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УЧЕБНО-МЕТОДИЧЕСКИЙ КОМПЛЕКС ПО ДИСЦИПЛИНЕ

для специальности 031202 – «Перевод и переводоведение»

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Учебно-методический комплекс по дисциплине «Межкультурная коммуникация в сфере бизнеса» для студентов очной формы обучения специальности 031202 – «Перевод и переводоведение». Благовещенск: Амурский гос. ун-т, 2007. – 48 с.

Учебно-методический комплекс содержит рабочую программу дисциплины, планы проведения практических занятий, типовые задания, образцы контролирующих форм знаний студентов.

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I. Учебная программа

1. Пояснительная записка

Настоящий курс предназначен для обучения межкультурной коммуникации в сфере бизнеса студентов филологического факультета специальности 031202 – «Перевод и переводоведение».

Данная дисциплина устанавливается вузом и рекомендуется в качестве дополнительного к практикуму по культуре речевого общения основного иностранного языка (английского) на четвертом и пятом курсах. Срок обучения рассчитан на 136 часов аудиторной и 124 часа самостоятельной работы, которые по учебному плану распределяются на два семестра (восьмой и девятый). Девятый семестр завершается сдачей экзамена.

Цель и задачи дисциплины, ее место в учебном процессе:

Межкультурная коммуникация имеет ярко выраженную прикладную направленность. Это не только наука, но и набор навыков, которым можно научиться и необходимо владеть. В первую очередь эти навыки необходимы тем, чья профессиональная деятельность связана с межкультурным сотрудничеством. Незнание особенностей межкультурного общения способствует снижению эффективности деловой коммуникации, а порой приводит к провалам – в переговорах, к неэффективной работе коллектива, к социальной напряженности. В связи с этим возникает необходимость изучения дисциплины межкультурная коммуникация в сфере бизнеса студентами специальности «Перевод и переводоведение», чья будущая профессия может быть непосредственно связана с ведением бизнеса в межкультурном пространстве.

Согласно программе курс обучения по дисциплине «Межкультурная коммуникация в сфере бизнеса» делится на два связанных между собой этапа, отличающихся объёмом, характером, организацией учебного материала и содержанием методической работы. На первом этапе (восьмой семестр) предполагается сформировать понятийную сферу делового общения путем изучения лексических, грамматических, стилистических особенностей данной

сферы коммуникации на материале различных ситуативных контекстов/ситуаций, возникающих в процессе деловой интеракции. Неотъемлемой задачей первого этапа обучения является ознакомление студентов с культурными особенностями ведения бизнеса в межкультурном пространстве. На втором этапе происходит обучение грамотному составлению и написанию различных видов деловых писем, а также оформлению контракта.

Целью всего курса является развитие коммуникативной способности обучаемых в сфере делового дискурса, расширение их знаний и интеллектуального опыта не только в области делового письменного и устного, но и социально-экономического межкультурного общения, с учетом национально-культурной специфики коммуникативного поведения англоязычных партнеров по бизнесу.

Задачи курса:

1. Сформировать необходимые лексические, а также коммуникативные умения и навыки в сфере делового общения с учетом особенностей межкультурной коммуникации, что позволит студентам:

- овладеть определенным количеством ключевых терминов английского языка делового общения с точки зрения наиболее воспроизводимых образцов лексико-фразеологической и морфосинтаксической сочетаемости, сближающих понятийную и языковую картины мира, релевантных для процесса деловой интеракции, а также использовать их в зависимости от коммуникативных намерений;

- уметь свободно изъясняться, а также вести беседы на темы, предложенные курсом по бизнес тематике;

- уметь читать неадаптированные тексты по тематике, связанной с межкультурной коммуникацией в сфере бизнеса и давать комментарий к утверждениям, взятым из этих текстов.

2. Познакомить студентов с особенностями языка деловой переписки, ориентированного на специализированные контексты, характерные для

различных сфер деловой активности индивида (юридическая, экономическая, медицинская и так далее):

а) особенности лексического состава (общеупотребительная терминология английского языка делового общения, общеупотребительная лексика английского языка делового общения, специализированная терминология, ограниченная определенной профессиональной сферой, слова общего языка);

б) закономерности грамматического и синтаксического оформления письменной формы делового общения;

в) характеристики стилистического построения текста делового письма.

3. Научить студентов самостоятельно составлять различные виды деловых писем на английском языке с учетом межкультурных особенностей.

В курсе отражены последние достижения отечественных и зарубежных лингвистов-практиков в сфере международной деловой переписки.

В структуру курса входят практические занятия, которые предполагают привлечение и систематизацию знаний по дисциплинам, изученным ранее (практический курс первого иностранного языка, введение в теорию межкультурной коммуникации, практический курс перевода).

2. Требования по видам речевой деятельности к концу курса обучения:

1. Говорение:

Обучаемый должен свободно излагать свои мысли относительно различных ситуаций делового общения, с использованием лексических, грамматических и стилистических особенностей данной понятийной сферы общения.

2. Письмо:

Обучаемый должен уметь грамотно, в соответствии с устоявшимися нормами и правилами ведения деловой переписки на английском языке, составлять различные виды деловых писем на английском языке, включая электронный вариант письма (e-mail), а также контракт.

3. Аудирование:

К концу девятого семестра студент должен понимать на слух спонтанный аудиотекст, отражающий материал бизнес тематики. Аудиотекст может содержать определенный процент незнакомых слов, о значении которых можно догадаться. Время звучания – 5-7 минут при одноразовом предъявлении.

3. Содержание программы:

Темы (8 семестр – 68 часов):

1. Cultural diversity and socializing (14 часов).

1.1 Arrivals;

1.2. Making contact:

1.2.1 First contact (names and titles: culture note);

1.2.2 Getting to know each other (taboos: culture note);

1.2.3 More contacts (physical contact: culture note);

1.2.4 Arrangements (invitations out: culture note);

1.2.5 Arriving for dinner (time: culture note);

1.2.5 Dinner (the role of women: culture note);

1.2.6 After work;

1.2.7 Farewells (words and meaning: culture note).

2. Environment of Global Finance. Telephoning (14 часов).

1.1 Visible and invisible trade;

1.2 Imports and exports;

1.3 Effective telephoning:

1.3.1 Preparing for a telephone call;

1.3.2 Explaining the purpose of a call;

1.3.3 Reaching agreement, handling complaints;

1.3.4 Cross-cultural communication on the phone.

3. A Nation's Balance of Payment. Meetings (14 часов).

3.1 Investments and national reserves;

3.2. Effective meetings:

3.2.1 Key features of an effective meeting;

3.2.2 How to open a meeting – objectives, roles, procedure;

3.2.3 Obtaining consensus and making difficult decisions;

3.2.4 The sales meeting.

4. Trade restrictions. Negotiations (22 часа).

4.1 The types of trade restrictions;

4.2 Effective negotiations:

4.2.1 Agreeing objectives, strategy, and roles (culture and tactics: task- versus person-orientation);

4.2.2 Structuring and controlling the negotiating process (culture and tactics: organic versus systematic working cultures);

4.2.3 Presenting your position, getting feedback (culture and tactics: direct versus indirect communication);

4.2.4 Active listening, effective questioning (culture and tactics: individualist versus teams, conflict versus collaboration, emotional versus neutral behaviour);

4.2.5 Maintaining positive communication (culture and tactics: high-context versus low-context cultures, win-win versus win-lose).

