

Министерство образования и науки Российской Федерации  
*АМУРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ*

Е.А. Стеклянова, М.В. Лобачева

INTRODUCTION TO  
COMMERCE AND TRADING:  
BASIC CONCEPTS

*Учебное пособие*

Благовещенск

Издательство АмГУ

2011

*Рекомендовано*

*учебно-методическим советом университета*

*Рецензенты:*

*Карапетьян М.В., зав.кафедры английской филологии и методики преподавания английского языка, к.филол.н., доцент кафедры английской филологии и методики преподавания английского языка ФГБОУ ВПО БГПУ.*

*Кухаренко Н.В., начальник Управления международного образования и сотрудничества ФГБОУ ВПО БГПУ, директор Института Конфуция ФГБОУ ВПО БГПУ, кандидат философских наук, доцент кафедры английской филологии и методики ее преподавания ФГБОУ ВПО БГПУ.*

С 79   Стеклянова, Е.А., Лобачева, М.В. Introduction to Commerce and Trading: Basic Concepts – Благовещенск: Амурский гос. ун-т, 2011.

Учебное пособие «Introduction to Commerce and Trading: Basic Concepts» подготовлено в соответствии с требованиями программы по иностранному языку для студентов 2-3 курсов очной формы обучения по направлениям подготовки: Товароведение (100800.62), Торговое дело (100700.62), Коммерция (080300.62). Целью пособия является формирование и развитие языковой компетентности в сфере профессиональной коммуникации на иностранном языке. В пособии предлагаются адаптированные аутентичные тексты по профилю направлений подготовки и практические задания, которые позволяют создать основу для управления профессионально-образовательной деятельностью студентов.

Units 1, 2, 5-7, 9 – Е.А. Стеклянова, Units 3, 4, 8 - М.В. Лобачева; Audio texts - Е.А. Стеклянова; Texts for discussions and annotations – Е.А. Стеклянова, М.В. Лобачева.

ББК 81.2 Англ-1

©Амурский государственный университет, 2011

© Стеклянова Е.А., Лобачева М.В., 2011

## Введение

Учебное пособие «**Introduction to Commerce and Trading: Basic Concepts**» подготовлено в соответствии с требованиями программы по иностранному языку для студентов 2-3 курсов очной формы обучения по направлениям подготовки: Товароведение (100800.62), Торговое дело (100700.62), Коммерция (080300.62). Целью пособия является формирование и совершенствование студентами профессиональной компетентности на иностранном языке при соблюдении принципа междисциплинарной интеграции. В процессе изучения профессионально-ориентированного иностранного языка студенты получают возможность одновременно, и развивать компетенции коммуникации на иностранном языке, и закреплять знания и навыки, приобретенные на лекциях и семинарах по профилирующим дисциплинам.

Учебное пособие «**Introduction to Commerce and Trading: Basic Concepts**» отвечает новым образовательным стандартам, предполагающим обучение в рамках компетентностного подхода с использованием инновационных педагогических технологий. В данном пособии используются активные методы обучения такие как, проектная методика, методика изучения кейсов, обучение в сотрудничестве, ролевые игры и другие. Принцип, по которому создано учебное пособие «**Introduction to Commerce and Trading: Basic Concepts**», позволяет как получить теоретические знания и отработать необходимые лексические и грамматические структуры, так создавать условия для моделирования ситуаций на иностранном языке, аналогичных будущей трудовой деятельности, что способствует повышению уровня профессионального мастерства. Материал, предлагаемый вниманию преподавателей и студентов, носит актуальный характер. Следует подчеркнуть, что тематика модулей в пособии адаптирована к экономическим реалиям дальневосточного региона - происходит сохранение регионального компонента в учебных пособиях, входящих в учебно-методическую базу университета, что

позволяет свидетельствовать о тесной связи практической и теоретической составляющих процесса обучения.

Учебное пособие «Introduction to Commerce and Trading: Basic Concepts» состоит из трех разделов. Первый раздел включает 9 модулей (Units), в которых представлены тексты по узкому профилю специальности. После основного текста следуют список слов и словосочетаний к тексту; лексические и грамматические упражнения, направленные на отработку и закрепление пройденного материала; разнообразные упражнения, направленные на совершенствование коммуникативной компетентности в профессиональной деятельности. Учебное пособие охватывает темы, которые являются обязательными для изучения студентами 2-3 курсов по направлениям подготовки Товароведение (100800.62), Торговое дело (100700.62), Коммерция (080300.62). Каждый модуль завершается проектно-исследовательским заданием (Project), которое позволяет создать условия для эффективного управления учебной деятельностью с учетом индивидуальных особенностей студентов и способствует привитию навыков проведения самостоятельных исследований, проявлению творческого потенциала и воспитанию специалистов высокой квалификации.

Во втором разделе вниманию преподавателей и студентов предлагаются аудиотексты для восприятия информации на иностранном языке. Все аудиотексты подобраны в соответствии с темами модулей, и их прослушивание способствует как формированию и развитию навыков аудирования, так и является средством получения дополнительной информации. К каждому аудиотексту предлагается список ключевых слов и задание для контроля понимания прослушанного.

В третьем разделе представлены современные тексты по специальности для обсуждения и аннотирования с целью формирования навыка выделения основной идеи в тексте, умения перерабатывать информацию и преобразовать ее в логически оформленное высказывание.

## **UNIT 1. GETTING A JOB**

### **PART 1. WRITING A RESUME**

A résumé is a document used by individuals to present their background and skill sets. Résumés can be used for a variety of reasons but most often to secure new employment. The résumé is usually one of the first items, along with a cover letter and sometimes job application packet, that a potential employer encounters regarding the job seeker and is typically used to screen applicants, often followed by an interview, when seeking employment.

Writing a successful resume depends on many factors. Here is a simple guide to the basics of writing a good resume:

1. Personal information. Write your full name, address, telephone number, fax and email at the top of the resume.
2. Job Objective. Include an objective for the resume. The objective is a short sentence describing what type of work you hope to obtain. Think your career goals carefully.
3. Education. Take detailed notes on your education. Include degree of universities, major or course emphasis, school names and courses relevant to career objectives. Do it in reverse chronological order. Remember to include any important continuing education courses you may have completed. If you graduated with honors, surely include it.
4. Work experience. Take detailed notes on your work experience. List your work experience beginning with your most recent job. Include dates of employment, company specifics. Include your main responsibilities, any other activities that were part of the job, the job title and company information including the address and dates of employment. Include everything even unpaid and part time positions.
5. Skills. Finally list information skills such as languages spoken, computer programming knowledge etc. Based on your detailed notes, decide which skills are transferable (skills that will be especially useful) to the position for which you are applying.

6. Extracurricular activities. Include a list of other non-work related accomplishments. These may include sports and competitions won, membership in special organizations, travelling, etc.
7. Finish your resume with the following phrase: references. If you have no space for it, you can write "Available upon request". List two people who are not related to you but who can describe your qualification for the job.

Tips: Be concise and short! Your finished resume should not be more than page. Use dynamic action verbs such as: accomplished, collaborated, encouraged, established, facilitated, founded, managed, etc. Don't use the subject "I", use tenses in the past. Except for your present job. Example: Conducted routine inspections of on site equipment.

## **VOCABULARY**

1. to present background – представить биографические данные
2. skill sets – набор/ряд навыков
3. to secure new employment – предоставить/ обеспечить новое место работы
4. a cover letter – сопроводительное письмо
5. job application packet – пакет документов о приеме на работу
6. to screen applicants – просмотреть/ просканировать данные кандидата
7. a simple guide – простое руководство
8. personal information - личная информация
9. job objective – цель работы
10. career goals - карьерные цели
11. major or course emphasis – основное предмет или специализация курса
12. relevant to – относящийся к
13. in reverse chronological order – в обратном хронологическом порядке
14. to graduate with honors – закончить с отличием
15. work experience – опыт работы
16. the most recent job – последнее место работы
17. responsibilities - обязанности
18. transferable skills – навыки, которые можно применять в разных сферах

19. extracurricular activities - увлечения

20. accomplishments – достижения

21. references - рекомендации

22. to describe qualification for the job – описать квалификацию в работе

23. concise – краткий/ сжатый

## EXERCISES

### Exercise 1. Match the definition and description.

Salary, Accomplishments, Career Portfolio, Resume, Transferable Skills, Letter of Recommendation, Cover Letter, References.

1. \_\_\_\_\_ are the achievements you have had in your career. These key points really help sell you to an employer
2. \_\_\_\_\_ should always accompany your resume when you contact a potential employer. It entices the employer to read your resume.
3. \_\_\_\_\_ is a job-hunting tool a job-seeker develops to give employers a complete picture of who you are, including samples of your work and what you have the potential to become - much more than just a cover letter and resume can provide.
4. \_\_\_\_\_ is a letter of support for your skills, ability, and work ethic, usually written by a former boss or co-worker.
5. \_\_\_\_\_ is a group of people who will say good things about you and who know specifics strengths that you offer. Always ask people before including them into this list.
6. \_\_\_\_\_ is a key job-hunting tool used to get an interview; it summarizes your accomplishments, your education, as well as your work experience, and should reflect your special mix of skills and strengths.
7. \_\_\_\_\_ is financial compensation an employee receives for performing the job. Can be determined by hourly, daily, weekly, monthly, and yearly. Also can include overtime pay, bonuses, and commissions.

8. \_\_\_\_\_ are skills you have acquired during any activity in your life - jobs, classes, projects, parenting, hobbies, sports, virtually anything - that can apply to what you want to do in your next job.

**Exercise 2. Which words and word-combinations are used to talk about which resume sections? Sort them into the correct category.**

Type of work you hope to obtain, name, travelling, dates of employment, career goals, graduated with honors, sports, languages, available upon request, most recent job, universities, membership in organizations, telephone number, courses, computer knowledge, company information, address, describe qualification, responsibilities.

personal information	
job objective	
education	
work experience	
skills	
extracurricular activities	
references	

**Exercise 3. Insert prepositions where necessary.**

1. Résumés are used \_\_\_\_\_ a variety of reasons, but the main is to get a position.
2. Writing a successful resume depends \_\_\_\_\_ many factors.
3. You should take \_\_\_\_\_ detailed notes \_\_\_\_\_ your education.
4. Remember, not all the courses are relevant \_\_\_\_\_ your career objectives.
5. Did he graduate \_\_\_\_\_ honors?
6. List your work experience beginning \_\_\_\_\_ your most recent job.
7. Can you decide which skills are transferable \_\_\_\_\_ the position for which you are applying \_\_\_\_\_?
8. I don't have membership \_\_\_\_\_ any special organizations, but I was engaged into volunteer work.
9. She will describe your qualification \_\_\_\_\_ the job.
10. I always write about letters \_\_\_\_\_ recommendation: "Available \_\_\_\_\_ request".



**Exercise 4. Answer the questions to the text.**

1. What is a resume? Why is it important to have a well-written resume?
2. What are the sections of a resume?
3. What personal information should you give?
4. What is a job objective?
5. What should you include into an education section?
6. What do you list into a work experience section?
7. What are transferrable skills?
8. Who should you include into references?
9. What tips would you give to a person who starts writing a resume?

**Exercise 5. Describe your strengths and weaknesses using following adjectives.**

**Make up a situation of 5-7 sentences.**

accurate	energetic	outgoing
active	enthusiastic	pleasant
adaptable	experienced	positive
broad-minded	honest	productive
competent	innovative	reliable
creative	loyal	resourceful
dependable	mature	self disciplined
determined	methodical	sense of humor
diplomatic	motivated	tactful
efficient	objective	trustworthy

**Exercise 6. Retell the text.**

**Exercise 7. Use the resume sample and write your own.**

Richard Anderson

1234, West 67 Street, Carlisle, MA 01741,

(123)-456 7890.

*Career Goal*

Obtain a respective career in the production unit with the obtained organizational and professional expertise.

### *Educational Background*

- Achieved Associate Management Degree from the Southwestern University, South California at in the year of 1996 at Product Management.
- Achieved Bachelor in Science Degree from the Orlando University, Orlando in the year of 1992 at Nursing as the major.

### *Computer Programming Skills*

- Practiced Operating Systems: Windows9X, Windows2000, Windows ME, Windows XP, Windows Vista, Linux, Unix, MS DOS
- Practiced Office Package: Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Outlook Express

### *Professional Background*

2001- Present date: Work as the Product Manager for the Irwin Company, Washington with the following responsibilities

- Offer exclusive coordination and management for entire product developing. Researched for obtaining the absolute goal regarding a marketable product.
- Offer necessary study material for training purpose along with the evaluating measures and various implementations for further betterment.
- Provide necessary management and accumulation for the multidisciplinary project associates.

1997- 2001: Worked as the Manager of Clinical Services for the Jonathon's Association, Las Vegas with the following responsibilities

- Provided necessary actions for recruiting, training and motivating the staffs. Offer various evaluations measures for further betterment.

## **PART 2. THE JOB INTERVIEW**

There are probably few situations that make people more uncomfortable than job interviews do. After you have managed to put together a resume that takes what little experience you have and puts it into a very positive light, you now have to sit across the table and be asked to prove why you are the best person for the job.

