более жестким правилам.
4. По оценкам учёных, продолжительность жизни молодежи будет сокращаться примерно на десять лет из-за употребления наркотиков.
5. Я уверена, что она будет очень скромно отзываться о своем успехе даже в случае победы.

Unit 3.2. Great Business Ideas



(Source: <https://pixabay.com/ru/>)

Learning aims:

1. Study and practice new vocabulary.
2. Practice different forms of activity: doing vocabulary exercises and taking part in discussion.
3. Write an abstract.

Unit plan:

1. New lexis: introduction and work on it.
2. Texts “The Millennium Dome Disaster”, “Generating Great Business Ideas”, “Teenage Entrepreneur”, “Food for Thought”: reading and doing exercises.
3. Video “Future Technology Inventions (2019 to 2050)”: watching and answering questions.

Skills

A student will be able:

- to make a report using the phrases from the Language Corner;
- to write an email-feedback using the phrases from the Language Corner;
- to write a brief abstract.

Tips for students

Video and Abstract: read the instructions attentively, divide the tasks, discuss possible solutions to the problem and present your ideas (10 sentences).

STARTING UP



3.2.1. Discuss these questions in pairs:

1. What items can you currently purchase? Think about the following areas:

- Food and beverages;
- Health and beauty;
- Electronic goods and devices.

2. How do companies create new goods?

3. What makes an item successful?

4. Do you often buy new companies' products or do you keep to one brand?

5. What should companies do to encourage new ideas?

GLOSSARY

3.2.2. Read and translate the vocabulary for the unit.

1. do product trials	10. make a loss
2. launch	11. exhibition
3. do market research	12. hold an event
4. to negotiate an agreement	13. to enter a market
5. the Chief Executive Officer (CEO)	14. to raise somebody's status
6. place an order	15. to make a breakthrough
7. purpose/aim	16. to take advantage of an opportunity
8. accommodation	17. out of the blue
9. maintenance	18. to encourage

19. brainchild	25. objective
20. facilitator	26. deliberate
21. catering	27. backup
22. catalyst	28. augmented reality
23. obstacle	29. to meet a need
24. to come up with	30. be built into

3.2.3. Grammar revision.

a) Discuss the use of 1 Type Conditionals with your partner.

b) Make your own sentences using the words from the table in Ex. 3.2.2 and 1 Type Conditionals.

c) Translate into English:

1. Если вы разместите заказ с 16 по 17 ноября, мы предоставим вам скидку в размере 15 %.
2. Если ученые внедрят новые разработки в этой области, они получат мировое признание и премию.
3. Если вы будете поощрять ваших сотрудников материально, они будут работать старательнее.
4. Он был главным посредником в проведении переговоров о мире.
5. Если наша компания выйдет на азиатский рынок, мы увеличим прибыль.
6. Если вы запатентуете ваши инновационные разработки, вам предложат работу самые крупные мировые компании.
7. Если вы устраните эти препятствия и ограничения для путешественников, сектор туризма будет развиваться быстрее и эффективнее.
8. Если специалисты докажут преднамеренное убийство, его посадят в тюрьму на более длительный срок.
9. Если он изобретет новые технологии дополненной реальности, это повысит его статус в научном сообществе.
10. Если вы поддержите наше предложение, то мы проведем акцию и вы сможете апробировать продукцию.

3.2.4. Work with text.



a) Read the text below and fill in the gaps with the words in the box.

loss housed maintenance access exhibition

The Millennium Dome Disaster

The Millennium Dome was erected in London to commemorate the beginning of the new era. The building _____ a major _____ which opened on 1 January 2000. Many visitors were upset with the exhibition and _____ to the Dome by car was hard. Therefore, the number of visitors was approximately half that expected and the project made a _____. When the Dome closed on 31 December 2000, there were no plans for its future and no sponsors to pay for its _____. As a result, it was announced that the empty building cost its owners 1 million dollars every month.

b) Discuss the following questions with your teacher:

1. What was the Millennium Dome built for?
2. What kind of event was held in the Millennium Dome?
3. Why did the project fail?
4. Were any companies interested in investing in the Dome?
5. How much did the empty building cost its owners?
6. What could the site be used for?



c) Work in pairs. Which of the following statements do you agree with? Which do you disagree with? Why?

1. The vast majority of the best business ideas are discovered by accident.
2. Research and development is the key to great business ideas.
3. There is nothing wrong with coping and improving the ideas of others.

3.2.5. Match the word combinations (1–6) with their explanations (a–f).

1. to enter a market	a. to offer a larger variety of items
2. to meet a need	b. to do or provide something that is necessary
3. to raise somebody's status	c. to do something when you get the chance to do it
4. to make a breakthrough	d. to make an important discovery or change
5. to extend a product range	e. to start selling goods or services in a new area
6. to take advantage of an opportunity	f. to make somebody feel more important

3.2.6. Match the verbs (1–6) with the nouns (A–F) that they go with. Then complete each sentence below (a–f) with the correct form of one of these verb + noun combinations.