5. The Firm and its environment. Presentations (16 часов).

5.1 Company profile, structure and history;

5.2 Business objectives and models of the firms;

5.3 Presentations:

5.3.1 Presentation technique and preparation;

5.3.2 Using visual aids: general principles;

5.3.3 Holding the audience's attention;

5.3.5 The company presentation.

6. Writing a business letter (6 часов).

6.1 A letter organization;

6.2 Parts of a Business Letter;

6.3 Format of a Business Letter.

7. Types of letters (34 часа).

7.1 Collection Letters;

7.2 Sales and Promotional Letters;

7.3 Goodwill Letters;

7.4 Community Activities Letters;

7.5 Personal Business Letters;

7.6 Letters of Condolence;

7.7 Letters About Employment Changes;

7.8 Customer Relations Letters;

7.9 Electronic Mail.

8. Writing a sales contract (16 часов).

4. Рекомендуемая литература

Основная:

1. Азарова О. Я вам пишу... Деловые и личные письма по-английски и по-русски / серия «Опыт лучших бизнес-школ мира». – Ростов н/Д: «Феникс», 2005. – 336 с.
2. Анисимова Е.Е. Лингвистика текста и межкультурная коммуникация (на материале креолизованных текстов): Учеб. пособие для студ. фак. иностр. яз. вузов / Е.Е. Анисимова. – М.: Академия, 2003. – 128 с.
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4. Гудкина Т.А., Пирогова М.А., Радкевич Н.В. Company presentation. Учебное пособие на английском языке. Благовещенск: Амурский гос. ун-т. – 2005.
5. Дубинина Г.А., Драчинская И.Ф., Матявина М.Ф. Английский язык: Пособие для вузов. Реком. УМО вузов РФ. – М.: Издательство «Экзамен», 2003. – 208 с.
6. Кондратьева С.И. Деловая переписка: Учебное пособие / С.И. Кондратьева, Е.Л. Маслова изд. 2-е. – М.: Издательско-книготорговый центр «Маркетинг», 2002. – 40 с.
7. Курс английского языка международного бизнеса: бизнес – курс. МВА. / Всерос. Акад. Внешней торговли. – М.: Бизнессофт, 2005. – 1 эл. Опт. Диск (CD-ROM).
8. Пиз А. Язык письма / А. Пиз, П. Дан. – М.: Изд-во ЭКСМО-Пресс, 2002. – 192 с.
9. Bethell G. Test your Business Vocabulary in Use/ G. Bethell, T. Aspinall. – S.l.: Cambridge University Press, 2003. – 102 p.
10. Business letters for busy people : time saving, ready-to-use letters for any occasion / edited by John A. Carey. Printed in the U.S.A. by Book-mart Press, 2002. – 287 p.
11. Mascull B. Business Vocabulary in Use/ B. Mascull. – S.l.: Cambridge University Press, 2002. – 172 p.
12. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments.

Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2004. – 272 p.

13. Robbins S. Cobuild Business Vocabulary in Practice. – The University of Birmingham, 2002. – 245 p.
14. Sweeney S. Communicating in Business. A short course for Business English Students: Cultural diversity and socializing, Using the telephone, Presentations, Meetings and Negotiations: Student's Book/ S. Sweeney. – 6th. Ed. . – Cambridge: Cambridge University Press, 2004. – 156 p.
15. Sweeney S. Test Your Professional English: Marketing = Проверь свой профессиональный английский язык: маркетинг/ S. Sweeney ; ed. N. Brieger. – 3th. Ed. . – S.l.: Penguin English, 2002. – 106 p.
16. Business Negotiations in Russia: учеб. видеокурс. – СПб.: Решение: учеб. видео, 1999-2005. – 1 эл. опт. диск (DVD-ROM). – (Бизнес культура; вып. 7).

Дополнительная:

1. Васильева Л. Деловая переписка на английском языке / Л.Васильева. – М.: Рольф, Айрис-пресс, 1998. – 352 с.
2. Воронцова И.И., Ильина А.К., Момджи Ю.В. Английский язык для студентов экономических факультетов: Учебное пособие. – М.: «Издательство ПРИОР», 1999. – 144 с.
3. Вриз М. Де Internationally Yours. Международная деловая переписка как средство достижения успеха / М. Вриз Де / Пер. с англ. – М.: Изд-во Весь Мир, 2001. – 386 с.
4. Громова Н.М. Внешнеторговый контракт: Учебное пособие. – М.: Юристъ, 2000. – 141 с. (Сер.: English for Business)
5. Мкртчян Г.А. Деловая переписка и документация / Г.А. Мкртчян, П.И. Лозовой. – Москва, 1997. – 240 с.
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7. Соколова Л.Н. Язык бизнеса: Учебное пособие по английскому языку. – Ростов-на-Дону: «Феникс» 1998. – 112 с.

8. Учебник делового английского языка // Д. Виркус, Н. Тоотс (составители). – М.: Поматур, 2001. – 158 с.
9. Ashley A.A. Handbook of Commercial Correspondence. – Oxford University Press. – New Edition, 1992. – 297 p.
10. Bailey E. The Plain English Approach to Business Writing. – Oxford Press, 1997. – 340 p.
11. Bogle M.A. College Business Communications. – USA: The H.R. Rowe Company, 1983. – 218 p.
12. Brill L. Business Writing Quick and Easy. – Amacom American Management association. Second edition, 1989. – 238 p.
13. Comfort J. Effective telephoning. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – 124 p.
14. Comfort J. Effective meetings. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – 116 p.
15. Comfort J. Effective socializing. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – 110 p.
16. Comfort J. Effective negotiating. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – 128 p.
17. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – 192 p.
18. Vries M. De The new American handbook of letter-writing and other forms of correspondence. Signet Reference, Second edition. New American Library. Penguin Putnam Inc., 2000. – 360 p.

4. Самостоятельная работа студентов

При организации самостоятельной работы студентов особое внимание уделяется ролевым играм, в которых речевая деятельность приближена к ситуациям возможного профессионального общения с обязательным учетом межличностных отношений между коммуникантами и межкультурных особенностей стран, которые они представляют в ролевой игре.

Также студенты систематически готовят различные домашние задания, составляют диалоги, самостоятельно переводят тексты с целью закрепления вокабуляра по бизнес тематике, составляют монологические высказывания с использованием изученной бизнес лексики. Неотъемлемой частью самостоятельной работы студентов является написание различных деловых писем как аудиторно, так и вне аудитории, составление коммерческих контрактов.

Также в девятом семестре студентами предлагается самостоятельно изучить темы, касающиеся организации текста делового письма и дополнительных требований, предъявляемых к деловому типу дискурса.

5. Выдвигаемые критерии для оценки письменных работ

Письменные работы оцениваются по следующим критериям:

1. Соответствие цели, ради которой осуществлялся данный вид письма;
2. Правильное использование опорной лексики;
3. Уместное использование приемов логической организации и связи текста;
4. Варьированное использование структур и лексики (особенно вводных структур в начале предложения);
5. Соблюдение указанного объема;
6. Правильное использование грамматических структур данной системы языка.