### *The Purpose of an Interview*

Goal of Candidate is to gather information on position and employer, to evaluate position, job-setting, co-workers, to determine if position is suitable – “Do I want to work here?”, to communicate information about yourself – convince employer to hire you because you are qualified for the position

Goal of Interviewer is to promote organization, to attract the best candidate, gather information, and assess candidate’s qualifications, to determine if the candidate fits the position.

### *Research the Position and Organization*

Make sure you understand the details, requirements, and responsibilities of the job you are applying for. This information can be typically found by reviewing interview bulletins, recruiting information, and company literature. Finally, be able to relate your skills and qualifications to the stated job responsibilities. Research the how long the company has existed? What is its mission? What does it produce? Who does it serve?

### *Prepare and Practice*

Develop specific examples that highlight your skills. Make sure that you can answer each question honestly and sincerely without sounding like you prepared them. But remember, this is not an exhaustive list of possible interview questions, but rather some general samples to help you begin thinking about what may be asked during an interview.

### *Get Ready*

Make sure your interview attire is neat, tidy and appropriate for the type of firm you are interviewing with. Bring a nice portfolio with copies of your resume. Include a pen and paper for note taking.

### *Be On Time*

Be on time for the interview. On time means five to ten minutes early. If need be, take some time to drive to the office ahead of time so you know exactly where you are going and how long it will take to get there.

### *Stay Calm*

During the job interview try to relax and stay as calm possible. Take a moment to regroup. Maintain eye contact with the interviewer. Listen to the entire question before you answer and pay attention - you will be embarrassed if you forget the question!

### *Anticipate Difficult Questions*

Do not try to avoid such questions as Why did you change your major three times? Can you explain your low grade point average? Explain the situation honestly and in a positive manner. Try to turn a weakness into a strength, i.e., “Yes, my GPA is low, but this is because I worked thirty hours a week to put myself through school.”

### *Prepare Questions for Your Interviewer*

The end of the interview is usually reserved for your questions. Do not just ask generic questions, and do not ask questions that could easily be found in company literature. Ask questions that will help you determine if you are a good match for the position and organization, such as the questions above. What are the educational opportunities? What training will I receive?

### *Follow Up*

Always follow-up with a thank you note reiterating your interest in the position. If you interview with multiple people send each one a thank you note.

## **VOCABULARY**

1. to put into a very positive light – представить в положительном свете
2. to gather information on position/ employer – собрать информацию о вакансии/ работодателе
3. to evaluate position – оценить вакансию
4. to convince employer – убедить работодателя
5. to hire - нанять
6. to promote organization – продвигать/ рекламировать организацию
7. to assess candidate’s qualifications – оценить квалификацию кандидата
8. to fit the position подходить на должность
9. requirements - требования

10. recruiting information – информация о найме
11. to highlight skills – освятить/ рассказать о навыках
12. honestly and sincerely – честно и искренне
13. general samples – основной образец
14. appropriate interview attire – надлежащее оформление для интервью
15. to stay calm – оставаться спокойным
16. to maintain eye contact with – поддерживать зрительный контакт
17. to anticipate difficult questions – предвосхитить трудные вопросы
18. to turn a weakness into a strength – превратить слабые стороны в сильные
19. a good match for – хорошее совпадение для
20. follow-up – последующее действие / дополнительное сообщение/ проверка исполнения

## EXERCISES

### Exercise 1. Give the English equivalent for:

- |   |  |
|---|--|
| 1. доказать почему вы лучше всего подходите для этой работы | 9. надлежащее оформление для интервью    |
| 2. собрать информацию о вакансии                            | 10. принести аккуратное портфолио        |
| 3. убедить работодателя                                     | 11. прийти вовремя                       |
| 4. привлечь лучшего кандидата                               | 12. поддерживать зрительный контакт      |
| 5. нанять   | 13. прослушать вопрос целиком            |
| 6. оценить квалификацию                                     | 14. превратить слабое качество в сильное |
| 7. рассказать о навыках                                     | 15. повторять свой интерес               |
| 8. звучит, как будто вы подготовились                       |  |

### Exercise 2. Insert prepositions where necessary.

1. He always puts his weakness \_\_\_\_\_ a very positive light and it works.
2. I was asked to prove why I could be the best person \_\_\_\_\_ the position of a supervisor \_\_\_\_\_ the sales department.

3. His task was to gather information \_\_\_\_\_ position and employer to assess \_\_\_\_\_ the chances to get that job.
4. Do your skills and qualifications relate \_\_\_\_\_ the stated job responsibilities?
5. Her portfolio is appropriate \_\_\_\_\_ the type of firm she seeks the job.
6. Be \_\_\_\_\_ time for the interview – that is my advice, as they can't stand anybody being late.
7. If you want to attract their attention \_\_\_\_\_ you, maintain eye contact \_\_\_\_\_ the interviewer.
8. I always listen \_\_\_\_\_ the entire question \_\_\_\_\_ answering.
9. Try to turn a weakness \_\_\_\_\_ a strength.
10. Surely you are a good match \_\_\_\_\_ the position of the supervisor in our company.
11. Reiterate your interest \_\_\_\_\_ the position when having an interview.

**Exercise 3. Finish up and develop into situations of 3 – 4 sentences.**

1. Interview is a good opportunity...
2. Interview is easy/ difficult because...
3. The goal of a candidate and the goal of an interviewer are different...
4. Do a research of the position and organization...
5. Your answers must be...
6. Your portfolio must be...
7. Don't be late for the interview...
8. When answering questions try to relax and ...
9. Do not try to avoid difficult questions...
10. You can ask about...

**Exercise 4. Read the most often asked questions on the interview and try to answer in a proper way.**

1. How would you describe yourself?
2. What influenced you to choose this career?
3. Do you have the qualifications and personal characteristics necessary for success in your chosen career?

4. What has been your most rewarding accomplishment?
5. How would you describe yourself in terms of your ability to work in a team?
6. Can you describe your long-range goals and objectives?
7. What do you expect to be doing in five years?
8. How would you evaluate your ability to deal with conflict?
9. Have you ever had difficulty with a supervisor or instructor?
10. To what extent would you be willing to travel for the job?
11. Which is more important to you, the job itself or your salary?
12. What was the most complex assignment you have had? What was your role?
13. Tell me what you know about our company.
14. What suggestions do you have for our organization?

**Exercise 5. Do the test “Job Interview”**

1. Tell us something about your ..... in the engineering industry?
  - a) foreground b) background c) knowledge d) history
2. I see from your ..... form that you have had different jobs in the last 5 years.
  - a) apply b) applying c) applied d) application
3. What sort of ..... of time would you stay with us if we offered you the job?
  - a) span b) duration c) period d) long
4. Describe how you would describe ..... in five years' time.
  - a) you b) your c) yours d) yourself
5. Give us some idea of what you believe are your ..... and weaknesses.
  - a) strength b) strengths c) force d) forces
6. As this is a managerial post, we must ask you how you deal with bad ..... keeping or unpunctuality in an employee.
  - a) house b) space c) time d) record
7. Imagine one of your staff loses her temper and shouts at you in front of others, how would you ..... with this?
  - a) take b) do c) handle d) deal
8. What would you say to a member of your staff who always ..... his work in late?
  - a) delivered b) handed c) produced d) completed

9. I should explain that we would naturally ..... any previous holiday arrangements you have made.

a) believe b) show c) decide d) honor

10. Finally now that we've asked you several questions, do you want to ... to us?

a) place b) put c) offer d) concede

## **TEAM PROJECT**

**Divide into 4 groups and present the interview process.**

*The first group:* 2-3 students who will play the role of HR managers. Their purpose is to take an interview of applicants for the following positions: an office manager, a merchant, a top-manager.

*The second group:* students who will play the roles of applicants who are looking for a job. They give the examples of a well- prepared interview.

*The third group:* students who will play the roles of applicants who are looking for a job. They give the example of a failed interview.

*The forth group:* 1-2 students who analyze the interviewing process and at the end give comments on both interviewers and interviewees.



## **UNIT 2. RAISING FINANCE TO SET UP BUSINESS**

Business capital to start up a new business typically comes from the following sources at varying stages of the life cycle of your business. The first 2 items are commonly used as seed capital, 3-6 for seed capital and to expand growth.

### *1. Personal Savings.*

The first place to look for financing is right at home and personal savings and assets are the easiest source of capital. If you have money set aside, you use it instead of borrowing or rounding up investors. Or, you can take an inventory of items you do not need and have a garage sale. Most people are pleasantly surprised how much cash they can raise in a single weekend. You can also use your stocks, bonds, pension plans, life insurance policies and real estate to raise the needed capital. Those who own homes often secure equity loans and use the proceeds to start a business.

### *2. Family Members and Friends.*

Next, turn to members of your family or close friends who have faith in you and want to see you succeed. Borrowing from a friend or relative is generally the most available source, especially when the capital requirement is smaller. Relatives and people you know are more open to your ideas than professional investors. They are also more patient if your business takes longer than expected to get off the ground. Offer to repay them through profit sharing. If you are borrowing from family members to avoid putting strain on the relationship, it is better to draw up a formal agreement in order to put the terms of the loan in writing.

### *3. Banks.*

Banks can be your least expensive way to raising capital, as you can get loans that are just about 2 percent above prime. However, you would need assets or profitable and clean credit histories to avail of bank loans. You will also need to have a business plan with adequate documentation demonstrating a projected cash flow that will enable you to repay (on time) the loan with interest. You can borrow small amounts of money from local banks for periods of up to three years. This has lower interest payments than an unsecured note, but will require you to pledge some assets, such as stock, or to have someone guarantee the loan.

#### *4. Government grant.*

A grant is a sum of money given to an individual or business for a specific project or purpose. A grant usually covers only part of the total costs involved. However, as long as you keep to any conditions attached to the grant, you will not have to repay it or give up shares in your business.

The government provides support to businesses both financially, in the form of grants, and through access to expert advice, information and services. However, getting financial support can be tough. There will be strong competition and the eligibility criteria for grants are stringent. Criteria vary but are likely to include the location, size and industry sector of the business. There are also strict terms and conditions that apply to all grants. However, generally you do not have to repay grants or interest on them unless you break the conditions.

#### *5. Venture Capitalists.*

Venture capitalists are professional investors who may be in charge of a large pool of capital gathered from a range of sources. These firms invest in new, even high-risk or speculative businesses without a proven track record, with the potential for rapid growth and high returns in a short time. They generally want equity or part ownership of a business in exchange for substantial returns (25 to 40 percent or more) when they exit typically in three to seven years. These firms are mostly interested in potential projects that require \$500,000 or more because of the high cost of investigation, evaluation and administration.

#### *6. Angel Investors.*

Angels are private investors interested in making more on their capital than they can make through traditional. These “angels” can be your accountant, attorney, doctors or other individuals who seek out new businesses to invest in return for equity ownership. Usually providing additional capital in the range of \$25,000 to \$500,000, expect angel investors to demand high returns for their investments. Relative to venture capitalists, though, angel investors are less demanding and can also be expected to provide expert guidance and mentor the start-up. Note, however, that most angels and venture capitalists do not invest in home businesses.

## VOCABULARY

1. to raise capital = to seed capital – найти капитал
2. to start up – начать/организовать бизнес
3. personal savings – личные сбережения
4. assets – активы, to pledge assets - закладывать активы
5. to round up investors – собирать инвесторов
6. an inventory – товарно-материальный запас
7. real estate – недвижимость
8. to secure/ guarantee equity loans – обеспечить залог по займу
9. available source - доступный источник
10. to get off the ground - делать успехи
11. to repay through profit sharing – выплатить через процент от прибыли
12. to put strain on the relationship – возникают натянутые отношения
13. to draw up a formal agreement – подписать официальное соглашение
14. to get a loan – получить ссуду/займ
15. prime – основная сумма по займу
16. a profitable and clean credit history – положительная и чистая кредитная история
17. to avail of - быть полезным
18. cash flow – денежный поток
19. interest payments – процентные платежи
20. to cover total costs – покрыть все расходы
21. to provide support / expert guidance – обеспечить поддержку/ совет эксперта
22. strong competition – жесткий конкурс
23. terms and conditions – сроки и условия
24. venture capitalists – венчурные предприниматели
25. to be in charge of - быть во главе/ заниматься ч.-л.
26. high-risk or speculative businesses – рискованный бизнес
27. potential for rapid growth – потенциал для быстрого роста
28. high returns - высокая окупаемость

29.to offset by – компенсировать/ возмещать

30.to demand - требовать

31.to mentor the start-up – контролировать/ отслеживать организацию бизнеса

## EXERCISES

### Exercise 1. Give the Russian equivalent for:

- |                               |                             |
|-------------------------------|-----------------------------|
| 1. организовать бизнес        | 10.процент от прибыли       |
| 2. искать финансирование      | 11.подписать соглашение     |
| 3. распродажа в гараже        | 12.чистая кредитная история |
| 4. ценные бумаги/ набор акций | 13.строгие критерии         |
| 5. облигации                  | 14.процентные платежи       |
| 6. взять займы                | 15.рискованный бизнес       |
| 7. обеспечить залог по займу  | 16.в короткие сроки         |
| 8. определить сроки займа     | 17.чистая доля в средствах  |
| 9. быть способным выплатить   | 18.получить прибыль в ... % |

### Exercise 2. Which words and word-combinations are used to talk about which ways to raise start-up capital? Sort them into the correct category.