1. to make	A. breakthrough
2. to make	B. gap
3. to fill	C. market
4. to extend	D. a need
5. to enter	E. a range
6. to meet	F. an award

- a) Azra _____ the sport and leisure _____ two years ago with high-quality coaches costing just €50.
- b) If you listen attentively to the experts, your items are more likely to _____ a real _____.
- c) Last month, Vanesa Brown, a young businesswoman from the Czech Republic, _____ for her creativity and persistence.
- d) Our company has started to _____ its _____ of items in the hope of improving profit.
- e) Pharmaceutical companies are hoping to _____ a major _____ in the search for effective cancer medicine.

f) Their new hand-held computer is not just an exciting product – it really _____ in the market.

3.2.7. Read this extract from a talk by the head of a Research and Development Department. Then fill in gaps (1–6) with the correct form of a word partnership from the previous exercise.

Generating Great Business Ideas

Great ideas are created in various ways. Sometimes an idea may simply be when a company *takes advantage of an opportunity*¹ to _____², to offer more choice to existing customers. Or a great idea can enable a company to _____³ which was closed to it before.

Companies which are prepared to spend a lot on R&D may _____⁴ by having a bright idea for a product which other firms later copy.

However, some items are developed in response to customer research.

They come from customer ideas. These products are made to _____⁵, to meet customer demand. Or the item does something similar to another product, but quicker, so it saves time. Some people will buy new items because the product _____⁶ gives them a new, more exclusive and luxury image. Other people will buy any ‘green’ product that _____⁷ waste or _____⁸ *the environment* even if it is more expensive. If an idea is lucrative and the product _____⁹ *a gap* in the market, it may even _____¹⁰ *an award* for innovation.



3.2.8. Choose the correct answer for these questions in small groups.

1. ‘Brainstorming’ is

- a) a new way of dealing with business correspondence.
- b) a technique to help people produce a lot of ideas.
- c) a lively discussion among academics.

2. If something happens ‘out of the blue’, it happens

- a) suddenly, when nobody expects it.
- b) whenever it is necessary.
- c) after a lot of preparation and planning.

3. eBay is

- a) a website through which business people can network.
- b) a famous travel agency’s website that specializes in adventure holidays.
- c) a website where people buy and sell goods worldwide.



3.2.9. Complete the text with the correct answer from the options in 1–9.

The Teenage Entrepreneur

The company Dessert Bakery located in Dublin looks like your typical local food company, with a simple **1** _____ and **2** _____ consumer base. It sells a **3** _____ range of biscuits, tea, marmalades, jams, coffee according to old Irish traditions and recipes. And like every other food business these days, the bakery is longing for reaching more health-conscious customers, so not a **4** _____ idea.

What is amazing, is that the company was the **5** _____ of a 12-year-old. Now aged 16, Chris Benson first **6** _____ with the idea of selling fruit preserves when his grandmother taught him a secret recipe for marmalade. This was the “a-ha” **7** _____ for Chris and within weeks he had started selling to the neighbours. He hired his friends to sell door-to-door on a commission basis.

Such **8** _____ from one so young might be put down to a good education, but Chris says, “It’s a million miles away from what I learnt at school.” Similarly, the **9** _____ of money has never proved a problem, “I don’t concern myself so much with profits and productivity – what’s important to me is improving quality of products as well as services and consumer loyalty and satisfaction.

1	a) prototype	b) catalyst	c) concept
2	a) reliable	b) dynamic	c) original
3	a) traditional	b) revolutionary	c) state-of-the-art
4	a) revolutionary	b) reliable	c) simple

5	a) facilitator	b) brainchild	c) invention
6	a) came across	b) came out	c) came up
7	a) time	b) minute	c) moment
8	a) breakthrough	b) innovation	c) reliability
9	a) obstacle	b) prototype	c) brainchild



3.2.10. Work with text.

a) Read the text below and complete the sentences with the words in the box.

<i>catering</i>	<i>came up with</i>	<i>brainchild</i>	<i>catalyst</i>	<i>encourage</i>
<i>deliberating</i>	<i>objective</i>	<i>obstacle</i>	<i>facilitators</i>	

Food for Thought

The Sheila's Cafe is the _____ of David and Sheila Smith. The _____ is that consumers will experience at least one “a-ha” moment during an evening that is a combination of “party, restaurant, and brainstorming.”

Over a three-course meal, clients begin by getting to know each other and reading their name badges. The name badge includes the question “How can I...?”. Each visitor completes this question about a concept or _____ in their life. For example, “How can I establish my own wedding business?”, “How can I find someone to invest money in my _____ business?”, “How can I find a new job?”. As well as _____ questions and giving some advice to each other, there are “innowaiters” who serve food and drinks and act as _____ to _____ upmarket ideas.

David and Sheila Smith describe how they first _____ the caf concept: “We have asked hundreds of people: “Where do you get your best ideas?”, “What is the _____?” Less than 5 percent of people claim they get their ideas at work. They get their ideas when they are joyful, away from work, late at night and among their close friends.

b) Match the words in the box from Ex. 3.2.10a to definitions 1–9:

1. _____ something that you aim to do or achieve.
2. _____ to talk or behave in a way that gives someone confidence to do something.
3. _____ an original idea, plan, or object that someone has invented.