II. Рабочая программа

Семестр 8, 9

Занятие 1 (2 часа)

1. Темы:

Cultural diversity and socializing. Arrivals:

- On the plane: asking for things, making conversation;
- At the the airport: going through the airport, customs, changing your reservation, asking the way, following directions, taxis, trains and buses;
- At the hotel: checking in, your room, problems.

2.Задания:

a) Make up the dialogues between the flight attendant and the passenger, the customs officer and the passenger, the receptionst and the passenger.

b) In your handouts you can see the plan of an airport terminal. Starting at the entrance, follow the directions on the cassette and then write the places where you go in the places beside the plan.

c) Respond to the following situations:

Your return ticket is an open one (valid for a year). You want to make a firm booking for 10 August. What would you say?

Your reservation is for 1400 on 3 September. You would like to stay in New York for an extra day.

Your reservation is tourist class. You would like to reserve business class for the return journey.

3. Литература:

1. Comfort J. Effective socializing. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – P.6-12.

2. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – P.7-21.

3. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments. Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2006. – 272 p.
4. Sweeney, S. Communicating in Business. A short course for Business English Students: Cultural diversity and socializing, Using the telephone, Presentations, Meetings and Negotiations: Student's Book/ S. Sweeney. – 6th. Ed. . – Cambridge: Cambridge University Press, 2004. – P.2-14.

4. Вопросы для самопроверки:

1. What do you say first, when you stop someone to ask for something?
2. What do you say if someone says that your English is very good?
3. How would you ask for a newspaper on an airplane?
4. How would you ask for the room which you have reserved?
5. What way would you complain if there were no towels / dirty sheets / broken shower and television in your room?

Занятие 2 (4 часа)

1. Темы:

Making contact:

- First contact: welcoming a visitor, first meetings, small talk;
- Names and titles: culture note;
- Getting to know each other: effective questions and answer techniques, asking and responding to questions, developing conversation;
- Taboos: culture note.

2. Задания:

a) Modify the remarks below to make them softer or less direct:

It's cold; The room's filthy; The view's awful; The crossing was rough; the traffic was slow; The weather's disappointing.

b) Discuss how you address colleagues, customers, bosses, friends and family in your culture. Find out the forms of address in other countries.

c) Practise asking and answering questions on these topics: jobs, family, spare time, origins, any other topic which interests you. Follow the following pattern:

“How long have you been working?” (question)

“Not so long – about five years.” (answer)

“Long enough, really!” (comment)

“Before that I was studying.” (add information)

d) Discuss which subjects are taboo in your and other foreign countries, and the reasons which lie behind these taboos.

3. Литература:

1. Comfort J. Effective socializing. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – P.6-17.

2. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – P.7-21.

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4. Вопросы для самопроверки:

1. Which topics are taboo in the UK and America?

2. What titles are used in American and British cultures?

3. What is small talk usually about?

4. What remarks are used to soften the negative expressions?

Занятие 3 (4 часа)

1. Темы:

Making contact:

- More contacts: everyday meetings, inclusive behaviour, requests, favours;
- Physical contact: culture note;
- Arrangements: inviting, accepting, declining, offering, refusing;
- Invitations out: culture note.

2. Задания:

a) Respond appropriately:

You meet a colleague first thing in the morning.

You meet a colleague who you haven't seen for a long time.

You need some change for the parking meter.

You need to use a colleague's phone to make a personal call.

You would like to ask a colleague a personal favour.

You need to leave a meeting early to catch a train.

b) Work in pairs. You will meet each other on the way in to work. Prepare a request you would like to make of your colleague: a request about work (meetings, reports, letters), a request to borrow something (office, computer, car), a request about homelife (time off for the family, etc.).

c) Discuss the aspects of physical contact which are relevant to your own country, to the USA, The UK.

d) Prepare five invitations of your own (e.g. for dinner at your house, for a drink after work, for a game of tennis). Then, in pairs, take it in turns to make and respond to the invitations.

e) Discuss what way a business lunch is usually paid in your country and in other countries.

3. Литература:

1. Comfort J. Effective socializing. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – P.18-29.
2. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – P.7-21.
3. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments. Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2006. – 272 p.
4. Sweeney, S. Communicating in Business. A short course for Business English Students: Cultural diversity and socializing, Using the telephone, Presentations, Meetings and Negotiations: Student's Book/ S. Sweeney. – 6th. Ed. . – Cambridge: Cambridge University Press, 2004. – P.2-14.

4. Вопросы для самопроверки:

1. What sort of difficulties could you face when entertaining foreign visitors?
2. What advice is usually given to a native and non-native speaker in terms of invitations?
3. On what occasions do people in the USA shake hands / kiss anyone / touch each other / sit close to people?

Занятие 4 (2 часа)

1. Темы:

Making contact:

- Arriving for dinner: hosting: time, dress, gifts; thanking, offering, and responding;
- Time: culture note;
- Dinner: complimenting, showing appreciation, offering opinions, comments;
- The role of women: culture note.

2. Задания:

- a) Think about how you would make the offers and responses in the notes below. Then

practise making and responding to the offeres.

offers	Responses
another drink	no more, driving home
a second helping of dessert	delicious, accept
a coffee	Decaffeinated
a nightcap	Delighted
to call a taxi	good idea

b) Discuss attitudes towards time in your country and any other country you would like to travel to.

c) In groups of four, act out the situations presented in the handouts. In each case there is a checklist to be completed for both hosts and guests.

d) What comment would you make in the following situations?

You've just had a very good meal.

Somebody tells you a racist joke.

One of your colleagues regularly works a twelve-hour day.

One of your colleagues keeps herself to herself.

e) Discuss the role of women in different countries.

f) Each of the extracts from editorials in your handouts expresses a strong opinion about a role of women in the modern society. Use this as a basis for comment and reaction.

3. Литература:

1. Comfort J. Effective socializing. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – P.30-41.
2. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – P.7-21.
3. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments. Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2006. – 272 p.
4. Sweeney, S. Communicating in Business. A short course for Business English Students: Cultural diversity and socializing, Using the telephone, Presentations, Meetings and Negotiations: Student's Book/ S. Sweeney. – 6th. Ed. . – Cambridge:

Cambridge University Press, 2004. – P.2-14.

4. Вопросы для самопроверки:

1. Are there differences in the way men and women socialize in your country and in the USA?
2. What is the most effective way of entering and encouraging conversation?
3. What aspects of time are important in business?
4. How do people in the UK dress when they are invited to dinner or to the theatre?

Занятие 5 (2 часа)

1. Темы:

Making contact:

- After work: choosing and developing topics of conversation;
- Farewells: leaving, farewells, reinforcing contacts;
- Words and meaning: culture note.

2. Задания:

a) Act out the following role-play:

You are four colleagues who have arranged to have an after-work drink before going home. In your cards there are the ideas you have to follow to.

b) Prepare and give a short farewell speech in the following situations:

- a colleague is going to take a year off to sail around the world;
- a colleague is leaving to take up a new position (a promotion) in another part of the country.

c) Make a short response to each of the following farewell wishes:

Have a good weekend.

See you soon.