To have faith in, high returns in a short time, to invest in return for equity ownership, open to your ideas, to get loan, to take an inventory of items, strong competition, private investors, to have a business plan, stocks, bonds, to draw up a formal agreement, to provide expert guidance, high-risk or speculative businesses, location and size and industry sector of the business, adequate documentation, close friends, to repay through profit sharing, to pledge some assets, a clean credit history.

Personal Savings	
Family Members and Friends	
Banks	
Government grant	
Venture Capitalists	
Angel Investors	

**Exercise 3. Insert prepositions where necessary.**

1. They are going to start \_\_\_\_\_ a new business and now they are looking \_\_\_\_\_ financing.
2. Her constant complaints put strain \_\_\_\_\_ their relationships.
3. She took a high risk not drawing \_\_\_\_\_ a contract with suppliers.
4. Will you to repay your debts \_\_\_\_\_ profit sharing?
5. I am always open \_\_\_\_\_ new ideas and projects.
6. He doesn't have faith \_\_\_\_\_ this project, that's why he isn't interested \_\_\_\_\_ borrowing money \_\_\_\_\_ his family.
7. The company seeks \_\_\_\_\_ employees who can round \_\_\_\_\_ clients.
8. We can invest capital \_\_\_\_\_ your business but \_\_\_\_\_ return for equity ownership.
9. He was refused to give the loan as he couldn't prove that it would have potential \_\_\_\_\_ rapid growth and high returns \_\_\_\_\_ a short time.
10. You always provide support \_\_\_\_\_ me \_\_\_\_\_ signing contracts.

**Exercise 4. Insert the necessary word.**

1. Business capital to \_\_\_\_\_ a new business typically comes from different \_\_\_\_\_.
2. She took an \_\_\_\_\_ of items which she didn't need and had a garage \_\_\_\_\_.
3. I want to apply to \_\_\_\_\_ agency to find a suitable apartment.
4. I never \_\_\_\_\_ from a friend, because it can \_\_\_\_\_ on the relationship
5. They set up a partnership, so thee have profit \_\_\_\_\_.
6. Banks demand to prepare a \_\_\_\_\_ with adequate documentation demonstrating a \_\_\_\_\_.
7. She had nothing to \_\_\_\_\_ the loan.
8. Our consultancy agency provides \_\_\_\_\_ to businesses through access to \_\_\_\_\_ advice, information and services.
9. If you want to take part in this competition, you should know that \_\_\_\_\_ criteria are \_\_\_\_\_.

10. Venture capitalists prefer investing money into \_\_\_\_\_ businesses.
11. \_\_\_\_\_ are private investors interested in making more on their capital than they can make through traditional markets.

**Exercise 5. Answer the questions to the text.**

1. What are the sources of raising capital to set up business?
2. What is an inventory of items?
3. What are personal savings?
4. Why can your family or friends lend money more easily than others?
5. What is important when borrowing from friends?
6. What do you need to have when applying to the bank for a loan?
7. What is a government grant? Does it cover all costs?
8. What are the criteria for a competition to get a grant?
9. What kind of support does the government provide?
10. Who are venture capitalists? What firms do they invest in?
11. Who are angel investors? What is the difference between angel investors and venture capitalists?
12. What is the easiest/ the most effective/ the worst way to raise capital?

**Exercise 6. Retell the text.**

1. As if you want to raise capital and you are thinking of the best way.
2. As if you took a loan or applied to venture capitalists/ angel investors and you failed.

**Exercise 7. Translate from Russian into English.**

1. Прежде чем найти капитал для того, чтобы организовать бизнес, ты должен определить, что ты хочешь получить в результате.
2. Я против вложения личных сбережений, т.к. это очень рискованно.
3. Вы можете использовать недвижимость, акции и облигации в качестве залога по займу.
4. В прошлом году мы подписали официальное соглашение по поставкам данного продукта.
5. У него возникли натянутые отношения с боссом, и он хочет уволиться.

6. Она собирается обратиться в банк, чтобы получить ссуду.
7. Они требуют положительную и чистую кредитную историю, а его кредитная история оставляет желать лучшего.
8. Через 5 лет ты должен выплатить основную сумму займа и все процентные платежи.
9. Наша компания поможет вам организовать бизнес и обеспечит поддержку в качестве совета эксперта в разных областях.
10. Венчурные предприниматели вкладывают финансы в рискованный бизнес, который принесет прибыль в короткие сроки.
11. Ваш проект имеет потенциал, и мы хотим попробовать запустить вашу программу на региональном уровне.
12. Его компания занимается обеспечением технической поддержки физическим и юридическим лицам.

**Exercise 8. React to the quotation.**

1. “One key to a successful business start-up and expansion is your ability to obtain and secure appropriate financing. Raising capital is the most basic of all business activities. Remember, it takes money to make more money.” (by Isabel M. Isidro)
2. “Neither a borrower, nor a lender be; for loan loses both itself and friend, and borrowing dulls the edge of husbandry.” (by William Shakespeare)
3. “A bank is a place where they lend you an umbrella in fair weather and ask for it back when it begins to rain.” (by Robert Frost)
4. “Remember, personal savings is only a small portion of total national savings,” (by Bruce Bartlett)
5. “Don't gamble; take all your savings and buy some good stock and hold it till it goes up, then sell it. If it don't go up, don't buy it.” (by Will Rogers)
6. “A venture capitalist would rather work with three large institutional investors who give him \$50 million rather than 10 individuals who give him \$5 million each.” (by Mark Heesen)

7. “Venture capitalists are taking a longer view of that industry sector; they're willing to wait longer for an exit because they're getting in early. They have to be both willing to take risks and willing to be patient.” (by Kirk Walden)

**Exercise 9. Act out dialogues on the following topics:**

1. You want to ask your family/friends for capital and you should persuade them to provide the financial support.
2. You go to the bank to talk to a bank manager and you ask for a loan.
3. You are discussing your future business with an angel investor and try to persuade to invest money into your project/
4. You are 2 friends who are going to set up business and you discuss ways to raise capital. You have different views.

**TEAM PROJECT**

**Divide into 4 groups and make the presentations of all the types of raising finance for starting up business.**

*The first group* will speak on personal savings and family loans.

*The second group* will speak on bank loans.

*The third group* will speak on government grants.

*The forth group* will speak on venture and angel investors.

Use the following scheme for the presentation:

1. Definition of your way to raise capital.
2. Advantages and disadvantages.
3. Details of the process of raising capital.
4. An example of a business with your way to raise finance. Use the Internet.



### UNIT 3. TYPES OF BUSINESSES

What is business? For different people the meaning of it is different. We can give several definitions of what business is.

1. The occupation, work, or trade in which a person is engaged
2. A specific occupation or pursuit: the best designer in the business.
3. Commercial, industrial, or professional dealings
4. A commercial enterprise or establishment

Business pertains broadly to commercial, financial, and industrial activity. Industry entails the production and manufacture of goods or commodities, especially on a large scale. Commerce and trade refer to the exchange and distribution of goods or commodities. Traffic pertains in particular to businesses engaged in the transportation of goods or passengers.

#### *Objectives of Business Organization*

Business organizations are established to meet wants in society. Private businesses are formed mainly to provide for material demands (i.e. goods and services) and commercial demands (i.e. banking, insurance) in society. Government Organizations, on the other hand, tend to satisfy society's desire for defense, law and order, education and social welfare. Organizations are thus established to meet demands in society. In meeting these, organizations will set very definite and clear aims, e.g. a manufacturing firm will want to stay in business and make a profit. The aims of an organization are normally decided by the board of directors, or in the case of public organizations by government ministers.

The most common forms of private business organizations are sole proprietorship, partnerships and corporations.

#### *Sole Proprietorships*

A business owned and controlled by one person is a sole proprietorship. Sole proprietorships are the oldest, simplest, and the most common of all types of business. Because the financial resources available to one person often are limited, sole proprietors tend to be enterprises that require small amounts of capital to start and operate. Many doctors, dentists, lawyers, bakers, and beauticians organize as sole

proprietors to provide professional services. Other services offered by sole proprietors include plumbing, carpentry, dry cleaning and lawn care. Many construction companies, small grocery stores, florists, other small retail stores, farms, real estate firms and insurance firms are also organized as sole proprietors.

### *Partnerships*

A partnership is a business that is owned and controlled by two or more people. As in the case of sole proprietorships they are concentrated in businesses that require relatively small amounts of money to start and operate. Small retail stores, farms and construction companies are often organized as partnerships. People in service occupations, such as doctors, lawyers, accountants, and photographers, also form partnerships. A partnership begins when two or more people agree to operate a business together. Partnership can be general or limited. In order to avoid later conflicts, the partners usually formulate a written agreement called a partnership contract. A partnership contract outlines the contributions of partners, the distribution of profits and losses. It details the specific responsibilities of each partner and includes provision for adding or dropping partners and dissolving the partnership.

### *Corporations*

A corporation is a business organization that is treated by law as if it were an individual person. A corporation can do everything that a sole proprietorship or a partnership can do. It can, for example, buy property and resources, hire workers, make contracts, pay taxes, sue others and be sued and produce and sell products. A corporation, however, is owned by stockholders. Stockholders are individuals who invest in a corporation by buying shares of stock. Stocks are the certificates of ownership in the corporation. Stockholders invest in a corporation in order to make a profit.

A corporation may be either publicly owned or closed. A publicly owned corporation allows its shares to be purchased by anyone who chooses to invest in the business. Most corporations today are publicly owned. A closed corporation is owned by a limited number of shareholders. People outside of this limited group may not buy shares in the corporation.

## VOCABULARY

1. to set an aim – ставить цель
2. business organisation – коммерческая организация
3. commercial wants – коммерческие потребности
4. competitive – конкурентоспособный
5. corporation – акционерное общество, корпорация
6. distribution – распределение
7. to establish – основывать, учреждать
8. general partnership – компания с неограниченной ответственностью
9. to invest – инвестировать, вкладывать деньги
10. limited partnership – компания с ограниченной ответственностью
11. to make a profit – получать прибыль
12. material wants – материальные потребности
13. to meet wants – удовлетворять потребности
14. partnership contract – договор о сотрудничестве
15. partnership – товарищество, партнерство
16. private business – частное предприятие
17. private organisation – частная организация
18. profitability – рентабельность, прибыльность
19. provision of a contract – условие договора
20. shareholder – акционер
21. shares – акции
22. social welfare – социальное обеспечение
23. stock – акционерный капитал; основной капитал
24. stockholder – акционер, владелец государственных ценных бумаг
25. acquisition – приобретение
26. conglomerate combination – конгломератное объединение
27. corporate merger – корпорационное слияние
28. corporate performance – совместное функционирование
29. efficiency – продуктивность, производительность

- 30. merger – слияние
- 31. demand – спрос
- 32. international market – международный рынок
- 33. supply – предложение
- 34. total market demand – общий объем спроса на рынке

## EXERCISES

### Exercise 1. Give the Russian equivalent for:

- |  |                                   |
|--|-----------------------------------|
| 1. to give several definitions         | 8. small retail stores            |
| 2. to set very definite and clear aims | 9. to avoid later conflicts       |
| 3. to entail the production            | 10. to buy property and resources |
| 4. to meet wants in society            | 11. to hire workers               |
| 5. to be engaged in smth.              | 12. to make contracts             |
| 6. available resources                 | 13. to pay taxes                  |
| 7. the board of directors              | 14. publicly owned                |

### Exercise 2. Give the English equivalent for:

- |                                       |                                       |
|---------------------------------------|---------------------------------------|
| 1. международный рынок/торговля       | 9. общий объем спроса на рынке        |
| 2. слияние                            | 10. прибыльное предприятие            |
| 3. удовлетворить потребности общества | 11. производственная фирма            |
| 4. распределение товаров и услуг      | 12. вкладывать деньги с целью прибыли |
| 5. договор о партнерстве              | 13. фирма по работе с недвижимостью   |
| 6. платить налоги                     | 14. требовать малый стартовый капитал |
| 7. подавать в суд                     |                                       |
| 8. определенное занятие               |                                       |

### Exercise 3. Paraphrase the underlined units.

- 1. A publicly owned corporation lets its shares to be bought by anyone who chooses to give money in the business.
- 2. The CEO of that conglomerate combination gives the stuff goals.

3. The partners of one and the same business usually formulate partnership agreement with all business conditioned stated.
4. Commerce and trade refer to the interchange and allocation of goods or commodities.
5. Individual business is much supported by the government.
6. The efficiency of that business union leaves much to be desired, though the reputation of both companies on the global market is very high.
7. The companies may be controlled by government.
8. The production of consumer commodities hasn't brought any benefit to that businessman.
9. Limited corporations usually required big sums of money for their work.
10. A partnership contract defines the contributions of partners, the distribution of profits and losses.
11. Organizations are thus made to satisfy demands in society.
12. Traffic belongs in particular to businesses busy in the transportation of goods or passengers.
13. It details the specific charges of each partner and contains provision for adding or dropping partners and breaking the partnership.