4. _____ someone who helps a person or organization do something more easily or find a solution to a problem, by discussing things and suggesting ways of doing things.
5. _____ relating to the activity of providing food and drink at events, for organizations.
6. _____ to think or talk seriously and carefully about something.
7. _____ something that blocks your way so that movement or progress is prevented or made more difficult.
8. _____ to suggest or think of an idea or plan.
9. _____ a condition, event, or person that is the cause of an important change.

c) Fill in the gaps with the correct form of the words from Ex. 3.2.10a and translate the sentences.

1. Instead of simply punishing them, the system _____ offenders to modify their behaviour.
2. Who is going to do the _____ for the bachelor party?
3. Money seems to be no _____.
4. Next you need _____ with a name for your company.
5. We _____ the victims to talk freely about their experiences.
6. The jury _____ for two days before reaching a verdict.
7. This decision has removed the last _____ to his professional advancement.
8. _____ costs have risen sharply in the last seven months.
9. Fear of change is an _____ to progress.
10. She was the chief _____ in the peace negotiations.
11. The protest was a _____ attempt to embarrass the government.
12. The government will act as a _____ to promote creative collaboration between businesses.
13. His main _____ now is simply to stay in power.
14. The invasion acted as a _____ to unite the country.
15. The exhibition is the _____ of a wealthy art collector.
16. After years of work her _____ was a tangible reality.
17. He advocates a _____ approach to the problem.
18. Can the sales team achieve its financial _____?
19. She _____ recently _____ with some amazing scheme to double her income.

20. He is a talented _____ because he enables other people to work in the way that suits them best.

3.2.11. Underline the correct alternative in italics.

1. I would like to begin my report *from/by/at* outlining the main problem.
2. Good afternoon and thanks *to/at/for* coming.
3. I am going to tell you *about/of/for* my new research.
4. Let's take a look *by/at/from* this chart.
5. I will take questions *by/to/at* the end.
6. The main reason *for/of/about* this, is the drop in demand.
7. That brings me *at/by/to* the end of my presentation.
8. The best thing *about/of/for* this, is its simplicity.
9. Can I get back to you *with/at/on* that one?

3.2.12. Complete the introduction to a presentation using an appropriate word from the box.

<i>free</i>	<i>then</i>	<i>first</i>	<i>finally</i>
<i>begin</i>	<i>afternoon</i>	<i>here</i>	

1. Good _____ everyone.
2. I am _____ today to tell you about an exciting new way of choosing your vacation.
3. I would like to _____ by giving you an overview of my talk.
4. _____, I will tell you about how the concept was developed.
5. _____ we will have a look at how it was launched.
6. And _____, we will have a look at the website and I will show you how it works.
7. Please feel _____ to ask me questions at any time.

3.2.13. Put the final part of the presentation in the correct order 1–12.

- a) bring immediate results. So to
- b) we need to listen. Then
- c) for listening. Are
- d) see from this
- e) summarize, there are three
- f) brings me to the end of my presentation. Thanks
- g) ways to respond to our customers. First,

- h) So, as you can
- i) we need to be seen to be listening and reacting. OK, that
- j) there are any questions?
- k) pie chart, thinking about our consumers can
- l) we need to act. And finally,

3.2.14. Bovingdons, a catering company in the UK, has done some research into purchasing a new range of products. Put the sentences in the report in the correct order. The first sentence is already marked with 1.

- a) **1.** The purpose of our research was to find a new range of products to replace our old ones. We wanted
- b) Finally, we interviewed the consumers and our staff. We asked
- c) our technicians what they thought of the new range of products. We found
- d) that the T-system was easier to pack and transport than our old ones.
- e) to the Sales Manager who agreed to let us have one on trial.
- f) Why did we choose the T-system? Due to its spacious design.
- g) Then, we took the product to our next venue and put it up.
- h) First, we contacted Fabrications which produces these products. We spoke
- i) to find out how easy the products would be to transport.

3.2.15. A restaurant Fooditude has conducted some research into buying new uniforms for its staff. Complete the report about the research using the phrases below:

We wanted	Finally	We found that
We spoke to	Then	Why do we need
First	We asked customers and personnel	The purpose

I'm here to report on our research into companies that make staff uniforms.

1. The purpose of our research was to find a company that creates original designs at a reasonable price.
2. _____ to find the best company to design our next set of uniforms.
3. _____ new uniform? Because the consumers have complained about the appearance of our serving staff.
4. _____, we made a list of all the possible companies we could find.

5. _____, we chose the top three companies.
6. _____ the Sales department of each of the companies and asked them to send us a sample design.
7. _____ three members of staff wore the samples in the restaurant for a week.
- 8 _____ for their opinion of the uniforms.
9. _____, the most popular uniform with customers was the one designed by Elegant Business Look because of its bright colours and modern design. The staff also preferred this uniform because it was comfortable, stylish and easy to wash.