I look forward to seeing you next week.

Enjoy your holiday.

d) One of you is the host and the other is the visitor. Practise exchanges in the following

situations:

The visitor is a consultant who has just attended a two-hour meeting and plans to be back next week.

The visitor is flying back to America this afternoon after a two-day trip. You may or may not see each other again.

e) Discuss social rituals of your country and of any other foreign one.

3. Литература:

1. Comfort J. Effective socializing. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – P.42-52.

2. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – P.7-21.

3. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments. Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2006. – 272 p.

4. Sweeney, S. Communicating in Business. A short course for Business English Students: Cultural diversity and socializing, Using the telephone, Presentations, Meetings and Negotiations: Student's Book/ S. Sweeney. – 6th. Ed. . – Cambridge: Cambridge University Press, 2004. – P.2-14.

4. Вопросы для самопроверки:

1. How important are social rituals?

2. What social signs in America may be misleading for a Russian?

3. How do you behave when you say goodbye to a friend / a customer / a colleague / a stranger?

4. Do colleagues at the after-work party talk shop (i.e. about work)?

Занятие 6 (4 часа)

1. Темы:

Environment of global finance: Visible and invisible trade.

2. Задания:

Prereading: What activities constitute international trade? Why do countries engage in international trade?

Developing vocabulary: Consult a dictionary and practise the pronunciation of the given words and word combinations.

Reading: Read the text: The environment of global finance.

Comprehension: Give extensive answers to the questions. Use the following expressions to present your answers:

- *On second thought I should admit...*
- *Let's look beneath the cabbage leaf...*
- *In a nutshell...*
- *To cut a long story short...*

Scanning: Scan the text to determine whether these statements are true (T) or false (F), and if they are false say why.

e.g. In my opinion it is true that... / I'm afraid it is false ... because...

Barter is the exchange of services between nations which is extremely cumbersome and restrictive.

When nations export more than they import, they are said to have unfavourable balance of trade.

Tourism is another form of visible trade because tourists spend money for hotel accommodation, meals, taxis, etc., and the subsequent profits enable nations to import the food they need.

Develop the following ideas. Make use of the active vocabulary given in brackets:

1. There are at least four reasons why foreign trade takes place. (to be scattered around the world, within boundaries, to have enough of a particular item to meet the needs, to produce internationally/domestically/on an external market, to derive a comparative advantage, the desired items, innovation).

2. Exports and imports are the most important international activity. (a

favourable/unfavourable balance of trade, to maintain a balance, to assure smb. of certain means, to base the economy on a certain concept, to import/export raw materials, to process smth. into smth., manufactured/finished goods, the subsequent profits).

Say it in English: а) перерабатывать сырье в промышленные товары, договориться о перевозке, производить на внутреннем рынке, соответствующая прибыль, быть самодостаточным, быть обременительной и ограниченной (о внешней торговле).

б) Развитие мировой цивилизации, проблемы экономического развития отдельных стран мира, а также глобальные проблемы мирового развития сделали необходимым международное сотрудничество и международное разделение труда для успешного решения проблем национального, социального и экономического развития каждой отдельной страны.

3. Литература:

1. Дубинина Г.А., Драчинская И.Ф., Матявина М.Ф. Английский язык: Пособие для вузов. Реком. УМО вузов РФ. – М.: Издательство «Экзамен, 2003. – С. 6-20.
2. Курс английского языка международного бизнеса: бизнес – курс. МВА. / Всерос. Акад. Внешней торговли. – М.: Бизнессофт, 2005. – эл.
3. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments. Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2006. – 272 p.
4. Robbins S. Cobuild Business Vocabulary in Practice. – The University of Birmingham, 2002. – 245 p.

4. Вопросы для самопроверки:

1. What is the difference between visible and invisible trade?
2. Why is tourism one of the forms of invisible trade?
3. For what four reasons does foreign trade occur?
4. What does the word combination “balance of trade” mean and how is a favourable balance of trade maintained?

Занятие 7 (4 часа)

1. Темы:

Environment of global finance: Imports and exports.

2. Задания:

Reading: Read and translate the dialogue “Import and export”.

Task 1. Imitate the dialogue as if A. Speaks English and B. Speaks Russian through the interpreter (C.).

Task 2. Report the dialogue. Use the following reporting verbs: to accept, to acknowledge, to admit, to believe, to conclude, to emphasize, to remark, to apologize, to add.

Task 3. Produce your own dialogue about documents needed in international trade and the meaning of incoterms. Make a full use of the underlined helpful phrases and Supporting Materials.

Task 4. Say it in English: организовывать перевозку грузов по железной дороге; я не очень разбираюсь в этом вопросе; страховать транспортируемые товары; страховое свидетельство; расставим точки над «i»; торгово-промышленная палата; взимать таможенную пошлину и налог на добавленную стоимость; указывать цены в твердой валюте «третьей страны».

Critical thinking tasks: a) describe a countertade exchange between two copuntries.

Explain the possible problems associated with countertrade.

b) Describe how countertrade differs from the traditional method of trading products between countries. Give reasons why countries engage in countertrade.

3. Литература:

1. Дубинина Г.А., Драчинская И.Ф., Матявина М.Ф. Английский язык: Пособие для вузов. Реком. УМО вузов РФ. – М.: Издательство «Экзамен, 2003. – С. 20-26.

2. Курс английского языка международного бизнеса: бизнес – курс. МВА. / Всерос. Акад. Внешней торговли. – М.: Бизнессофт, 2005. – эл.

3. Lees G, Thorn T. English on business: Practical English for international executives.

– Обнинск: Титул, 2000. – Р.7-21.

4. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments. Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2006. – 272 p.

5. Robbins S. Cobuild Business Vocabulary in Practice. – The University of Birmingham, 2002. – 245 p.

4. Вопросы для самопроверки:

1. Why are exports and imports the most important international activity for most nations?
2. What documentation does an import/export transaction usually require?
3. What standard Incoterms do you know?

Занятие 8 (6 часов)

1. Темы:

Effective telephoning:

1. Preparing for a telephone call (telephone terms, telephoning practice);
2. Explaining the purpose of a call (opening a call, telephoning practice);
3. Reaching agreement, handling complaints (arranging meetings, complaining, telephoning practice);
4. Cross-cultural communication on the phone (barriers to oral communication, codes of etiquette).

2. Задания:

1. *Listening*. Listen to the recording of Clare Macey, a director of Inter Marketing, suggesting ways to prepare for telephone calls. Then check off the suggestions that she makes that are included in your lists.

Listen to the beginning of another conversation. A Sales Manager from a tools manufacturer is calling a car components company.

- a. Who does the caller ask to speak to?
- b. What is the result?

c. Why is the caller successful / not successful here?

Prepare and make the following calls:

1. You are a purchaser. You need to buy some computer hardware. You have heard that a new distributor called Compusave are offering some very good trade discounts. Call them, and try to speak to their Sales Manager.
2. You are staying in the UK. You would like to book some theatre tickets for a show called "Shanghai Express". Decide the night, number of tickets and price range.

Prepare and receive the following calls:

1. Your colleague Suzanna Warren is out of the office. You will receive a call concerning an appointment.
2. Your company, ACTO Alarms, recently installed a new burglar alarm system for a local firm called SKT Ltd. You will receive a call from them.