**Exercise 4. Find in the text terms which mean the following:**

1. \_\_\_\_\_ is a contractual relationship between two or more persons carrying on a joint business venture with a view to profit, each incurring liability for losses and the right to share in the profits.
2. \_\_\_\_\_ is a group of people authorized by law to act as a legal personality and having its own powers, duties, and liabilities.
3. \_\_\_\_\_ is the amount by which the stock of capital (plant, machinery, materials, etc.) in an enterprise or economy changes.
4. \_\_\_\_\_ is a formal agreement between two or more parties.
5. \_\_\_\_\_ is a limited company that does not issue shares for public subscription and whose owners do not enjoy an unrestricted right to transfer their shareholdings.

6. \_\_\_\_\_ is a limited company whose shares may be purchased by the public and traded freely on the open market and whose share capital is not less than a statutory minimum.
7. \_\_\_\_\_ is any of the equal parts, usually of low par value, into which the capital stock of a company is divided: ownership of shares carries the right to receive a proportion of the company's profits.
8. \_\_\_\_\_ is the combination of two or more companies, either by the creation of a new organization or by absorption by one of the others.
9. \_\_\_\_\_ is an urgent or peremptory requirement or request.
10. \_\_\_\_\_ is to make available or provide (something that is desired or lacking) or to provide for adequately; make good, etc.
11. \_\_\_\_\_ is an event or occasion, usually held at regular intervals, at which people meet for the purpose of buying and selling merchandise.
12. \_\_\_\_\_ is a contest in which a winner is selected from among two or more entrants.

**Exercise 5. Insert the necessary word.**

1. The most common forms of private business organizations are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
2. \_\_\_\_\_ are normally decided by the board of directors, or in the case of public organizations by government ministers.
3. A corporation may be either \_\_\_\_\_ or \_\_\_\_\_.
4. A business owned and controlled by one person is a \_\_\_\_\_.
5. Many of the \_\_\_\_\_ may have started as sole proprietorships.
6. We can give several \_\_\_\_\_ of what business is.
7. \_\_\_\_\_ are individuals who invest in a corporation by \_\_\_\_\_ shares of stock.
8. Many \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ are also organized as sole proprietors.
9. Government organizations tend to \_\_\_\_\_.
10. Partnership can be \_\_\_\_\_ or \_\_\_\_\_.

11. Corporations can \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_ and \_\_\_\_\_.
12. \_\_\_\_\_ begins when two or more people agree to operate a business together.
13. We can give several definitions of what business is \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
14. Stocks are the certificates of \_\_\_\_\_ in \_\_\_\_\_.

### **Exercise 6. Translate from Russian into English.**

1. Рост и развитие фирмы - единственный путь, гарантирующий ей прибыль и привлечение инвестиций.
2. Корпорация имеет право приобретать собственность и ресурсы, нанимать рабочих, заключать контракты.
3. Многие врачи, пекари и дантисты организуют индивидуальные частные предприятия для предоставления профессиональных услуг.
4. Основные цели частных организаций – получение прибыли, выживание и забота об имидже компании.
5. Цели организации обычно устанавливаются советом директоров.
6. Рентабельность - основная цель работы любой коммерческой организации.
7. Ряд компаний открывает новые представительства в других городах для удовлетворения потребностей большего числа населения.
8. Акционеры и служащие получают выгоду от роста компании.
9. Дело, принадлежащее и управляемое одним лицом, называется единоличным владением.
10. Акционеры вкладывают деньги в корпорацию, чтобы получить прибыль.
11. Товарищество - организационная форма предпринимательского объединения двух или более частных лиц, не являющаяся корпорацией.
12. Права и обязанности партнеров оговариваются в учредительном договоре и определены законами штата.
13. Каждый партнер вносит свои средства, собственность, труд или способности.

14. В банке партнеры заполняют специальный документ, в котором зафиксирована доля каждого в предприятии. Такая форма особенно распространена при создании юридических и аудиторских фирм, малых предприятий сферы обслуживания и т.п.

**Exercise 7. Make the situation, using the set-phrases:**

1. Limited partnership, partnership contract, to set an aim, to establish, distribution, provision of a contract, non-efficiency, to fail to enter international market, to go broke.
2. Business organization, to establish, to satisfy commercial wants, to become competitive, to invest money in the private business, to make a profit, profitability, to win the competition.
3. Corporation, to merge smaller firms, to sign the contract, to make a profit, acquisition of capital resources, to develop local social welfare, to become conglomerate combination.
4. General partnership, to meet wants, to invest money to, to buy shares, corporate performance, to find the access to the global market, to participate in international trade, efficiency, total market demand, corporate merger.

**Exercise 8. Retell the text as if you are:**

1. Governor, willing to support private business.
2. Shareholder, working in corporation.
3. Successful individual businessman.
4. Member of a partnership.
5. A person, starting the business.
6. The CEO of a great corporation.

**Exercise 9. Prepare reports on the topic “Illegal business”.**

We have figured out the ways of leading the business legally, but you are sure to know about the illegal business (drug-trafficking, kidnapping, terrorism, people-trafficking, smuggling). Choose one of the type of illegal business, describe it to you group and find the means of fighting with it. Use the Internet as the source of information.



## **TEAM PROJECT**

**Divide into groups of 3-4 students and present one of the types of businesses: the sole proprietorship, a partnership.**

Choose the type of the business you would like to work in. Make the presentation of your future company starting from the beginning process: how you had an idea about that business, advantages and disadvantages, your product/ brand/ log, location, challenges on the way and the result.

*If you choose a sole proprietorship, remember:*

1. Use a "For" and "Against" list when deciding what you can do without partners.
2. Join a local service organization such as the local chamber of commerce

*If you choose a partnership, remember:*

Use a "For" and "Against" list when deciding if and whom you should have as a partner.

If considering a partner, look for someone with complementary skills to your own.

If you take on a partner, have a buy-sell agreement in place before you start.

## **UNIT 4. COMPANY STRUCTURE**

Most organizations have a hierarchical or pyramidal structure, with one person or a group of people at the top, and an increasing number of people below them at each successive level. There is a clear line or chain of command running down the pyramid. All the people in the organization know what decisions they are able to make, who their superior (or boss) is (to whom they report), and who their immediate subordinates are (to whom they can give instructions).

Some people in an organization have colleagues who help them: for example, there might be an Assistant to the Marketing Manager. This is known as a staff position: its holder has no line authority, and is not integrated into the chain of command, unlike, for example, the Assistant Marketing Manager, who is number two in the marketing department.

Yet the activities of most companies are too complicated to be organized in a single hierarchy. Shortly before the First World War, the French industrialist Henry Fayol organized his coal-mining business according to the functions that it had to carry out. He is generally credited with inventing functional organization. Today, most large manufacturing organizations have a functional structure, including (among others) production, finance, marketing, sales, and personnel or human resources departments. This means, for example, that the production and marketing departments cannot take financial decisions without consulting the finance department.

Functional organization is efficient, but there are two standard criticisms. Firstly, people are usually more concerned with the success of their department than that of the company, so there are permanent battles between, for example, finance and marketing, or marketing and production, which have incompatible goals. Secondly, separating functions is unlikely to encourage innovation.

Yet for a large organization manufacturing a range of products, having a single production department is generally inefficient. Consequently, most large companies are decentralized, following the model of Alfred Sloan, who divided General Motors into separate operating divisions in 1920. Each division had its own engineering,

production and sales departments, made a different category of car (but with some overlap, to encourage internal competition), and was expected to make a profit.

## **VOCABULARY**

1. hierarchical or pyramidal structure – иерархическая или пирамидальная структура
2. to be at the top - стоять во главе
3. superior (immediate superior) – начальник (непосредственный начальник)
4. subordinate (immediate subordinate) – подчиненный (непосредственный подчиненный)
5. to report to – подчиняться
6. to make decisions – принимать решения
7. staff position – место работы
8. line authority – прямое подчинение
9. manager – руководитель, менеджер
10. assistant manager – помощник руководителя
11. to carry out function – выполнять функции
12. to invent functional organization – изобрести функциональную организацию
13. production department – отдел производства
14. human recourse department – отдел кадров
15. sales department – отдел продаж
16. finance department – финансовый отдел
17. marketing department – маркетинговый отдел
18. to encourage innovation – поощрять инновации, нововведения
19. to manufacture – производить
20. a range of products – ассортимент товаров
21. efficient/inefficient – эффективный/неэффективный
22. to make a profit – получать прибыль

## **EXERCISES**

**Exercise 1. Give the Russian equivalent for:**

- |                                 |                                  |
|---------------------------------|----------------------------------|
| 1. one person at the top        | 8. to be integrated into a chain |
| 2. separating functions         | 9. complicated activities        |
| 3. a group of people at the top | 10. to expect to make a profit   |
| 4. a clear line of command      | 11. to take financial decisions  |
| 5. to give instructions         | 12. standard criticism           |
| 6. colleagues                   | 13. permanent battle between     |
| 7. to assist to smb.            | 14. decentralized                |

**Exercise 2. Give the English equivalent for:**

- |  |                           |
|--|---------------------------|
| 1. генеральный директор компании       | 9. менеджер по маркетингу |
| 2. исполнительный директор<br>компании | 10. менеджер по качеству  |
| 3. отдел компании                      | 11. отдел продаж          |
| 4. филиал компании                     | 12. рекламный отдел       |
| 5. команда менеджеров                  | 13. финансовый отдел      |
| 6. менеджер по продажам                | 14. юридический отдел     |
| 7. менеджер по персоналу               | 15. отдел закупок         |
| 8. финансовый директор                 | 16. отдел производства    |
|  | 17. отдел снабжения       |

**Exercise 3. Match the definition and description.**

Autonomous, decentralization, function, hierarchy, line authority, report to, subordinates.

1. A system of authority with different levels, one above the other.
2. A specific activity in a company, e.g. production, marketing, finance.
3. Independent, able to take decisions without consulting a higher authority.
4. People working under someone else in a hierarchy.
5. Dividing an organization into decision-making units that are not centrally controlled.
6. The power to give instructions to people at the level below in the chain of command.
7. To be responsible to someone and to take instructions from him or her.

**Exercise 4. Insert the necessary word.**

1. Most organizations have \_\_\_\_\_ structure with \_\_\_\_\_ or \_\_\_\_\_ at the top.
2. The organization might be divided into functional departments, such as \_\_\_\_\_.
3. Decentralized business can't be successful because \_\_\_\_\_.
4. \_\_\_\_\_ help the department manager to perform the definite functions.
5. Functional organizations were originally founded by \_\_\_\_\_.
6. Functional organizations are efficient, because \_\_\_\_\_.
7. Functional organizations are not quite efficient, because \_\_\_\_\_.
8. A chain of command means the people \_\_\_\_\_.
9. Separating functions is \_\_\_\_\_.
10. Hierarchical company structure makes the decision making process \_\_\_\_\_.

**Exercise 5. Answer the questions:**

*If you are still studying:*

1. What kind of organization do you want to work for?
2. In which department? (e.g. production, finance, accounting, marketing, sales, human resources)
3. Do you think it will later be possible to change departments? what do you think your first position will be?
4. Do you expect to have one immediate boss, to work for more than one superior, or to be part of a team?

*If you are already working:*

1. What is your function or job title?
2. What are you responsible/or? Who are you responsible to? (Who do you report to?)
3. Does anybody report to you?
4. What other units, departments or divisions do you regularly have to work with?
5. What other departments do you occasionally have conflicts with?

**Exercise 6. State the function of each company member/department, using the words:** *to be responsible for, to be in charge of, to perform a function of, to work with etc.*

Company member	Company department
Production department	Finance manager
Management department	Advertising manager
Finance department	Staff manager
Sales department	CEO
Human resource department	Sales manager
Research and development department	Customer manager
Customer service	General manager
Purchasing and planning department	Quality manager
Production department	Service manager

**Exercise 7. Describe the company structure using the following expressions and information below:**

To consist of, to contain, to include, to be divided into, to be made of, to be composed of, to be responsible for, to be in charge of, to report directly to, to support or to be supported by

1. Board of directors - group of people chosen to establish policy for and control a company.
2. Chairman UK - person who heads a Board of Directors; head of a company; chairperson.
3. President US - the highest executive officer of a company; head of a company.
4. Vice president US - any of several executive officers, each responsible for a separate division.
5. Director - a member of the board of directors.
6. Manager - person responsible for day-to-day running of a dept.
7. Marketing Dept. - department that puts goods on market, inc. packaging, advertising etc.
8. Personnel Dept. - department responsible for recruitment and welfare of staff or employees.
9. Production Dept. - department responsible for physical creation of product.
10. Purchasing Dept. - department responsible for finding and buying everything for a company.

11. R & D Department - department responsible for Research and Development of (new) products.
12. Sales Department - department responsible for finding customers and making sales.
13. Secretary at the reception – a person on the place where visitors and clients report on arrival at a company.