3.2.16. Work with video.



a) Find a video called Future Technology Inventions (2019 to 2050) and work in groups to answer the questions below.

Team 1

1. What is the weight of the electric flying taxi?
2. When does the company intend to launch the air taxi service?
3. How fast can the robot solve the Rubik's Cube?
4. What are the safety features of the self-driving motorcycle aimed at?
5. What was the Humanoid Construct Robot designed for?
6. What does the Microlino electric moto car run on?
7. What can the gaming haptic suit simulate?
8. How many kilowatts can the solar powered yacht generate on a sunny day?
9. What kind of backup does the solar powered yacht have?

Team 2

1. How many passengers can the electric flying taxi carry?
2. What is the top speed of the electric flying taxi?
3. How long did it take Mike Thomas to create the Rubik's Cube solver?
4. What is the self-driving motorcycle designed for?
5. What kind of tasks can the humanoid construct robot do?
6. What top speed can the Microlino electric motor car reach?
7. What does the gaming haptic suit feature?
8. What does not the solar powered yacht need?
9. What does the solar powered yacht feature?

Team 3

1. What distance can the electric flying taxi fly?
2. How long did it take BMW to develop the self-driving motorcycle?
3. What do individuals use to control interactive projection effects?
4. How many seats does the Microlino electric motor car have?
5. What is the difference between the usual Rubik's Cube solver and self-solving Rubik's Cube?
6. How long can the solar powered yacht cruise running on an 800-kilowatt battery?
7. What kind of interior does the solar powered yacht have?
8. How can people create topography models?



b) Discuss the following questions with your teacher based on your knowledge of future technologies.

1. If air taxi replaces the usual one, what should ordinary taxi drivers do: study at a flying school or continue trying to work as before?
2. How to achieve balance in the movement of the motorcycle so that it does not fall over on its side while driving?
3. Will all people be able to use the air taxi? How much will it cost per trip?
4. Will the robot be able to fully perform construction tasks? May the robots fail to cope with these tasks?
5. What other modern technologies could be shown in this video?
6. Will the flying taxi project be realized by 2022? Prove your point of view.
7. Is the flying taxi safe? If yes, to what extent is it safe?
8. Will the inventions presented in the video be available for all social classes of people?



c) Write a short abstract for the video.



SELF-ASSESSMENT

Task 1. Choose the correct option.

1. We have received her approval to continue doing the _____.

- a. exhibition
- b. market research
- c. event
- d. order

2. The expression _____ means “to use a particular situation to do or get what you want”.

- a. to take advantage of smth.
- b. to expend a company
- c. to enter a market
- d. to fill a gap

3. _____ means “repairs, painting etc. that are necessary to keep something in good condition”.

- a. Obstacle
- b. Service
- c. Breakthrough
- d. Maintenance

4. _____ means “it is very unexpected”.

- a. Once in a while
- b. Occasionally
- c. Out of the blue
- d. Urgently

5. _____ means “a way of persuading customers to buy a product by allowing them to use it for a limited time without paying”.

- a. Item attempt
- b. Product launch
- c. Shareware
- d. Product trial

6. They want to _____ the city’s _____ as a major tourist attraction.

- a. make’ breakthrough
- b. promote, role
- c. raise, status
- d. enhance, position

7. The first personal computer was the _____ of a man named Steve Jobs.

- a. brainchild
- b. imagination

- c. catalyst
- d. invent

8. State universities are looking for money from businesses to _____ state funds.

- a. augment
- b. decrease
- c. reduce
- d. improve

9. We see our role as _____ who can get the negotiations going.

- a. coaches
- b. facilitators
- c. tools
- d. presenters

10. They have _____ some creative new ways to make money.

- a. put up with
- b. cope with
- c. come up with
- d. face

11. The tax puts _____ in the way of companies trying to develop trade overseas.

- a. blocks
- b. purpose
- c. obstacles
- d. difficult

12. Their economic strategy was based on a number of key _____.

- a. aim
- b. task
- c. purpose
- d. objectives

13. The restaurant also does take-out food and _____.

- a. congratulating
- b. catering
- c. promoting
- d. ordering

14. We want to thank everyone who has _____ and supported us.

- a. augmented
- b. raised
- c. encouraged
- d. help

15. The attack on him was quite _____.

- a. purpose
- b. deliberate
- c. objective
- d. special

Task 2. Translate the following sentences from Russian into English using the vocabulary and grammar of this unit.

1. Как только мы выберем место для отдыха, мы немедленно оплатим авиабилеты и проживание в отеле.
2. Установка и обслуживание системы сигнализации будет дешевле, если вы позвоните в нашу компанию и заключите контракт на обслуживание до конца этого месяца.
3. Если компании в ближайшее время не найдут компромисс, то неразрешенный конфликт между ними послужит причиной (катализатором) информационной войны в средствах массовой информации.
4. Если вы и дальше продолжите придумывать неубедительные объяснения причин ваших регулярных опозданий на работу, то вас уволят.
5. Если мы встроим в систему разнообразные средства защиты личных данных сотрудников, то нам удастся предотвратить мошенничество.