1.3.2 *Listening*: Listen to the openings to a variety of calls. In each case, select a purpose from the list below:

- a. to complain;
- b. to inform;
- c. to change arrangements;
- d. to order;
- e. to enquire.

Prepare and make the following call:

You have received the fax from a supplier. The details are correct and the invoice has not been paid due to changes in procedures. Phone Alex DeSoto and sort out the problem.

2. Listening. Listen to the extracts from three calls. In each case, someone is trying to make an appointment. Make a note of the details.

Listen to the complaints. In each call, what is the complaint about?

Prepare and make the following calls:

1. Your name is Terry Piper. Phone your Production Editor, Kim Gardener, to arrange an emergency meeting for Monday morning as early as possible.
2. Hamid Namidi of Ahmed Al-Hamid & Co. In Riyadh calls Peter Siegelman, from

Stella Communications Houston, Texas, with a complaint.

- a) Listen and identify the problem;
- b) Listen again and write the remaining key information;
- c) Discuss how Peter Siegelman handles the call. Do you think he said the right thing?
- d) Work in pairs to create a new version of the conversation beginning with the same basic problem. Provide better customer service in your version.

3. *Listening*. Listen to the three recorded extracts. In each case there is a communication problem. What is the problem and how could it be solved?

Reading: 1. Read the text “Barriers to oral communication” and mark the sentences as True (T) or False (F):

- a) Speaking is more difficult than writing.
- b) Pronunciation presents special difficulties.
- c) English spoken in a flat, level tone sounds uninterested.
- d) Middle Easterners are more emotional than Westerners.
- e) The Japanese tend to speak softly.
- f) It's good to use a lot of idiomatic and colloquial phrases.

2. Read the text “Cross-cultural communication on the telephone” and discuss the following statements:

- a) For the British and the Italians it is normal to interrupt the other speaker during the conversation.
- b) A special importance is attached to listening in Japanese and Finnish cultures.
- c) It is unusual for Americans and British to use first names early in a business relationship.
- d) Etiquette is the critical point in using the telephone between different cultures.

3. Литература:

1. Comfort J. Effective telephoning. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – P.6-18, 42-48, 54-60.

2. Lees G, Thorn T. English on business: Practical English for international executives.

– Обнинск: Титул, 2000. – P.7-21.

3. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments. Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2006. – 272 p.

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4. Вопросы для самопроверки:

1. How should you respond to the complaint over the telephone?
2. What are the possible dangers of doing business over the phone?
3. What kind of things lead to misunderstandings on the phone?
4. How do you feel about receiving unexpected telephone calls?
5. What do you do before you make a telephone call to someone you have never called before? How do you prepare for it?

Занятие 9 (6 часов)

1. Темы:

A Nation's Balance of Payment: Investments and national reserves.

2. Задания:

Prereading: On what principles do nations base their trade policies? What factors can change the positive balance of trade to a negative?

Developing vocabulary: Consult a dictionary and practise the pronunciation of the given words and word combinations.

Reading: Read the text: A Nation's Balance of Payment.

Comprehension: Give extensive answers to the questions. Use the following expressions to present your answers:

- *As far as...is concerned...*
- *In the first place...*

- *It's an open secret that...*
- *At all hazards...*

Scanning: Scan the text to determine whether these statements are true (T) or false (F), and if they are false say why.

e.g. In my opinion it is true that... / I'm afraid it is false ... because...

An investment encourages the economic growth of the developing countries throughout the world.

Unlike those of the individual the nation's reserves are never maintained in holdings of gold but only in official deposits in foreign currencies.

United States citizens can legally own gold and there exists a strong tradition of gold ownership.

Develop the following ideas. Make use of the active vocabulary given in brackets:

1. Investments are a third category in any nation's balance of payment which is very important. (to utilize the capital of other nations, to develop mines, to pay for the costs of smth., to provide funds to explore for smth., to have a crucial impact on smth., to make an investment, to enable smb. to do smth., to be operative, to act as a catalyst).
2. An investment should yield a profit. (sums of money paid out of earnings, to be remitted to a country, to credit income to the balance of payment, to be reversed, to represent an expense/income, to have a net inflow/outflow of money).

Say it in English: а) хранить сбережения в золоте; вводить квоты; сокращать резервы; потерять преимущества; приносить убыток; стоить затраченного времени и усилий; совокупный доход; приемлемый уровень занятости.

б) К 2015 году Япония, четвертый в мире потребитель электроэнергии, может увеличить импорт нефти до 3 млн. баррелей за сутки. По подсчетам специалистов, в течение следующих 15 лет дорегулирование энергетического рынка приведет к постоянному росту потребления сырой нефти в этой стране. Для мирового рынка это особенно важно, так как своих энергоресурсов Япония не имеет, следовательно, она будет приобретать их за рубежом.

3. Литература:

1. Дубинина Г.А., Драчинская И.Ф., Матявина М.Ф. Английский язык: Пособие

- для вузов. Реком. УМО вузов РФ. – М.: Издательство «Экзамен», 2003. – С. 43-56.
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4. Вопросы для самопроверки:

1. Why are investments considered to be a very important category in any nation's balance of trade?
2. What happens to the imported goods when a tariff or a quota is imposed?

Занятие 10 (8 часов)

1. Темы:

Effective meetings:

1. Key features of an effective meeting;
2. How to open a meeting – objectives, roles, procedure;
3. Obtaining consensus and making difficult decisions;
4. The sales meeting: discussing the market, talking about products, the sales call, closing the sale).

2. Задания:

1. Prepare for the meetings indicated in your cards. In each case, identify:
the purpose;
the roles of the participants;
the best procedure to follow.
2. a) In pairs practise a meeting similar to the good version you have watched on video. One of you should open the meeting; the other person should act as an observer and give feedback, using the headings in the checklist. Then change roles.

- b) Practise opening two different kinds of meeting, one informal and formal.
3. Role-play. Choose a subject which you have different views about. Decide what level of agreement you would like to achieve. Try to reach that level of agreement.
4. The marketing director has drawn up a marketing strategy for the company's latest product; he is presenting the strategy to the area sales managers and sales representatives in the form of a plan. Use the information on the plan to complete the sentences in your cards.

3. Литература:

1. Comfort J. Effective meetings. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – 116 p.
2. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – 192 p.
3. Sweeney, S. Communicating in Business. A short course for Business English Students: Cultural diversity and socializing, Using the telephone, Presentations, Meetings and Negotiations: Student's Book/ S. Sweeney. – 6th. Ed. . – Cambridge: Cambridge University Press, 2004. – P.84-101.

Занятие 11 (8 часов)

1. Темы:

Trade restrictions: The types of trade restrictions.

2. Задания:

Reading: Read and translate the dialogue “The types of trade restrictions”.

Task 1. Imitate the dialogue as if A. speaks English and B. speaks Russian through the interpreter (C.).

Task 2. Report the dialogue. Use the following reporting verbs: to certify that, to acknowledge that, to estimate that, to conclude, to exclaim that, to guess if, to find out if, to indicate that, to mean.

Task 3. Use Supporting Materials to continue the dialogue about the World Trade

Organization. Make use of helpful phrases.