**Exercise 8. Read the following statements, and decide whether they are about the advantages of working in a big or small company.**

1. If you have problems with your colleagues you can always change departments.
2. The atmosphere is friendlier and you know everyone.
3. You are often responsible for a variety of different tasks.
4. You can actually see the result of your contribution to the company.
5. You can be proud of working for a company with a national or international reputation.
6. You can become more specialized in your work.
7. You can deal with problems face-to-face.
8. You have a better possibility of realizing your potential.
9. You have more independence, and you don't always have to wait for permission from a superior.
10. You may be able to go and work in a foreign subsidiary.
11. You often get greater freedom, flexibility and openness to change.
12. You'll probably get a slightly higher salary.
13. You're unlikely to be fired in a sudden reorganization or downsizing.
14. Your company will be in a better position in an economic downturn.

## **TEAM PROJECT**

**Make the presentation of a famous world company; in particular describe its inner management system.**

When illustrating the company structure, work as a whole group. Give a brief outline of a company using the following plan:

1. Name, age, location
2. History of development.
3. Number of employees
4. Main Division and sub-divisions
5. Management team
6. International links

Then each member of the group should present himself/herself on the following plan:

1. Title of the position.
2. Schedule of the working day.
3. His/her responsibilities.
4. Challenges of the job.



## UNIT 5. PRODUCTS

Marketing theorists tend to give the word products very broad meaning, using it to refer to anything capable of satisfying a need or want. Thus services, activities, people (politicians, athletes, film stars), places (holiday resorts), organizations (hospitals, colleges, political parties), and ideas, as well as physical objects offered for sale by retailers, can be considered as products. Physical products can usually be augmented by benefits such as customer advice, delivery, credit facilities, a warranty or guarantee, maintenance, after-sales service, and so on.

Some manufacturers use their name (the 'family name') for all their products, e.g. Philips, Colgate, Yamaha. Others, including Unilever and Procter and Gamble, market various products under individual brand names, with the result that many customers are unfamiliar with the name of the manufacturing company. The major producers of soap powders, for example, are famous for their multi-brand strategy which allows them to compete in various market segments, and to fill shelf space in shops, thereby leaving less room for competitors. It also gives them a greater chance of getting some of the custom of brand-switchers.

Most manufacturers produce a large number of products, often divided into product lines. Most product lines consist of several products, often distinguished by brand names, e.g. a range of soap powders, or of toothpastes. Several different items (different sizes or models) may share the same brand name. Together, a company's items, brands and products constitute its product mix. Since different products are always at different stages of their life cycles, with growing, stable or declining sales and profitability, and because markets, opportunities and resources are in constant evolution, companies are always looking to the future, and re-evaluating their product mix.

Companies whose objectives include high market share and market growth generally have long product lines, i.e. a large number of items. Companies whose objective is high profitability will have shorter lines, including only profitable items. Yet most product lines have a tendency to lengthen over time, as companies produce variations on existing items, or add additional items to cover further market

segments. Additions to product lines can be the result of either line-stretching or line-filling. Line-stretching means lengthening a product line by moving either up-market or down-market, i.e. making items of higher or lower quality. This can be carried out in order to reach new customers, to enter growing or more profitable market segments, to react to competitors' initiatives, and so on. Line-filling introducing new products into a product line at about the same price as existing products. It means the adding more products to an established product line in order to close gaps in the marketplace and minimize competition.

### *What to Know About Your Products*

Pricing structure	How to use the product
Styles, colors or models available	Product distribution and delivery
History of the product	Servicing, warranty and repair information
Any special manufacturing process	

### **VOCABULARY**

1. to refer to – относиться к ч.-л.
2. capable of satisfying a need or want – способный удовлетворить потребности или желания
3. to offer for sale – предлагать для продажи
4. retailers – продавцы в розницу
5. to be augmented by benefits – увеличивается к-л. выгодой
6. credit facilities – возможность взять кредит
7. a warranty - гарантия
8. maintenance - техническое обслуживание
9. to market products – продвигать/ рекламировать продукты
10. under brand names – под брендовым именем
11. to compete in various market segments – конкурировать на разных сегментах рынка
12. to fill shelf space – заполнить полки
13. to leave less room for competitors – оставить меньше пространства для конкурентов

14. to be divided into product lines – разделены на линии продуктов
15. to distinguish – делать отличия
16. the same brand name – тоже самое имя бренда
17. to constitute product mix - составлять микс продукта
18. stable or declining sales – стабильные или снижающиеся продажи
19. to re-evaluate - переоценить
20. high market share – высокая доля в рынке
21. to lengthen over time – продолжаться/ увеличиваться с течением времени
22. to cover market segments – покрывать рыночные сегменты
23. to carry out – выполнять /осуществлять
24. in order to – для того, чтобы
25. to reach new customers – достигать внимания/ заполучить новых покупателей
26. to react to competitors initiatives – отреагировать на инициативы конкурентов
27. existing products – существующие продукты
28. to close gaps – закрыть разницу/ пробелы

## **EXERCISES**

### **Exercise 1. Translate the words from the brackets.**

Products (относятся к) anything capable of satisfying (потребности или желания). Products can bring such (выгода) such as customer advice, (доставка), (возможность взять кредит), а warranty or guarantee, (техническое обслуживание), after-sales service, and so on. Most manufacturers produce a large number of products, often (разделенные на линии продуктов). Most product lines consist of several products, often (отличающиеся) by brand names. Together, a company's items, brands and products (составляют микс продукта). Companies whose objectives include high market share and (рост на рынке) generally have long product lines. Companies whose objective is (высокая прибыльность) will have shorter lines, including only profitable items. Additions to product lines can be (результат) of either line-stretching or line-filling. Line-stretching is (осуществляется) in order to reach new customers, (войти на сегменты рынка

быстро развивающиеся или более прибыльные), to react to competitors' initiatives, and so on. Line-filling is adding more products in order to (закрывать пробелы) in the marketplace and (свести конкуренцию к минимуму).

**Exercise 2. Find in the text terms which mean the following:**

1. The possibility of paying for a product over an extended period.
2. A promise by a manufacturer or seller to repair or replace defective goods during a certain period of time.
3. A surface in a store on which goods are displayed.
4. Consumers who buy various competing products rather than being loyal to a particular brand.
5. The standard pattern of sales of a product over the period that it is marketed.
6. The extent to which an activity provides financial gain.
7. Possibilities of filling unsatisfied needs in sectors in which the company can produce goods or services effectively.
8. The sales of a company expressed as a percentage of total sales in a given market.
9. The set of beliefs that the public at large holds of an organization.
10. A small, specialized, but profitable segment of a market.

**Exercise 3. Match the words from each column to make word – combinations.**

**Use them to make up sentences of your own.**

to satisfy	segment
credit	mix
after-sales	market share
brand	a need or want
a market	customers
to fill	gaps
product	products
high	strategy
to reach	facilities
to market	service
multi-brand	names
to close	shelf space

**Exercise 4. Insert prepositions where necessary.**

1. Your report doesn't refer \_\_\_\_\_ our meeting.
2. He is very capable \_\_\_\_\_ solving day-to-day problems.
3. Our new services are augmented \_\_\_\_\_ such benefits as customer advice, maintenance and after-sale services.
4. This manufacturer uses his family name \_\_\_\_\_ all the products.
5. We are unfamiliar \_\_\_\_\_ the name of the manufacturing company, it is not very popular \_\_\_\_\_ our region.
6. They are famous \_\_\_\_\_ their multi-brand strategy which allows them to compete \_\_\_\_\_ various market segments.
7. We should leave less room \_\_\_\_\_ competitors on this market segment.
8. Together, a company's items, brands and products constitute \_\_\_\_\_ its product mix.
9. Products are always \_\_\_\_\_ different stages of their life cycles and they are \_\_\_\_\_ constant evolution process.
10. Most product lines have a tendency to lengthen \_\_\_\_\_ time.
11. I often drop into this shop as they have goods \_\_\_\_\_ high quality.
12. The research was carried \_\_\_\_\_ \_\_\_\_\_ order to understand how to reach new customers and enter more profitable market segments.
13. We will react \_\_\_\_\_ competitors' initiatives by launching a new product into the market.
14. \_\_\_\_\_ order to minimize competition on the market, we must be more sophisticated.

**Exercise 5. Finish up the statements.**

1. The word "product" has a very broad meaning ...
2. Some manufacturers use their name for ...
3. Most product lines consist ...
4. Product mix is ...
5. Long product lines are ...
6. Line-stretching is ...

7. Line-filling is ...

8. You should know about your products ...

**Exercise 6. Read the text and match the terms with the correct extracts.**

Consumable, Diversity, Quality, Profit Margin, Marketability, What's Popular.

Knowledge of the product is power. Before you commit to a product or product line, consider the following factors while deciding what products to sell.

\_\_\_\_\_ Before considering what product to sell, determine what market you want to sell to. Once you know what kind of customer you want, then you'll be able to determine their needs. Your product selection doesn't have to appeal to all of the population but it should be something you can convince a large percentage of shoppers they need.

\_\_\_\_\_ When you look at the price of the product, don't forget to calculate direct and indirect costs (like overhead) of selling your goods. The best selling products won't ever earn any real money if your margin is too small.

\_\_\_\_\_ Choose a product with recurring sales value. A consumable item that needs to be replaced on a regular basis is one way a retailer can establish long term sales. By establishing a customer base with recurring products, customers will continue to come back to you to buy more as they use up the products.

\_\_\_\_\_ When it comes to selecting products to sell based on what's popular, timing is extremely important. New trends and products can be a great boost to your business but you'll need to be at the beginning of the product lifecycle in order to be successful.

\_\_\_\_\_ When deciding which products to sell in your store, ask yourself the following question. Is this product something I would give my dearest friend? Product quality is extremely important when your reputation is on the line.

\_\_\_\_\_ If your product line is narrow and focused, then your marketing efforts can be just as tightly focused, which will bring you the best results for your marketing dollars. As your business grows, so can your product line as long as you keep new products compatible with the type of business.

**Exercise 7. Retell the text of the unit.**

## **Exercise 8. Translate from Russian into English.**

1. Какие продукты высокого качества вы можете предложить для продажи?
2. Ваша компания предоставляет гарантию и техническое обслуживание?
3. Наша задача в этом месяце - войти на более прибыльные сегменты рынка.
4. Высокая прибыль, получаемая от продаж на розничном рынке, может помочь обогнать конкурентов.
5. Продвигать продукты под брендовым именем – самый эффективный способ быстрого привлечения покупателей.
6. Мы конкурируем на разных сегментах рынка, у нас стабильные продажи.
7. Если мы оставим меньше пространства для конкурентов, то сможем свести конкуренцию к минимуму.
8. Что вы можете посоветовать, чтобы избежать снижающихся продаж нашего продукта?
9. В прошлом году после запуска новой линии товара мы покрыли основные рыночные сегменты.
10. Заполучить новых покупателей сложно, но можно привлечь их внимание через предоставление услуг «совет покупателю», «обслуживание после продажи» и т.д.
11. Как вы отреагировали на инициативы конкурентов на рынке?

## **TEAM PROJECT**

### **Prepare a report in groups of 3-4 students.**

Imagine that an international vending machine operator is hoping to increase its activities in your country, and has hired you to report on the existing market and to suggest new products that could be distributed via vending machines. First you have to prepare a report outlining:

1. Which products are currently sold in vending machines in your country.
2. Where such machines are usually situated.
3. What kind of customers generally use them in what circumstances.

Then you have to suggest further products that could perhaps be distributed.

## UNIT 6. PROMOTIONAL TOOLS

### PART 1. ADVERTISING

Advertising is the paid promotion of goods, services, companies and ideas, by an identified sponsor. Marketers see advertising as part of an overall promotional strategy. Advertising as the most visible form of promotion is designed to inform consumers about the existence and benefits of products and services, to stimulate demand for it, to persuade them to buy it, or to remind. Effective advertising must extend from sound marketing strategy, take the consumer's view, be persuasive, break through the competitive clutter, never promise more than can be delivered.

Some commercial advertising media include: billboards, printed flyers, radio, cinema and television ads, web banners, magazines, newspapers, sides of buses, musical stage shows, the backs of event tickets and so on. Unpaid advertising (also called word of mouth advertising), can provide good exposure at minimal cost. Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space depend on the “relevance” of the surrounding Web content.

Here are the cardinal rules of advertising:

*One shot ads never work* Research shows that the average American sees more than 30,000 ads per year. On average, only one out of nine well-designed ads is ever seen by the targeted consumer. We also know that an ad needs to be seen at least three times before it makes enough impact to spur action. Quick calculation: You need to put your ad in front of your target consumer twenty-seven times before it makes a difference.

*Quality counts* Compared to the cost of placing an ad, the cost of creating an ad is a bargain. In fact, you can usually get your ads made for free by an ad agency. One mistake that many businesses make is running mysterious, ineffective, or just plain bad advertising. Watch any sitcom. At least half the ads you'll see during the program don't satisfy any objectives and are designed to be entertaining, not effective.

BUT Don't start the process with what the ad looks like. Start at the beginning by deciding what your advertising goals are.