Unit 3.3. Digital Technologies in Business



(Source: <https://pixabay.com/ru/>)

Learning aims:

1. Study and practice new vocabulary.
2. Practice different forms of activity: doing vocabulary exercises and taking part in discussion.
3. Learn how to write an abstract.

Unit plan:

1. New lexis: introduction and practice.
2. Texts “Living in the Digital Age”, “Technological Inventions: Digitalization”: reading and doing exercises.
3. Listening and watching a video “Top 10 Future Science Advancements”; discussion.
4. Speaking: good points about online services and digital technologies; functions of modern databases.

Skills

A student will be able:

- to express his/her own opinion about digital innovations, their role and influence, as well as digital security and databases;
- to make and give a presentation;
- to write a brief abstract.

Tips for students

Video and Abstract: read the instructions attentively, divide the tasks, discuss possible solutions to the problem and present your ideas (10 sentences).

STARTING UP



3.3.1. Discuss the following questions with your teacher.

1. What service do you use regularly?
2. What are the good things about them?
3. What makes services good or bad?

GLOSSARY

3.3.2. Read and translate the vocabulary of the unit.

1. feedback	21. trackable
2. cloud service	22. accountability
3. chunk	23. leverage
4. remotely	24. to sustain
5. to boost	25. to collaborate
6. to catch up with	26. ruckus
7. to empower	27. transaction
8. transparent	28. regardless of
9. to leave trailing	29. cyber-attacks
10. to revamp	30. brand loyalty
11. tremendous	31. prominent
12. to strengthen	32. to defend
13. rival	33. cryptocurrency
14. to appoint	34. negotiation
15. resort	35. drop-down menus
16. to grasp every opportunity	36. aftershocks
17. blockchain	37. impact
18. to transfer	38. rate
19. assets	39. to devote to
20. to assign	40. to implement

3.3.3. Grammar revision.

a) Discuss the use of 2 and 3 Type of Conditionals with your partner.

b) Make your own sentences using the words from the table in Ex. 3.3.2 as well as 2 and 3 Types of Conditionals.

c) Translate into English:

1. Если бы сотрудники работали удалённо, организации удалось бы избежать роста заболеваемости.
2. Если бы её наделили неограниченной властью в компании, она бы стала очень высокомерной.
3. Если бы вы кардинально поменяли свою рекламную компанию, вы бы расширили свою целевую аудиторию.
4. Вы бы не потеряли огромное количество денег, если бы не отказались от данной сделки.
5. Если бы вы уложились в сроки, ваш постоянный клиент не стал бы сотрудничать с вашим главным конкурентом.
6. Если бы назначили Брайана исполнительным директором, он бы лучше справлялся с заданиями, чем Аманда.
7. Если бы вы требовали отчетность от своих сотрудников, они были бы более ответственными.
8. Если бы вы не увольняли сотни людей, вы бы не столкнулись тогда с тяжелыми последствиями забастовок.
9. Если бы вы поручали своим сотрудникам создавать резервные копии, вы бы не потеряли важные документы.
10. Если бы в офисе была обеспечена спокойная обстановка, каждый смог бы работать более продуктивно.



3.3.4. Work with text.

a) Read the text below and complete the sentences with the words in the box.

<i>cloud</i>	<i>feedbacks</i>	<i>access</i>	<i>chunks</i>	<i>accessible</i>
<i>boost</i>	<i>remotely</i>	<i>catch up with</i>	<i>empowered</i>	<i>transparent</i>
<i>trailing</i>	<i>revamped</i>	<i>tremendous</i>	<i>strengthen</i>	

Living in the Digital Age

Nowadays, it is almost impossible to envision our life without the Internet, all the benefits it provides us with as well as to overestimate the effect it has on our everyday life. Therefore, it is difficult to believe that in the 1980s the Internet was only used by a handful of people, for example, by scientists, scholars, engineers, technicians and computer experts. Jack Smith and Sabeer Bhatia were the first to begin working together on the idea of creating the Internet. At first, it occurred to Jack Smith to create Hotmail. He got disappointed because he was not able to send an email privately at work, so he rang Sabeer Bhatia to suggest their meeting and discussing his idea face to face, so that nobody could hear their conversation. Eventually, they launched Hotmail on 4 July 1996. After that, in the 1980s, British scientist Tim Berners Lee invented a lot simpler system called the World Wide Web (the system enabling people to move from one website to another). In 1990, the Internet finally became accessible to the non-scientifically minded. Now we use it to do everything from watching a preview of a new movie, movies themselves, searching for necessary information for work or study, to skyping a friend living on the other side of the world. The Internet has made people more open-minded, self-sufficient and confident. It has redefined our ties with the outer world. In addition, the most amazing point about the Internet is that it does not belong to any government, organization or company – all of us own cyberspace. Here is a piece of information how technologies have revolutionized business models and society.