Task 4. Say it in English: поощрять приобретение ч-л на внутреннем рынке; обеспечить занятость на внутреннем рынке труда; фискальный тариф; объединиться для обуздания конкуренции; в любом случае я за...; предоставлять субсидию; подробное изложение фактов и предложений; выделить основные виды ч-л.; получать в результате взаимную зависимость.

3. Литература:

1. Дубинина Г.А., Драчинская И.Ф., Матявина М.Ф. Английский язык: Пособие для вузов. Реком. УМО вузов РФ. – М.: Издательство «Экзамен, 2003. – С. 57-61.
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5. Robbins S. Cobuild Business Vocabulary in Practice. – The University of Birmingham, 2002. – 245 p.

4. Вопросы для самопроверки:

1. What are the four main types of trade restrictions?
2. What is the difference between a revenue tariff and a protective tariff?
3. What is a subsidy?

Занятие 12 (14 часов)

1. Темы:

Effective negotiations:

1. Agreeing objectives, strategy, and roles (culture and tactics: task- versus person-orientation);
2. Structuring and controlling the negotiating process (culture and tactics: organic versus

systematic working cultures);

3. Presenting your position, getting feedback (culture and tactics: direct versus indirect communication);

4. Active listening, effective questioning (culture and tactics: individualist versus teams, conflict versus collaboration, emotional versus neutral behaviour);

5. Maintaining positive communication (culture and tactics: high-context versus low-context cultures, win-win versus win-lose).

2. Задания:

1. Use the negotiating preparation checklist in your cards to prepare to negotiate in each of the following situations. Then carry out the negotiation, using the checklist. For each situation, you should reach a conclusion or decision.

2. Work in small groups. Choose one of the three negotiating scenarios below and prepare the opening, use the preparation checklist to help you. When you are ready, take it turns to be the chairperson and open the negotiation – remember to use appropriate sequencing and linking expressions.

3. Work in pairs. Take it turns to make brief introductions to the following negotiating situations. Make sure you invite feedback as often as possible. Your partner should listen, respond when appropriate, and criticize. When you have finished, change roles.

4. Listen to the extracts. Decide whether people are listening well or not. Then identify the features of good negotiations and present your version of the extracts.

5. Negotiate a solution to the problem in the situations in your cards. Try to maintain positive communication, and to resolve the conflict of interests.

3. Литература:

1. Comfort J. Effective negotiating. Oxford Business English Skills. – Oxford University Press and University of International Business and Economics, 2001. – 128 p.

2. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – 192 p.

3. Sweeney, S. *Communicating in Business. A short course for Business English Students: Cultural diversity and socializing, Using the telephone, Presentations, Meetings and Negotiations: Student's Book/ S. Sweeney. – 6th. Ed. . – Cambridge: Cambridge University Press, 2004. – P.108-131.*

4. Вопросы для самопроверки:

1. How can you prepare effectively for negotiations? What issues do you need to discuss beforehand?
2. How would you describe the culture of the place that you work for?
3. When you present your position, what do you hold back?
4. In a negotiation, what are the advantages to be gained from listening well? What can stop you from listening?

Занятие 13 (4 часа)

1. Темы:

Company profile, structure and history.

2. Задания:

Use the plan in your card and phrases that follow to make a profile of a well-known company.

3. Литература:

1. Гудкина Т.А., Пирогова М.А., Радкевич Н.В. *Company presentation. Учебное пособие на английском языке. Благовещенск: Амурский гос. ун-т. – 2005.*
2. Lees G, Thorn T. *English on business: Practical English for international executives. – Обнинск: Титул, 2000. – P. 114-127.*

4. Вопросы для самопроверки:

1. Who's responsible for Business Systems?

2. What does the chain of command consist of ?

Занятие 14 (4 часа)

1. Темы:

Business objectives and models of the firms: the firm and its environment.

2. Задания:

Prereading: Why do individuals form corporations rather than set up their businesses as sole proprietorships?

Developing vocabulary: Consult a dictionary and practise the pronunciation of the given words and word combinations.

Reading: Read the text: The firm and its environment.

Comprehension: Give extensive answers to the questions. Use the following expressions to present your answers:

- *It ran through my mind that...*
- *...beyond the shadow of a doubt*
- *I'm afraid I don't know up from down ...*
- *Frankly speaking, I am in a real predicament...*

Scanning: Scan the text to determine whether these statements are true (T) or false (F), and if they are false say why.

e.g. In my opinion it is true that... / I'm afraid it is false ... because...

An entrepreneur is an individual who is willing to organize and manage a business in order to make profit.

Limited liability is the concept that a sole proprietor is responsible for all debts of the business.

Corporations are easy to organize, decisions can be made quickly, profits are shared with only a few people, and the owners are responsible for success or failure of the business.

Develop the following ideas. Make use of the active vocabulary given in brackets:

1. To increase the chances of success entrepreneurs often choose partnership instead of

sole proprietorship. (to contribute equal capital, to have equal authority in management; unlimited liability for debts; to be easy to organize; to lose a personal fortune in the case of bankruptcy)

2. Corporations have advantages as well as disadvantages. (to be filed with the state or federal government, to issue a charter; to pay stockholders regular dividends, to keep detailed records, to be subject to double taxation, to control the business)

Say it in English: а) оборотный капитал; мобилизовать необходимую сумму денег, передача собственности, нанимать и увольнять служащих, вести подробные учетные записи, заменить устаревшее оборудование.

3. Литература:

1. Дубинина Г.А., Драчинская И.Ф., Матявина М.Ф. Английский язык: Пособие для вузов. Реком. УМО вузов РФ. – М.: Издательство «Экзамен, 2003. – С. 83-97.

2. Курс английского языка международного бизнеса: бизнес – курс. МВА. / Всерос. Акад. Внешней торговли. – М.: Бизнессофт, 2005. – эл.

3. Nazarova T.B. Business English. / A Course of Lectures and Practical Assignments. Рекомендовано УМО. Moscow AST Astrel Tranzitkniga, 2006. – 272 p.

4. Robbins S. Cobuild Business Vocabulary in Practice. – The University of Birmingham, 2002. – 245 p.

4. Вопросы для самопроверки:

1. In what way do the businesses differ in their shape and size?

2. What are rights and duties of a corporation?

3. What are the advantages of corporations over the other forms of businesses?

4. Why are the majority of businesses all over the world limited companies? What does it mean?

Занятие 15 (8 часов)

1. Темы:

Presentations:

1. Presentation technique and preparation;
2. Using visual aids: general principles;
3. Holding the audience's attention;
4. The company presentation.

2. Задания:

1. Listen to a group of management trainees talking about the preparation of presentations. They mention eight key areas, each represented by one of the pictures in your cards. Number the pictures in the order in which they are mentioned. Comment on any of the points mentioned in the discussion you have heard. Which do you think are the most important? Do you feel it is necessary to write out a presentation?
2. Draw a line graph for use in a presentation. Choose any situation or subject, real or imagined. If possible draw the picture on an overhead transparency. Then present the graph as you would in a presentation. Your description should last no more than a minute.
3. Choose one of the situations in your card to present a short extract from a presentation. Use linking expressions to connect the different parts of the talk.
4. Use the plan in your card and phrases that follow to make a presentation of a company. Find supporting materials and base your presentation on the profile of a real company.