## VOCABULARY

1. paid promotion – оплаченное продвижение
2. the existence benefits – выгода от покупки
3. to stimulate demand for – стимулировать спрос
4. to persuade/ convince – убедить
5. to break through the competitive clutter – сделать прорыв через «мусор» конкурентов
6. to promise – обещать
7. backs of event tickets – обратная сторона билетов на событие
8. word of mouth advertising – устная реклама
9. targeted consumer – целевая аудитория
10. to spur action – направить на к.-л. действие
11. costs - расходы
12. to run advertising – запускать рекламу/ управлять рекламой
13. to satisfy objectives – выполнять/соответствовать определенным задачам
14. advertising goals – рекламные цели

## EXERCISES

**Exercise 1. Explain in English what the following words and word combinations mean.**

Promotional strategy, a targeted consumer, a demand, competitive clutter, commercial advertising, word of mouth advertising, a one-shot ad, an entertaining ad.

**Exercise 2. Translate the words from the brackets.**

Advertising is the (продвижение) of goods, services, companies and ideas. The main purposes of advertising are to (информировать о) a product, services, or idea, stimulate (спрос на) it, (убедить) to buy it. If you want to be effective you should (принимать во внимание взгляды покупателей), (прорваться через) the competitive clutter, and you should be (настойчивый и креативный). Some commercial advertising media include: (флаеры), radio, cinema and television ads,

(баннеры в сети), magazines, advertising on the World Wide Web, (устная реклама). The TV spots are generally (самый эффективный формат).

**Exercise 3. Insert prepositions where necessary.**

1. Advertising is the paid promotion \_\_\_\_\_ goods, services, companies and ideas \_\_\_\_\_ an identified sponsor.
2. Our main goal is to stimulate demand \_\_\_\_\_ our product.
3. They always inform customers \_\_\_\_\_ new products and services given by their company.
4. You should break \_\_\_\_\_ the clutter of misleading information.
5. Word \_\_\_\_\_ mouth advertising is the costless way to advertise the product.
6. Internet is a contemporary way to attract \_\_\_\_\_ attention \_\_\_\_\_ the new product or service.
7. Our discount system allows purchasing all the desired goods \_\_\_\_\_ minimal cost.
8. Quality \_\_\_\_\_ your advertising campaign depends \_\_\_\_\_ how much you are ready to spend on.
9. Their costs to promote goods \_\_\_\_\_ the new markets are about 100000\$ per year.
10. Compared \_\_\_\_\_ the previous year, this year profit increased by 17 percent.

**Exercise 4. Read the advertising rules and comment on them. Do the companies in your country follow these rules? What is the penalty for breaking them?**

*The main principles are:*

Advertisements should not mislead.

Advertisements should not cause serious or widespread offence.

Advertisements should not cause harm.

Advertisements should be socially responsible.

Advertisements should have regard for the principles of fair competition.

*The advertising standards codes also cover:*

Making sure consumers get the mail order goods or refunds when ordering from newspapers and also promotional items.

Making sure that TV commercials are scheduled at an appropriate time, i.e. away from kids' shows or after the watershed.

### **Exercise 5. Study the case and give your comments.**

Absolut Vodka was unknown twenty year ago. Michael Roux, head of Carillon Imports, hired TBWA Advertising and they created one of the most profitable guerrilla ad campaigns of all time. What made it a successful campaign?

1. It was consistent. They used (and continue to use) the same look and feel and positioning and benefit for more than a decade. While traditional marketers prefer consistency, guerrilla marketers insist on it.
2. It was focused. Absolut used targeted magazine advertising, which allowed them to carefully choose the audience they were addressing,
3. It was positioned. By using young contemporary artists as leverage, Absolut established themselves as the hip, intelligent alternative to existing vodkas. They invented their own category and they owned it.

The fact that Absolut's budget wasn't tiny (it was dwarfed by the competition, but it was still millions of dollars) has nothing to do with their tactics: 100% guerrilla.

### **Exercise 6. Give the summary of the text.**

## **PART 2.1. TV COMMERCIAL**

The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual US Super Bowl football game is known as much for its commercial advertisements as for the game itself, and the average cost of a single thirty-second TV spot during this game has reached \$2.3 million (as of 2004). TV spots use catchy jingles (songs or melodies) or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. They also may have a certain appeal by creating animated characters which vary from hand-drawn traditional animation to different forms of computer animation. For catching attention of consumers, advertising agencies also make wide use of humor.

*Advertising techniques* Advertisers use several recognizable techniques in order to better convince the public to buy a product. They may include:

*Repetition:* Some advertisers concentrate on making sure their product is widely recognized. To that end, they simply attempt to make the name remembered through repetition.

*Bandwagon:* By implying that the product is widely used, advertisers hope to convince potential buyers to "get on the bandwagon."

*Testimonials:* Advertisers often attempt to promote the superior quality of their product through the testimony of ordinary users, experts, or both. "Three out of four dentists recommend..." This approach often involves an appeal to authority.

*Pressure:* By attempting to make people choose quickly and without long consideration, some advertisers hope to make rapid sales: "Buy now, before they're all gone!"

*Association:* Advertisers often attempt to associate their product with desirable imagery to make it seem equally desirable. The use of attractive models, picturesque landscapes and other alluring images is common.

*Advertising slogans* They are short, often memorable phrases used in advertising campaigns. They are claimed to be the most effective means of drawing attention to one or more aspects of a product. An effective slogan usually implies a distinction between it and other firms' products and it makes the consumer feel a desire or need.

*Controversy:* It is used in advertising to try to draw attention to a product or idea by labeling it as controversial over which people will actively argue for example religion, politics, war, and most recently in sports.

Despite the popularity of advertising campaigns, some are considered to be an annoyance for a number of reasons. The main reason is that the volume of TV commercials tends to be higher (and in some cases much higher) than that of regular programming. Today we see overabundance of advertising of all formats. The increasing number of commercials played back-to-back or which occur at a cliffhanger moment, is a secondary annoyance factor. Some advertisements contain misleading information about the product or service, so people can't separate facts from images and become vulnerable to deceptive spots.

## VOCABULARY

1. to be reflected by the high prices – отражается в высоких ценах
2. to charge for commercial airtime – запросить за эфирное время
3. catchy jingles and catch-phrases – запоминающиеся мелодии и фразы
4. to remain in the minds – оставаться в сознании
5. to generate sustained appeal – создать устойчивую привлекательность
6. recognizable techniques – узнаваемые технологии
7. to get on the bandwagon – присоединиться к массовому движению
8. to promote the superior quality – продвигать высокое качество
9. to make rapid sales – сделать быстрые продажи
10. desirable imagery – желаемый образ
11. alluring images – заманчивый образ
12. to imply a distinction between... – создать различие между...
13. annoyance – раздражение
14. volume of commercials – объем роликов
15. to be played back-to-back – проигрываться снова и снова
16. overabundance – переизбыток (рекламы)
17. to occur at a cliffhanger moment – появиться в захватывающий/  
кульминационный момент
18. to separate facts from – отделять факты от
19. vulnerable to deceptive advertisements – быть уязвимым к обманчивой рекламе
20. to attract/ to draw/ to catch attention - привлечь внимание

## PART 2.2 PUBLIC SERVICE ADVERTISING

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. The sophisticated advertising techniques are used to inform, educate and motivate the public about serious non-commercial issues, such as AIDS, energy conservation, and deforestation.

The Ad Council in the USA proves that public service announcements are an effective means of communication and education, as they increase awareness,

reinforce positive beliefs, intensify personal concern and move people to action. They say “Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes.” Below are some examples of successful campaigns.

*Safety belt education 1985- 2003* The single most effective protection against death and serious injury in a car crash is the safety belt. Since the Crash Test Dummies, were introduced to the American public in 1985, safety belt usage has increased from 14% to 79%, saving an estimated 85,000 lives, and \$3.2 billion in costs to society. The campaign tagline, "You Could Learn A Lot From a Dummy," as well as the crash test dummies themselves, was retired in 1999, when the U.S. Department of Transportation revised the campaign.

*I am an American 2000- present* The idea for the "I am an American" public service advertisement was conceived on a road trip following the tragedies of September 11th. Following the tragedies of September 11th, the Ad Council and Austin-based ad agency GSD&M sought to celebrate the ideals that keep this country strong by highlighting the nation's extraordinary diversity. Showing people of all ages, races and religions stating, "I am an American," the ads helped the country to unite in the wake of the terrorist attacks. On the air just ten days after the tragedies, the ads conclude with the American motto, E Pluribus Unum, or "Out of Many, One." The response to these PSAs received by the Ad Council from Americans all over the world was unprecedented.

## **VOCABULARY**

1. public interest advertising – социальная реклама
2. non-commercial guise – некоммерческое использование
3. a powerful tool – мощное средство
4. to inform, educate about serious non-commercial issues – информировать, просветить о серьезных некоммерческих проблемах
5. awareness - сознательность
6. to reinforce – возродить
7. to move to action – заставить действовать

8. to grab /to attract /to draw attention – привлечь внимание
9. safety belt – ремень безопасности
10. injury in a car crash – травма в автомобильной катастрофе
11. dummy – манекен, кукла
12. to highlight – придавать большое значение
13. extraordinary diversity – чрезвычайное разнообразие

## **EXERCISES**

### **Exercise 1. Translate the words from the brackets.**

TV commercials are generally considered (самый эффективный рекламный формат) and this is reflected by (высокие цены) which are (запрашиваются) by TV networks. TV commercials use (запоминающиеся мелодии и фразы), animated characters and others that may (оставаться в сознании) for a long time. Though nowadays we are (раздражены) with advertising because of (переизбыток). Some advertisements contain (информация, вводящая в заблуждение) about the product or service, so people can't (отделять) facts from images and become (уязвимые к обманчивой рекламе). Still at the same time ad techniques help to (информировать, мотивировать на действия) the public about (серьезных некоммерческих проблемах). Advertising, in its non-commercial guise, is a (мощное средство).

### **Exercise 2. Find in the text 2.1 terms which mean the following:**

1. The trick implying that the product is widely used and advertisers hope to convince potential buyers to join the majority and enjoy the usage of the product.
2. A written or spoken statement, sometimes from a public figure, sometimes from a private citizen, praising the virtue of some product.
3. A widely used memory trick which is based on linking a new item (an object, a picture, a smell or anything else a person may wish to recall) to a more easily-remembered one that can allow you to think of them both.
4. The example of this technique is the motto of Nokia "Connecting people."
5. A technique attracting attention to a product by making people argue over it.
6. The phenomenon concerned with the endless showing TV spots.

**Exercise 3. Insert prepositions where necessary. Which of the following statements do you agree with?**

1. Advertising is essential \_\_\_\_\_ business, especially for promoting a new product.
2. Advertising persuades people to buy things they don't need \_\_\_\_\_.
3. Large reduction \_\_\_\_\_ advertising would decrease revenues of TV channels.
4. Advertising does not present \_\_\_\_\_ us a true picture of products and we are vulnerable \_\_\_\_\_ deceptive commercials.
5. Advertising has bad influence \_\_\_\_\_ children.
6. Many people are tired \_\_\_\_\_ TV spots which occur \_\_\_\_\_ a cliffhanger moment.
7. Public interest advertising can move people \_\_\_\_\_ action.

**Exercise 4. Which tricks are for which advertising techniques? Sort them into the correct category. Choose one and make a presentation of a product on the basis of the trick.**

Community, Make it tough, That's shocking, Buzzwords, Played back-to-back, Tales of true users, Make a metaphor, Say pictures, Create a character, Trigger emotion, Save at the sale, Inject drama, Attack, Promise a benefit if joining us, Tales of celebrities.

Repetition	
Bandwagon	
Testimonials	
Pressure	
Association	
Advertising slogans	
Controversy	

**Exercise 5. Finish up and develop into a monologue of 5-7 sentences.**

1. Once I saw an ad it impressed me a lot 'cause of...
2. To grab attention advertisers can use different techniques...
3. My favorite ad is ..., 'cause...
4. The most disgusting ad is/was...
5. My favorite ad slogan is...
6. When there is a break of a program at a cliffhanger moment, I...



7. Advertising in the Internet...
8. Advertising contributes to developing business as...
9. Advertising can be devastating when/as...
10. As a matter of fact Public service advertising...

**Exercise 6. Translate from Russian to English. Use Infinitive.**

1. Повысить спрос на новый продукт, создать его устойчивый привлекательный образ в сознании потребителя является основной целью нашей рекламной кампании.
2. Попытки продать товар в короткие сроки были бесполезны, т.к. качество продукции не соответствовало цене, и покупатели были готовы приобрести товар только со скидками.
3. Я очень уязвим к рекламе, и тот ролик буквально заставил меня поддаться искушению и купить абсолютно ненужный фен.
4. Тебе бы лучше научиться отделять факты от картинки, иначе ты потратишь деньги впустую.
5. Комитет по рекламе хочет, чтобы общество обратило внимание на социальные проблемы, и они с помощью социальной рекламы они возрождают гражданскую сознательность.
6. Наш новый ТВ ролик создан для того, чтобы сделать прорыв в мире рекламы.
7. Необходимо информировать, просвещать о серьезных некоммерческих проблемах и мотивировать общество на действия.
8. Бесполезно просить снизить цены за эфирное время, ведь это чемпионат мира по футболу.
9. Слоган этого ролика легко запомнить, он остается в сознании надолго.
10. Эта компания была первая, кто использовал прием прерывания программы в кульминационный момент.
11. Мы предлагаем продукт высокого качества, и в этом городе вы первые потребители, кто присоединяться к массовому движению.