It's safe to say that slower and less competitive companies are left **1** _____ if they can't **2** _____ the latest technological inventions. The rapid and **3** _____ digital transformation has brought about a change in consumer conduct and patterns. With the advent of numerous mobile apps, ERP software, **4** _____ services, social media, Big Data services are made **5** _____ with just a click of the button. Thus, digitalization is changing the DNA of business processes.

Digital Innovation for Consumer Society

Innovation in technology has brought about a massive change in consumer conduct.

Earlier, consumers had **6** _____ to websites through desktop computers. However, with the dramatic increase in the production of

mobile devices, millions of customers are engaged in mobile web browsing to purchase, sell, find local companies, create online transactions, register complaints, give in 7 _____ and share their experiences to the world through various social media options.

Social media is another platform where customers connect more quickly with businesses. These platforms are highly used by customers to both popularize and castigate an item or service because they're 8 _____.

Such digital innovations have risen the influence of famous brands on their customers and they now realize that customers demand faster and find precise solutions. Hence, in order to 9 _____ their confidence and improve productivity, companies are made to embrace digital platforms.

Digitalization to Business Benefits

When carefully explored, the advantages of digitalization towards firms are plenty. This has 10 _____ companies to operate more effectively, faster and smarter when dealing with their consumers. Various digital innovations like Big Data Analytics and Cloud Services have allowed industries to enhance customer experience.

Considering the exponential rate at which mobile devices are spread, Google has 11 _____ its algorithms to prioritize mobility. Mobile responsive designs and solutions have eased various business activities dramatically.

Every business aspect, whether it is shipping, delivery, invoicing, content marketing or sales enablement, is just a click away. Cloud computing technology has also extremely benefited companies by allowing them to store tremendous amount of information locally or 12 _____ and share them from anywhere and everywhere instantaneously. The integration of Big Data provides businesses with accurate decision making because it collects, stores and analyzes a huge 13 _____ of data for businesses to utilize it for understanding the markets and rivals better.

If digital transformation strategies are implemented the right way, they are certain to 14 _____ the business models and increase profitability in the long run.

Overall, digital technology has transformed our lifestyle, communication, and work. In addition, digital transformation can increase profitability, boost sales, and leverage customer satisfaction into loyalty.

b) Answer the questions:

1. What happens to companies that cannot catch up with the latest technological innovations?
2. What has the rapid digital transformation influenced? In what way?
3. What can customers do using various technologies?
4. What can customers do using various electronic or digital platforms? Why?
5. In what way have different companies' activities and practices been improved?
6. What does cloud computer technology enable?
7. What happens if digital transformation strategies are implemented successfully?

c) Match the words in the box to their definitions.

<i>cloud</i>	<i>feedbacks</i>	<i>access</i>	<i>chunks</i>	<i>accessible</i>
<i>boost</i>	<i>remotely</i>	<i>catch up with</i>	<i>empowered</i>	<i>transparent</i>
<i>trailing</i>	<i>revamped</i>	<i>tremendous</i>	<i>strengthen</i>	

- a) from a distance;
- b) clear and easy to understand or recognize;
- c) reaction to a process or activity, or the information obtained from such a reaction;
- d) the activity of trying to do as well as a competitor or of trying to reach a level of achievement;
- e) to change something to make it more modern and efficient;
- f) a computer network where files and programs can be stored, especially the Internet;
- g) to make something more effective or powerful;
- h) a part of something, especially a large part;
- i) to be less successful than competitors or than expected;
- j) to give someone official or legal authority, or the freedom or confidence to do something;
- k) to improve or increase something;
- l) to be able to use or obtain something such as a service;
- m) great in amount, size, or degree; extremely large;
- n) able to be reached or easily got.

d) Fill in the gaps with the correct form of the words from the previous exercise. Some words can be used more than once.

1. This company's shares have left most rivals _____.
2. The federal agency is _____ to collect taxes.
3. The President is _____ to appoint judges to the Supreme Court.
4. He devoted a large _____ of time to the project.
5. This year, the system has been completely _____ and no problems have been reported so far.
6. The resort is easily _____ by road, rail, and air.
7. The information is readily _____ on the Internet.
8. They drive at a _____ pace.
9. All the photographs are kept on the _____ rather than on hard drives.
10. Have you had any _____ from customers about the new soap?
11. The system has been designed to give the user quick and easy _____ to the required information.
12. It was years before demand for our furniture _____ supply.
13. The theatre managed to _____ its audiences by cutting ticket prices.
14. We _____ the management system, but the business is doing no better than it was before.
15. This plan could save us a _____ amount of money.
16. Most of our employees work _____.
17. This type of account offers you instant _____ to your money.
18. _____ from the sensors ensures that the car engine runs smoothly.
19. The successful branding and marketing of the new car has already _____ sales and increased profits.
20. We must grasp every opportunity to _____ economic ties with other countries.
21. Will Western industry ever _____ Japanese innovations?
22. Companies need to be _____ about their goals and policies.
23. A large _____ of plaster crashed down from the ceiling.