3. Литература:

1. Гудкина Т.А., Пирогова М.А., Радкевич Н.В. Company presentation. Учебное пособие на английском языке. Благовещенск: Амурский гос. ун-т. – 2005
2. Дубинина Г.А., Драчинская И.Ф., Матявина М.Ф. Английский язык: Пособие для вузов. Реком. УМО вузов РФ. – М.: Издательство «Экзамен», 2003. – С. 82-105
3. Lees G, Thorn T. English on business: Practical English for international executives. – Обнинск: Титул, 2000. – Р. 114-127
4. Sweeney, S. Communicating in Business. A short course for Business English

Students: Cultural diversity and socializing, Using the telephone, Presentations, Meetings and Negotiations: Student's Book/ S. Sweeney. – 6th. Ed. – Cambridge: Cambridge University Press, 2004. – P.46-77

4. Вопросы для самопроверки:

1. What are the key considerations involved in preparing a presentation?
2. What visual aids do you find the most supportive in the presentation?
3. What speaking techniques can help to make the message in a presentation clear?
4. What does the end of a presentation contain?

Занятие 16 (6 часов)

1. Темы:

Writing a business letter:

1. A letter organization;
2. Writing From Scratch;
3. Four Considerations of a Business Letter;
4. Organization;
5. The Seven "C's" of Style.

Parts of a Business Letter:

1. Letterhead;
2. Date;
3. File Number;
4. Confidential;
5. Inside Address;
6. Attention Line;
7. Salutation;
8. Subject Line;
9. Body of the Letter;
10. Complimentary Close;
11. Signature;

12. Postscript.

Format of a Business Letter:

1. Block;
2. Modified Block;
3. Modified Semi-Block;
4. Simplified;
5. Hanging Indented;
6. Memo.

2. Задания:

1. Compare the letters in your card and analyze them from the point of their organization, style, and format.

3. Литература:

1. Азарова О. Я вам пишу... Деловые и личные письма по-английски и по-русски / серия «Опыт лучших бизнес-школ мира». – Ростов н/Д: «Феникс», 2005. – 336 с.
2. Басаков М.И. Как правильно подготовить и оформить деловое письмо: Учебно-практич. пособие / М.И. Басаков. – М.: Издательско-торговая корпорация «Дашков и К», 2002. – 112 с.
3. Вриз М. Де Internationally Yours. Международная деловая переписка как средство достижения успеха / М. Вриз Де / Пер. с англ. – М.: Изд-во Весь Мир, 2001. – 386 с.
4. Кондратьева С.И. Деловая переписка: Учебное пособие / С.И. Кондратьева, Е.Л. Маслова изд. 2-е. – М.: Издательско-книготорговый центр «Маркетинг», 2002. – 40 с.
5. Мкртчян Г.А. Деловая переписка и документация / Г.А. Мкртчян, П.И. Лозовой. – Москва, 1997. – 240 с.
6. Пиз А. Язык письма / А. Пиз, П. Дан. – М.: Изд-во ЭКСМО-Пресс, 2002. – 192 с.

7. Ashley A.A. Handbook of Commercial Correspondence. – Oxford University Press. – New Edition, 1992. – 297 p.
8. Bailey E. The Plain English Approach to Business Writing. – Oxford Press, 1997. – 340 p.
9. Brill L. Business Writing Quick and Easy. – Amacom American Management association. Second edition, 1989. – 238 p.
10. Business letters for busy people : time saving, ready-to-use letters for any occasion / edited by John A. Carey. Printed in the U.S.A. by Book-mart Press, 2002. – 287 p.
- Васильева Л. Деловая переписка на английском языке / Л.Васильева. – М.: Рольф, Айрис-пресс, 1998. – 352 с.
11. Vries M. De The new American handbook of letter-writing and other forms of correspondence. Signet Reference, Second edition. New American Library. Penguin Putnam Inc., 2000. – 360 p.

4. Вопросы для самопроверки:

1. What are the basic elements of a business letter?
2. What formats of a business letter do you know?
3. How to write a successful letter?

Занятие 16 (34 часа)

1. Темы:

Types of letters (34 часа):

1. Collection Letters;
2. Sales and Promotional Letters;
3. Goodwill Letters;
4. Community Activities Letters;
5. Personal Business Letters;
6. Letters of Condolence;
7. Letters About Employment Changes;
8. Customer Relations Letters;

9. Electronic Mail.

2. Задания:

1. Write letters according to the instructions given in your cards.

3. Литература:

1. Азарова О. Я вам пишу... Деловые и личные письма по-английски и по-русски / серия «Опыт лучших бизнес-школ мира». – Ростов н/Д: «Феникс», 2005. – 336 с.
 2. Басаков М.И. Как правильно подготовить и оформить деловое письмо: Учебно-практич. пособие / М.И. Басаков. – М.: Издательско-торговая корпорация «Дашков и К», 2002. – 112 с.
 3. Вриз М. Де Internationally Yours. Международная деловая переписка как средство достижения успеха / М. Вриз Де / Пер. с англ. – М.: Изд-во Весь Мир, 2001. – 386 с.
 4. Кондратьева С.И. Деловая переписка: Учебное пособие / С.И. Кондратьева, Е.Л. Маслова изд. 2-е. – М.: Издательско-книготорговый центр «Маркетинг», 2002. – 40 с.
 5. Мкртчян Г.А. Деловая переписка и документация / Г.А. Мкртчян, П.И. Лозовой. – Москва, 1997. – 240 с.
 6. Пиз А. Язык письма / А. Пиз, П. Дан. – М.: Изд-во ЭКСМО-Пресс, 2002. – 192 с.
 7. Ashley A.A. Handbook of Commercial Correspondence. – Oxford University Press. – New Edition, 1992. – 297 p.
 8. Bailey E. The Plain English Approach to Business Writing. – Oxford Press, 1997. – 340 p.
 9. Brill L. Business Writing Quick and Easy. – Amacom American Management association. Second edition, 1989. – 238 p.
 10. Business letters for busy people : time saving, ready-to-use letters for any occasion / edited by John A. Carey. Printed in the U.S.A. by Book-mart Press, 2002. – 287 p.
- Васильева Л. Деловая переписка на английском языке / Л.Васильева. – М.: Рольф,

Айрис-пресс, 1998. – 352 с.

11. Vries M. De The new American handbook of letter-writing and other forms of correspondence. Signet Reference, Second edition. New American Library. Penguin Putnam Inc., 2000. – 360 p.

Занятие 17 (16 часов)

1. Темы:

Writing a sales contract:

1. The language of a contract;
2. The basic elements of a contract.

2. Задания:

1. Write an introduction to a typical sales contract;
2. Specify the price, the force majeure, and the date of delivery in a contract;
3. Write a sales contract according to the instructions given in the card.