**Exercise 7. Retell the text.**

### **Exercise 8. Act out dialogues on the following topics:**

1. Advertising on the World Wide Web.
2. The most effective and the less successful advertising techniques.
3. Public service advertising.
4. Overabundance of advertising spots which occur at a cliffhanger moment.
5. Deceptive advertisements.

### **Part 3. ADS IN NEWSPAPERS AND MAGAZINES**

#### *Newspaper advertising*

The number one in using advertising formats by small business is newspaper display advertising. Newspapers combine local access with near universal impact. They also offer a high degree of flexibility in that you can decide to run an ad or make changes in it up to a couple of days before the ad runs. It's also a medium that is easy to test and gives consistency and repetition that make an ad campaign successful.

#### *Advertising design*

Don't underestimate the importance of your ad appearance. Far more people will see your ad than will see you or your place of business, so their opinion of your business will be shaped by your ad.

So you're out there vying for the reader's attention with banks, airlines, car dealers, cigarette companies, soft-drink companies, and who knows what else, so give your ad a distinct style. Hire a graphic designer to establish the look for your ad. Later, you can ask the paper to follow the design guidelines set down by your art director. But at first you need a graphic designer who can create an advertising identity that conforms to your business plan. You won't win customers by boring them into buying. You have to create an image, and a good-looking ad helps greatly.

What size ad should you buy? If it doesn't cost a fortune, a full-page ad is certainly the best way to attract attention. But you won't want to pay for a weekly full-page ad and, fortunately, the consistency of your advertising is much more

important than its size. A half-page ad costs about half as much, but can have nearly the same impact as a full-page ad, especially if you run it regularly.

Before planning your ad campaign, call the paper and request a media kit. It'll give you all the display advertising rates. Newspapers charge for advertising by the column inch.

### *Magazine advertising*

Magazine advertising has been the linchpin for many a successful small business. The single most important reason people patronize one business over another is confidence. And magazine advertisements breed confidence by instilling familiarity and giving credibility. A properly produced magazine ad gives a small business more credibility than any other mass marketing medium. If you're going to rely on magazine ads, plan on a schedule that runs your ad again and again.

Magazines also offer you a great opportunity to test your advertising campaign. Take advantage of the split runs offered by many magazines. Send two ads to the publication. Vary your headline or your offer. Code each ad for response so you'll be able to tell which of the two ads pulls better. The magazine will run one ad in half the issues, the other ad in the rest.

### **VOCABULARY**

1. universal impact – обширное влияние
2. to be shaped by ad – формируется рекламой
3. a high degree of flexibility – высокая степень гибкости
4. ad appearance – внешний вид рекламного объявления
5. to vie for=to compete for - соперничать
6. to establish the look – определить внешний вид
7. a distinct style – определенный/ отчетливый стиль
8. to follow guidelines – следовать указаниям
9. to conform to a business plan – подтверждать/ соответствовать бизнес плану
10. a full-page/a half-page ad – объявление на страницу/ половину страницы
11. to cost a fortune - стоить целое состояние
12. consistency - согласованность

13. display advertising rates – расценки размещения рекламы
14. to charge for – запрашивать за
15. to be the linchpin – человек/ мысль на котором, -ой всё держится
16. to breed confidence – вселять/вызывать уверенность
17. credibility – надежность/ вероятность
18. to instill familiarity – внушать ощущение, что предмет/товар знаком
19. to gain – получить
20. to take advantage – воспользоваться преимуществом

## EXERCISES

### Exercise 1. Give the English equivalent for:

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| 1. формироваться рекламой       | 6. объявление на страницу           |
| 2. вносить изменения прежде     | 7. расценки размещения рекламы      |
| 3. протестировать и согласовать | 8. человек, на котором всё держится |
| 4. определить внешний вид       | 9. создавать ощущение надежности    |
| 5. создать отличие в рекламе    | 10. ответная реакция                |

### Exercise 2. Match the words from each column to make word – combinations.

Use them to make up sentences of your own.

a high degree of	lengthy copy
to hire	a fortune
to follow	an image
to create	flexibility
to attract	the design guidelines
to gain	the word
to emphasize	alternatives
test	a graphic designer
to cost	attention
to use	consumer confidence

### Exercise 3. Insert prepositions where necessary.

1. She combines her skills to persuade people \_\_\_\_\_ her ability to listen \_\_\_\_\_ them.

2. There must be a high degree \_\_\_\_\_ responsibility for this job.
3. We need to make changes \_\_\_\_\_ our plan to adapt to new circumstances.
4. They are vying \_\_\_\_\_ the reader’s attention and want to create a gift system for constant readers.
5. Whom do you advise to apply \_\_\_\_\_ to establish the look \_\_\_\_\_ the ad?
6. He says it’ll cost \_\_\_\_\_ a fortune for us to advertise in that magazine.
7. Running ads \_\_\_\_\_ a regular base is a good way to instill familiarity.
8. Before making a decision they will request \_\_\_\_\_ a media kit.
9. That newspaper charges \_\_\_\_\_ advertising 3000 rubles \_\_\_\_\_ the column inch.
10. He is the linchpin \_\_\_\_\_ the company that’s why bosses appreciate him a lot.
11. Don’t rely only \_\_\_\_\_ magazine ads, use all the ad formats.

**Exercise 4. Agree or disagree with the following statements about headline tips.**

1. Your headline must not intrigue the reader into wanting to read more.
2. Create a sense of urgency with your headline. “Act Now” does the trick.
3. Write your headline in news style. Use words that have an announcement quality such as “Announcing” or “New”.
4. Speak directly to a group. Make your headline general and direct.
5. Feature the price —if you're proud of it—in your headline. It need not be a low price for the ad to succeed.
6. Never announce a free offer.
7. Start to tell a story with your headline. Stories are one of the best techniques you can use to engage the reader. Of course, you want to tell a success story.

**Exercise 5. Give the summary of the text.**

**Exercise 6. Use this space to think over possibilities of using local newspapers/magazines for advertising your product/service in your city/town.**

List three or more newspapers/ magazines which can be useful for your business. Make the scheme/outline of your possible ad.

LOCAL NEWSPAPERS/ MAGAZINES	AD SCHEME
--------------------------------	-----------

	Size
	Headline
	Variants of pictures
	Ad text

**Exercise 7. Study the case and give your comments.**

One businessman placed a full page ad in Newsweek one time. After the ad ran, he asked customers where they had heard of his company. At the end of a week, only five people claimed to have seen his ad. At the end of a month, that number climbed to eighteen people. After a full year, sixty-three people said they had first heard of the company through that same ad in Newsweek. Hundreds more probably saw the ad too, but didn't speak up—not a bad response considering the ad probably only cost \$500. Even better, the businessman turned the ad into an attention-grabber poster.

**TEAM PROJECT**

**You work for an advertising agency. An interior design company in your town/city applies to you to decide how to promote themselves.**

With your team:

1. Determine the advertising budget with the interior design company.
2. Discuss the ideas in your agency about forms of an advertising campaign:
  - a) to distribute flyers round shops and offices and also have some advertising posters at bus stops;
  - b) to make stands at trade fairs, or even sponsor a local sports team;
  - c) to create a TV spot and advertise on radio.
3. Hold the meeting with the interior design company and present your projects.

Make sure you reach agreement on how to promote it.

## UNIT 7. E-COMMERCE

*E-business* involves the use of electronic platforms—intranets, extranets, and the Internet — to conduct a company's business. The Internet and other information and computer technologies have greatly increased the ability of companies to carry on their business faster, more accurately, and over a wider range of time and space. Companies have set up Web sites to inform about and promote their products and services. They create intranets to help employees communicate with each other and access information found in the company's computers. They set up extranets with their major suppliers and distributors to facilitate information exchange, orders, transactions, and payments.

*E-commerce* is more specific than e-business. Whereas e-business includes all electronics-based information exchanges within or between companies and customers, e-commerce involves buying and selling processes supported by electronic means, primarily the Internet.

E-commerce includes e-marketing and e-purchasing. E-marketing is the "e-selling" side of e-commerce. It consists of company efforts to communicate about, promote, and sell products and services over the Internet. E-purchasing is the "e-buying" side of e-commerce. It consists of companies purchasing goods, services, and information from online suppliers.

E-commerce and the Internet bring many benefits to both buyers and sellers. Let's review some of these major benefits.

### *Benefits to Buyers*

Internet buying benefits both final buyers and business buyers in many ways. It can be convenient: Customers don't have to find parking spaces, and trek through stores examining products. They can do shopping by browsing through mail catalogs or surfing Web sites. Buying is easy and private: customers don't have to face salespeople or they can learn about and buy products and services without waiting for. The Internet often provides buyers with greater product access and selection. Cyber sellers can offer an almost unlimited selection. Compare the incredible selections offered by Web to the more meager assortments in the real world.

E-commerce channels also give buyers access to product lists, extensive product descriptions, expert and user product reviews, and recommendations based on customers' previous purchases.

Finally, online buying is interactive immediate. Buyers often can interact with the seller's site and download the order on the spot.

### *Benefits to Sellers*

E-commerce also yields many benefits to sellers. First, the Internet is a powerful tool for customer relationship building. Companies can interact online with customers learn more about specific needs and wants. In turn, online customers can ask questions and get feedback. Based on this ongoing interaction, companies can increase customer value and satisfaction through product and service refinements.

The Internet and other electronic channels yield additional advantages, such as reducing costs and increasing speed and efficiency. E-marketers avoid the expense of maintaining a store and the accompanying costs of rent, insurance and so on.

By using the Internet you link directly to suppliers, factories, distributors consequently it often results in lower costs and greater flexibility, allowing the marketer to make ongoing adjustments to its offers and programs.

So the internet is a truly global medium that allows buyers and sellers to click from one country to another in seconds.

## **VOCABULARY**

1. to conduct /to carry on business – управлять бизнесом
2. access – доступ
3. to facilitate exchange – способствовать обмену
4. to bring /yield benefits – принести выгоду
5. to trek through– прогуливаться по
6. to browse through – искать ч/ч
7. to surf Web sites – бродить по сайтам
8. to face smb./smth. – столкнуться с кем-л./ чем-л.
9. incredible selection – невероятным выбор
10. meager assortments – скудный ассортимент



11. extensive descriptions – обширное описание
12. to download the order – скачать заказ
13. to interact – взаимодействовать
14. feedback – обратная связь
15. refinements – улучшения
16. to reduce costs – снизить затраты/издержки
17. to avoid the expense of – избежать расходов на
18. to maintain a store – содержать магазин
19. to result in lower costs – в результате получить снижение затрат
20. flexibility – гибкость
21. ongoing adjustments to – постоянные корректировки чего-л.

## **EXERCISES**

**Exercise 1. Explain in English what the following words and word combinations mean.**

E-business, e-commerce, e-marketing, e-purchasing, e-market, to surf sites, an unlimited selection, a product review, product and service refinement, to maintain the store, adjustments, a global medium.

**Exercise 2. There is the number of different types of E-commerce. Match the name with its description.**

B2B—Business to Business, B2C—Business to Consumer, B2E—Business to Employee, C2C—Consumer to Consumer.

1. This is where the consumer accesses the system of the supplier. For example a home user wishes to purchase some good quality wine. The user accesses the Internet site and follows the links to read a report on the recommended wines. After reading the notes he follows the links to payment details. The wine is then dispatched from the suppliers' warehouse and delivered to the consumer.

2. The consumer lists items for sale with a commercial auction site. Other consumers access the site and place bids on the items. The site then provides a connection between the seller and buyer to complete the transaction.

3. This form of E-commerce is more commonly known as an "intranet" - a web site developed to provide employees of an organization with information. The intranet is usually accessed through the organization's network.

4. It is more commonly known as EDI (electronic data interchange). It is conducted on a direct link between the two businesses usually with the help of the Internet.

**Exercise 3. Insert prepositions where necessary.**

1. Modern technologies increase the ability of companies to carry \_\_\_\_\_ their business in a more profitable way.

2. Companies set \_\_\_\_\_ intranets and extranets \_\_\_\_\_ customers and suppliers or distributors to conduct their business.

3. E-commerce yields many benefits \_\_\_\_\_ both buyers and sellers.

4. By means \_\_\_\_\_ the Internet companies can interact online with customers to learn more \_\_\_\_\_ their needs and wants.

5. Customers can do shopping by browsing \_\_\_\_\_ mail catalogs or surfing sites.

6. The Internet often provides buyers \_\_\_\_\_ greater product access and an almost unlimited selection.

7. Digital catalogs can be adjusted \_\_\_\_\_ daily.

8. Using the computer technologies avoids the expenses \_\_\_\_\_ maintaining a store and the accompanying costs.

9. E-marketers have ready access \_\_\_\_\_ global markets as the Internet is a global medium.

**Exercise 4. Answer the questions to the text.**

1. Why does a using electronic technology facilitate to carry business more effectively?

2. What is e-commerce? Is it wider than e-business?

3. Why is e-buying more comfortable and easy for consumers than shopping in stores?

4. What selection of goods can cybersellers offer?

5. What are e-buyers provided with?

6. Does the Internet give an opportunity to get feedback between a customer and a

seller?