3.3.5 Work with text.

a) Read the text below and complete the sentences with the words in the box.

<i>blockchain</i>	<i>assets</i>	<i>assign</i>	<i>transferring</i>	
<i>trackable</i>	<i>accountability</i>	<i>collaborate</i>	<i>regardless of</i>	<i>leverage</i>
<i>sustain</i>	<i>ruckus</i>	<i>transactions</i>	<i>cyber-attacks</i>	

Technological Inventions: Digitalization

We live in a rapidly developing world, witnessing many technological innovations. They have revolutionized the way we communicate (smartphones, iPhones, iPads), watch television (Amazon Prime, Hulu, Disney+, Apple TV+), drive (electric flying cars), and shop (Wildberries, Ozon).

How Inventions of the Future Will Revolutionize the World

A lot of scientists say that inventions of the future will reshape all spheres of our lives. We'll see innovations in medicine, transport, artificial intelligence (AI), shopping, food, entertainment and 3D printers able to do everything from growing fruit and vegetables to building missiles and satellites that can travel into space.

Digital transformation can amplify profitability, boost speed to market products, and **1** _____ customer satisfaction into loyalty.

Due to cloud productivity solutions, employees can work and **2** _____ at a very efficient rate.

This cloud sharing feature enables users to access files **3** _____ where they are. This allows employees to work wherever and whenever thus tremendously improving productivity and collaboration.

Project management can be a difficult task if there is no organization and flexibility. Today, there is an excessive amount of applications available that can assist you manage your team and projects, such as the widely used application, Asana. This application helps managers **4** _____ tasks, as well as, evaluate their progress. It promotes **5** _____, as well as, organization and collaboration.

Digital Technology Improves the Consumer Experience

In modern competitive business world, taking into account your clients' demands is more important than ever, meaning that ensuring a strong customer experience has become a necessity in order to **6** _____ a successful business. One of the methods to reach this goal is through analytics. With everything digital, businesses can now leverage digital analytics to learn about their customers' buying habits.

With Google Analytics, marketers can analyze user's traffic paths to see which web pages are engaging and attracting them and which ones are driving them away.

Digital World

With everything now accessible, it is relevant to keep your **7** _____ protected. A digital technology that has recently caused a lot of **8** _____ in the world is **9** _____ technology. **9** _____ technology is essentially a large open source digital ledger where online payments and **10** _____ are listed.

This technology allows anyone to see every transaction, so nobody can lie about where they sent money, meaning that though no personal information is attached, it is still **11** _____. This can help make **12** _____ money more efficient and cheaper. This technology can be adopted in different ways, not just for money payments. Industries such as supply chain and tech companies can benefit from the security that blockchain can provide. It can help protect files, as well as, prevent **13** _____. Therefore, digital technology today is slowly improving security.

Overall, it should be highlighted that the future holds a lot of technologies and inventions that will definitely continue revolutionizing our lives and habits in countless ways.

b) Answer the questions:

1. In what way can digital transformation influence business?
2. In what way can digital transformation influence employees?
3. What do applications enable managers to do?
4. What does digital analytics let marketers analyze?
5. What is the drawback of everything being available?

6. Which technology allows people to see transactions?
7. What kind of security can this technology provide?

c) Match the words from Ex. 3.3.5a to their definitions.

- a) to keep alive or to keep something in operation; maintain;
- b) to give a particular job or piece of work to someone;
- c) the fact of being responsible for what you do and able to give a satisfactory reason for it;
- d) a noisy situation or argument;
- e) something that is owned by a person, company, or organization, such as money, property, or land;
- f) an illegal attempt to harm someone's computer system or the information on it, using the Internet;
- g) an occasion when someone buys or sells something, or when money is exchanged or the activity of buying or selling something;
- h) a system used to make a digital record of all the occasions a cryptocurrency is bought or sold, and that is constantly growing as more blocks are added;
- i) power to influence people and get the results you want;
- j) without being influenced by any other events or conditions;
- k) the movement of something or someone from one place, position, etc. to another;
- l) to work with someone else for a special purpose;
- m) able to be found after looking for in a lot of different places.

d) Fill in the gaps with the correct form of the words in Ex. 3.3.5a. Some words can be used more than once.

1. The company suffers from a lack of _____.
2. We need to neutralize _____ and to defend military computer networks.
3. The parties will decide whether to buy _____ or shares.
4. The case has been _____ to our senior officer.
5. Everyone has a right to a job, _____ their race or colour.
6. Citizens must demand _____ from their leaders.
7. Her policy caused quite a _____.
8. We _____ the diplomatic negotiations.
9. _____ are appearing in a variety of commercial applications today.

10. How much time have you _____ for the meeting?
11. The courts can order a financial institution to freeze _____.
12. All this electronic data is _____.
13. The first prominent use of _____ was bitcoin.
14. The company intends to _____ its brands more effectively.
15. We need to monitor the _____ of smaller deals.
16. I tell them the truth, _____ what they want to hear.
17. They can _____ a very small investment into millions of dollars.
18. Police are investigating how £100 million was illegally _____ from the trust's bank account.
19. The judge _____ the lawyer's objection.
20. Two writers _____ on the script for the movie.