3. Литература:

1. Громова Н.М. Внешнеторговый контракт: Учебное пособие. – М.: Юристъ, 2000. – 141 с. (Сер.: English for Business)
2. Мкртчян Г.А. Деловая переписка и документация / Г.А. Мкртчян, П.И. Лозовой. – Москва, 1997. – 240 с.
3. Саженова А.Г. Readings in management and Economics – М.: Международный Университет Бизнеса и Управления, 1998. – 64 с.
4. Соколова Л.Н. Язык бизнеса: Учебное пособие по английскому языку. – Ростов-на-Дону: «Феникс» 1998. – 112 с.
5. Учебник делового английского языка // Д. Виркус, Н. Тоотс (составители). – М.: Поматур, 2001. – 158 с.

III. Система диагностики освоения студентами учебной дисциплины

1. Основные виды контроля знаний курса у студентов:

- a) написание лексических диктантов и тестов;
- b) составление диалогов по карточкам;
- c) составление монологических высказываний по пройденным темам;
- d) написание писем.

2. Образцы контролируемых форм знаний:

a) Тест по теме «Company profile, structure and history».

1. Choose the idiom that best completes each item:

History is _____ and sacrosanct tour records are being kept in pencil.

A. taking a beating B. twiddling thumbs C. calling it quits

It was a three day course and they really _____

A. came a long way B. put our finger on C. put us through the mill

3. We called an electrician hoping he could _____ the cause of the short circuit.

A. take a beating B. throw in the sponge C. put a finger on

4. The boxer _____ about half way through the match.

A. pinpointed B. threw in the towel C. pulled up stakes

5. Do what you can, _____, to prevent accidents.

A. to boot B. within reason C. on a shoestring

6. At midnight the band still showed no sign of _____.

A. calling it quits B. batting a thousand. C. stinking

7. Trevor has won a scholarship to Cambridge. "Oh, that's wonderful – certainly _____!"

A. a tough nut to crack B. a feather in his cap C. a dime a dozen

8. Satellite pictures helped to _____ the locations of 13,000 troops.

A. go overboard B. come a long way C. pinpoint.

2. Translate the following vocabulary words:

Оптовики, филиал, головной офис, генеральный директор, докладывать, подделка, приобретение, экономический спад, увольнять, взлететь (о ценах (PhV)), улучшаться (Ph V),

отменять (о контракте)(Ph V).

3. Translate from Russian into English:

1. Покупатели потеряли доверие к качеству товаров, в результате чего торговля была неживленной.
2. Компания не стала довольствоваться своим успехом и продолжала искать пути увеличения своей доли на рынке.
3. Они произвели сокращение в своих филиалах в Лондоне, а затем вообще оставили рынок Великобритании.
4. Вице-президент обычно непосредственно докладывает генеральному директору обо всех делах компании.
5. Она управляет все делами, имеющими отношение к отделу кадров компании.
6. Компания известна всему миру своим качеством, дизайном и инновациями.
7. Телевизоры составляют почти 25 % от общего числа продаж.
8. Я думаю, что настало время заменить устаревшее оборудование.
9. Частный предприниматель несет неограниченную ответственность, которая заключается в том, что в случае банкротства вся его частная собственность может быть распродана за долги.
10. В связи с тем, что у корпорации много владельцев, акционеры выбирают совет директоров.
11. Большая часть предприятий представляют собой компании с ограниченной ответственностью, суть которой в том, что инвесторы несут ответственность в пределах инвестированного капитала.
12. Каков разрешенный к выпуску акционерный капитал вашей компании?

b) Образец карточки для составления диалогов:

File Card (Making a call) 1

Use the following identity below and call Hamwell Inc. You want to speak to the production Controller, Robin Freely. Introduce yourself and your company. You want to make an appointment to talk about your products.

Hsystems

Yutaka Sumi

Product Support Development

Hambol systems

220-240 West Side Blvd.

Washington, D.C. 20500

USA

202 44877979

www.hanbol.com

File Card (making a call) 2

You are the secretary to Robin Freely, Production Controller at Hamwell Inc. Your boss is busy and cannot be disturbed. Deal with the caller and do not disturb your boss!

с) Примерные темы для составления высказываний:

1. Before receiving a visitor from a foreign country – or before travelling abroad – you need to think about the cultural issues that may affect the relationship. Suggest some basic research that you should do before receiving your visitor, or before traveling.
2. Cultures are so varied and so different throughout the world that management has to take into account differences rather than simply assume similarities.
3. When you speak English on the phone, there are a lot of things to be considered.
4. Etiquette is the critical point in using the telephone between different cultures.
5. A successful oral presentation is a carefully planned scheme of actions.
6. Comment on different kinds of visual aids and the way they can be used in presentations.
7. Suggest what you think are the characteristics of a successful meeting.
8. Describe the typical structure of a negotiation.
9. Effective negotiating requires clear thinking and a constructive approach.

d) Образцы заданий для составления делового письма:

1. Thelma Ortiz is the office manager for Amara Data Inc., 1862 Peachtree Street, Atlanta, GA 30399-7753. She has been asked to locate a suitable place for the first convention of the Association of Data Managers. In February she begins to make inquiries of hotels that might be able to accommodate the group. The convention will be for four days in October. There will be between 75 and 100 people, and the group would like a package plan that includes meals. She also expects the hotel to be able to give basic information about transportation from the nearest airport and about other transportation from New York, where about one-fourth of the members live.

Write the letter she might send to Knoll HavenInn, Brooksley, Vermont 05666. She visited Knoll Haven several years ago.

2. The law firm of Quimby, Jagel, and Callao has offices in Suite 55, Intervale Building, Newark, NJ 07101. On September 15 the office will move to its new building at 45

Winthrop Road, also in Newark. Mrs. Bella Darthwood, Office Manager, asks you to write a letter for her signature to Nomad Van Lines, 889 Kennedy Highway, Piketon, New Jersey 07000, requesting information about charges and plans for the move. She would like to have a representative come to discuss the plans, and she is especially concerned about the security of files during the move. The telephone number for Quimby, Jagel, and Callao is (201) 645-9120.

VI. Экзамен

В конце изучения дисциплины в 9 семестре проводится экзамен. Основанием для получения положительной оценки на экзамене является правильно оформленное монологическое высказывание по заданной теме, составление диалога с использованием изученных фраз и выражений, написание делового письма.

Образец задания на экзамен:

1. Speak upon the given topic upon problems in cross-cultural communication:

Cultures are so varied and so different throughout the world that management has to take into account differences rather than simply assume similarities.

2. Act out a dialogue: *You are a purchaser. You need to buy some computer hardware. You have heard that a new distributor called Compusave are offering some very good trade discounts. Call them, and try to speak to their Sales Manager.*

3. Write the following letter:

*Mrs. Abigail Endicott, 889 West Tremont Trail, Lincoln, Massachusetts 02155, has inherited some antique silver from various relatives. She would like to sell the silver and has found an advertisement in November's **Country Estate** from a company that buys old silver—Creasely and Lee Silversmiths, 933 Hancock Road, Boston, Massachusetts 02187. Her collection consists of these items:*

Service for 12, plus 10 serving pieces, Romantic Lace pattern, made by Hinton & Wilcox in Boston in 1689 16 sterling teaspoons, Duchess pattern, made by Grogan Inc. in the eighteenth century 6 soup spoons, Alice pattern, also by Grogan

Write the letter in which she makes initial inquiries of Creasely and Lee. She knows she would need to show them the actual silver to obtain a firm estimate.