3.3.6. Work with a partner. Make sentences using the words in this table.

Example: Search engines allow people to find relevant websites.

Search engines	help	me	full infinitive (with <i>to...</i>)
Telecommunication companies	allow	you	
Financial advisers	make it easier	organizations	
Call centres	for	companies	
Consultants		people	
Legal services		the world	
	let		bare infinitive (without <i>to...</i>)



3.3.7. Discuss the following questions with your teacher:

1. Why do companies need databases?
2. What sort of information do they keep?
3. What are the main functions of databases?



3.3.8. Work with a partner. Imagine your company has some new software for storing customer information. Make sentences using some of the phrases from the previous exercise and these prompts.

Example: *The good news is we have new software, but the bad news is we need six months' training.*

1. New software + need six months' training.
2. Press this button + look for the customer's name.
3. The old system + the quantity of information it can store.
4. Storing basic information + finds more information.
5. Information you get + easier it is to target customers.
6. The system is more complicated + it is faster.



3.3.9. Find a video called “Top 10 Future Science Advancements” and work in groups to answer the questions below.



Team 1

1. What will a VR implement be powered by?
2. What element of the Floating City produces energy?
3. What is nanotech clothing designed for?
4. What is the biggest advantage of the Handheld MRI Scanner?
5. What method can be used to control lightning?

Team 2

1. What is the Floating City project aimed at?
2. What did Jayan Thomas develop in 2016?
3. What is the main obstacle standing in the way of implementing the Handheld MRI Scanner?
4. What did Boeing file a patent in 2015 for?
5. What do quantum computers run on?
6. How will people be able to cheat death?

Team 3

1. What does the Floating City include?
2. How can water be turned into fuel?
3. What is the technology invented by Boeing called?
4. What does Boeing suggest using to create protective barriers?
5. What is the good point about gene editing?



3.3.10. Discuss the following questions with your teacher on the basis of the information provided in the previous exercise.

1. Will people become addicted to full-immersion virtual reality?
2. Will the Floating City be protected from hurricane or tsunami? If yes, what measures will be taken to protect the Floating City?
3. Does the nanotech clothing wash? How to maintain and care for nanotech clothing?
4. What will the size of quantum computers be? How much electricity will they use?
5. Will people lose their individuality because of gene editing? Will gender or biological discrimination problems come up?



3.3.11. Write your short abstract for the video.



SELF-ASSESSMENT

Task 1. Choose the correct option.

1. It is one of several efforts to enable complex financial functions in a

_____.

- a. currency
- b. bitcoins
- c. cryptocurrency
- d. offshore

2. Our competitors were _____ last month.

- a. leave behind
- b. left trailing
- c. get ahead
- d. left after

3. The _____ of this decision is already being felt.

- a. side influence
- b. feedback
- c. aftershock
- d. behind-effect

4. If the United Nations had more troops in the area, it would have greater _____.

- a. feedback
- b. ruckus
- c. chunk
- d. leverage

5. This gives the company a competitive advantage over its _____.

- a. employees
- b. competition
- c. employers
- d. rivals

6. The automaker is _____ a number of its cars in an effort to make them more appealing to younger consumers.

- a. revamping
- b. competing
- c. generating
- d. developing

7. A company's _____ can consist of cash, investments, specialist knowledge, or copyright material.

- a. stock
- b. assets
- c. resorts
- d. impacts

8. The organization suffers from a lack of _____.

- a. accountability
- b. responsible
- c. report
- d. response

9. I have been _____ the task of negotiating the agreement.

- a. revamped
- b. boosted
- c. transferred
- d. assigned

10. Choose Properties from the _____ and select the Device Manager.

- a. drop-down menu
- b. help desk
- c. help screen
- d. help service menu

11. We must _____ the opportunity to extend the range of products!

- a. seize
- b. use
- c. catch
- d. grasp

12. The plane took off with a _____ noise.

- a. prominent
- b. strengthen
- c. tremendous
- d. empower

13. This amendment _____ the President to declare an emergency for a wide range of reasons.

- a. boost
- b. let
- c. enable
- d. empowers

14. She will be the acting purchasing director until they can _____ a permanent one.

- a. boost
- b. appoint
- c. sustain
- d. empower

15. There was quite a _____ because the license had been withdrawn.

- a. impact
- b. ruckus
- c. chunk
- d. resort

Task 2. Translate the following sentences from Russian into English using the vocabulary and grammar of this unit.

1. Если бы кибератака не была отражена, хакеры получили бы доступ к системе Министерства обороны.
2. Я бы предостерег его в любом случае, независимо от того, поверил ли он мне или нет.
3. Если бы он выиграл крупную сумму денег, он бы открыл благотворительную организацию.
4. Если бы они перевели деньги, вам бы пришло уведомление на телефон.
5. Если бы вы поручили Стиву подготовить презентацию, он бы не справился с этим заданием.

INTERNET RESOURCES

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