7. What are the costs of the seller in running business online?
8. Can e-marketers make adjustments to their programs immediately?
9. What does the global medium mean? Is it convenient?
10. What is your attitude to e-commerce?

**Exercise 5. You want to sell something online for example a lamp, book, picture, mug, etc. Write a short description based on the following items:**

1. How old it is.
2. What it looks like.
3. Who would like it.
4. Why you are selling.

**Exercise 6. Translate from Russian into English. Use Gerund.**

1. Мы настаиваем на изменении ассортимента в этом магазине, он слишком скудный, чтобы привлечь внимание тинэйджеров.
2. Проблемы с электричеством помешали скачать нужную мне информацию.
3. Им удалось избежать значительных расходов на содержание магазина, т.к. они решили создать электронный магазин.
4. Я жду с нетерпением, чтобы прогуляться по магазину, все посмотреть и потрогать.
5. Они поблагодарили нас за то, что мы сделали обзор продукции и составили ее обширное описание раньше, чем планировали.
6. Он бросил идею организовать бизнесом, т.к. не смог найти подходящего финансового инвестора.
7. На собрании она предложила взаимодействовать с клиентами в режиме онлайн, чтобы снизить затраты компании на переговоры.
8. Они хотят отложить заключение этой сделки, пока не получат доступ ко всей информации о финансовых делах компании.
9. Я буду жаловаться на предоставление услуг вашего филиала: обещаете невероятным выбор, а в магазине только устаревшие модели.

10. Наша компания не может позволить тратить деньги впустую, блуждая по сайтам, поэтому мы отключаем социальные сети.

**Exercise 7. Retell the text.**

1. As if you are for e-commerce.
2. As if you are against of e-commerce.
3. As an online shopper.

**Exercise 8. Work in groups of 3 – 4 students.**

You all work for a marketing company. Market studies have shown that pregnant women spend a significant amount of their free time surfing the Internet. You have formed a focus group to explore the possibility of marketing to the over-sixties using the Internet. Make notes about you are going to say, think of arguments to support or refute: a) you think it is a fantastic idea, b) you think it is a ridiculous idea, c) you are not sure about this idea, so you listen to the others and ask questions, d) you are a pregnant woman.

**Exercise 9. Complete the anecdote. Then comment on the story. Have you ever bought anything on the Internet, what was it like?**

Crashed, website, message, security, came, e-mail, complain, online, reply, button, charge, pay, download, clicked.

*Why I will never buy anything on the Internet again*

Ask most people how shopping will be in the future and they will mention the Internet. Well, the other day I had a bad enough experience shopping (1). I heard about a book you could download from a (2) before it was sold in bookshops. As it was by an author I adore, I found the page and read the information. They charged sixty Euros for the (3) and you had to use a credit card. I completed the form with the endless details requested, including my (4) address. Finally I entered my credit card number, because they promised that there was no (5) risk. When the payment was authorized, a new screen appeared with a (6) which said 'download now'. I (7) on the button but nothing happened so I clicked again. Then a (8) came up saying "Network overload. Please try again later". Finally the system (9) and I had to turn off the computer. When I reconnected, the same forms as before (10) up. I wrote an e-mail to

the company about the problem. I never got a (11). I assumed that as I never got the book I wouldn't have to (12), but when I got my credit card statement at the end of the month I saw the (13) for sixty Euros was there. It was too late to do anything and there was no one to (14) to. So it will be a long time before I try buying something over the Internet again.

## **TEAM PROJECT**

**You are going to set up an online shop.**

With your team:

1. Decide what to sell and who to sell it.
2. Create a logo and the design of your future site.
3. Discuss the procedure of registering your store in Internet directories.
4. Think of providing feedback with customers.
5. Show how it works.
6. Assess its advantages and drawbacks.
7. Describe advertising strategies used to attract customers' attention.

## **UNIT 8. INTERNATIONAL TRADE**

International trade is an exchange of goods and services, results of mental activity and labor force between different countries. The aim of international trade is to use division of labor more efficient with surplus.

Nowadays there are 5 main forms of international business:

1. international trade in commodities and services between different countries
2. currency transactions is an activity related with moving of the money and its substitutes.
3. employing foreign assets. It includes licenses, patterns, know-how and so on.
4. foreign investments. The foreign investing activity is the process of transmission of the capital of one country to another in order to get the profit. Investments are divided into direct and portfolio.
5. assets and securities. International services are activity having no material form but bringing benefit. It includes transportation, tourism, engineering, insurance, banking, consulting and so on.

International trading balance is reflected in the below balances. Balance of trade, or other words visible balance, reflects trade in goods. Trade in services (banking, tourism, insurance and so on) is reflected in invisible balance. There is also the balance of trade that is the difference between what a country receives and pays for its exports and imports of goods. And the difference between a country's total earnings from exports and its total expenditure on imports. And the present situation of the exports and imports on a particular date is called current balance. A country has a favorable balance of trade when it exports more than it imports. But when a country starts spending too much money on nontrade activities its favorable balance of trade can turn into an unfavorable balance of payments.

There are 2 theories of international trade. Nations may have an absolute or a comparative advantage in producing goods and services because of factors of production (notably raw materials), climates, division of labor, economies of scale, and so forth. The theory of absolute advantages belongs to Adam Smiths.

Smith thought that the development of international trade began when

countries have different absolute costs on production of goods. So a country imports the goods for which in other countries the costs are cheaper. The farther of the second theory is David Ricardo who also as Smiths supported the idea of free trade. He thought that for the development of international trade it is enough for countries to have just comparative advantages. The majority of economists believe in the comparative cost principle, which proposes that all nations will raise their living standards and real income if they specialize in the production of those goods and services in which they have the highest relative productivity.

As for world international trade organizations, the General Agreement on Tariffs and Trade (GATT), an international organization set up in 1947, had the objectives of encouraging international trade, of making tariffs the only form of protectionism, and reducing these as much as possible. It took nearly 50 years to arrive at the final GATT agreement because until the 1980s, most developing countries opposed free trade. Also the regulation of international trade is realized by some other World International Trade Organizations, such as the European Union, the North American Free Trade Agreement (NAFTA), signed in the early 1990s, and some others.

There are 5 categories of barriers in economics:

*Price based constrains* are tariffs and subsidies. Tariffs are taxes charged on imports. Subsidies are offered to some domestic companies for similar reasoning as tariffs. Domestic companies are aided directly through low cost loans and tax breaks.

*Quantity limits* - quotas and embargo. Quotas are quantitative limits on the import of particular products or commodities. And embargo is a particular type of quota that sets the limit at zero imports often is placed on imports for clear political reasons. It's prohibitional on trading within countries generally in some particular goods.

*Cartel* is an organization of independent companies, producing the similar goods, which make the agreement in order to increase prices and to limit the output. There are such bright examples of cartels as Organization of Petroleum Exporting Cartel, the International Sugar Agreement and so on.

*NTB* means other non-tariff barriers, which include the wide variety of barriers ranging from bureaucratic delays to quality limits. These barriers also include so-called safety norms and the deliberate creation of customs difficulties.

*Financial limits* and limits of foreign direct investments belong to the barriers of international trade. All these tariffs governments suppose to be essential in order to protect what they see as strategic industries - notably agriculture, or some infant industries - without which the country would be in danger if there was a war, as well as other jobs. Abandoning all sectors in which a country does not have a comparative advantage is likely to lead to structural unemployment in the short (and sometimes medium and long) term.

Other reasons for imposing tariffs: to make imports more expensive than home-produced substitutes, and thereby reduce a balance of payments deficit; as a protection against dumping (the selling of goods abroad at below cost price in order to destroy or weaken competitors or to earn foreign currency to pay for necessary imports); to retaliate against restrictions imposed by other countries; to protect 'infant industries' until they are large enough to achieve economies of scale and strong enough to compete internationally. Foreign economic restructuring has effected the development of foreign trade, the banking system and the role of Russian enterprises in the economy.

Globalization is the world expansion of economic links between countries and integration of economies of different countries to each other. On the contrary there is localization. Its supporters think that globalization leads to losing by countries their own culture and they are against the opening of borders. So as the result of opposition of these two tendencies globalization and localization one more term appeared, which is called glocalization. The main idea of this term is saving culture, traditions, national character of a country at the same time opening its borders for foreign trade with other countries.

## **VOCABULARY**

1. to define smth - определять, показывать что-либо
2. labour force – рабочая сила



3. efficient – эффективный, прибыльный
4. surplus – прибыль, доход, прибавка
5. commodities and services – товары и услуги
6. currency transactions - валютные операции
7. to get the profit – получить прибыль
8. direct and portfolio investments – прямые и портфельные инвестиции
9. assets and securities – активы и ценные бумаги
10. balance of trade – торговый баланс
11. exports and imports of goods – экспорт и импорт товаров
12. expenditure – расходы, затраты
13. favorable / unfavorable – приемлемый/неприемлемый
14. absolute or comparative advantage – абсолютное или сравнительное превосходство
15. tariffs and subsidies – тарифы и субсидии
16. domestic companies – отечественная компания
17. to limit the output – ограничивать выпуск
18. the deliberate creation of difficulties – намеренное создание проблем
19. to abandon – запретить, ограничить
20. to impose tariffs – облагать тарифами
21. expansion of economic links – расширение экономических связей

## **EXERCISES**

### **Exercise 1. Give the Russian equivalent for:**

- |                                      |                                       |
|--------------------------------------|---------------------------------------|
| 1. transmission of the capital       | 8. comparative cost principle         |
| 2. an exchange of goods and services | 9. money and its substitutes          |
| 3. to use division of labor          | 10. total expenditure                 |
| 4. insurance                         | 11. domestic companies                |
| 5. commodities and services          | 12. employing foreign assets          |
| 6. currency transactions             | 13. visible balance                   |
| 7. low cost loans and tax breaks     | 14. an unfavorable balance of payment |

**Exercise 2. Give the English equivalent for:**

- |   |  |
|---|--|
| 1. конкуренция/конкурент                | 8. спрос /предложение                            |
| 2. управлять рынком                     | 9. акции   |
| 3. торговать товарами и услугами        | 10.текущие счета страны                          |
| 4. тарифы, субсидии, квоты              | 11.обмен товарами и услугами                     |
| 5. регулирование международной торговли | 12.не функционирует нормально                    |
| 6. активы компании                      | 13.не доступны в этой стране                     |
| 7. расширить торговлю                   | 14.влиять на транспортировку и банковские услуги |

**Exercise 3. Give synonyms/antonyms/examples to the given words:**

- |                 |                  |
|-----------------|------------------|
| 1. profit       | 9. to attempt    |
| 2. global trade | 10.market forces |
| 3. available    | 11.restrictions  |
| 4. to expand    | 12.export        |
| 5. to trade     | 13.expansion     |
| 6. efficient    | 14.goods         |
| 7. to affect    | 15.to abandon    |
| 8. purchaser    | 16.international |

**Exercise 4. Paraphrase underlined words and word-combinations in the sentences.**

1. International trade is when the country can buy and sell goods and services to another countries.
2. World trade can enlarge the amount of products produced in the country.
3. To get more benefit an entrepreneur should make the technologies the best ones.
4. To sell the goods abroad is very beneficial.
5. Money send to you from another country may help to enlarge your business.
6. FDI offers company growth and higher benefit.
7. Supporters of this theory believe that market inefficiency may stop the benefits of international trade.
8. Non- interference policy is the characteristic of non-restriction trade.

**Exercise 5. Insert the necessary word.**

1. I'd like to define what \_\_\_\_\_ is.
2. The aim of international trade is \_\_\_\_\_.
3. Nowadays there are 5 main forms of international business: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
4. Balance of trade, or other words \_\_\_\_\_, reflects trade in \_\_\_\_\_.
5. Trade in \_\_\_\_\_ (\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_) is reflected in invisible balance.
6. There is also the balance of trade that is \_\_\_\_\_.
7. A country has a favorable balance of trade when \_\_\_\_\_.
8. But when a country starts spending too much money on nontrade activities its favorable balance of trade can turn into an \_\_\_\_\_.
9. I would say that there are 2 theories of international trade \_\_\_\_\_.
10. Smith thought that \_\_\_\_\_.
11. The farther of the second theory is David Ricardo thought that \_\_\_\_\_.
12. The majority of economists believe in \_\_\_\_\_.
13. There are 5 categories of barriers in economics: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
14. There are different reasons of imposing tariffs \_\_\_\_\_.
15. Globalization and Glocalization are very different as \_\_\_\_\_.

**Exercise 6. Explain in English what the following words and word combinations mean.**

Export, Assets, Absolute advantage, International trade, GATT, Protectionism, Free trade, Tax brackets, Low cost loan, Embargo, Cartel, NTB, Tariff, Dumping, Globalization, Glocalization.

**Exercise 7. Answer the questions to the text.**

1. What are the main types of international trade? What are the main approaches in defining the international trade peculiarities?
2. What are the most developed forms of international business? What is positive and negative influence of foreign investments on the domestic industries? What

form of international business is considered the safest/ the quickest/the most effective/ the most popular?

3. What are the main types of balances which reflect the current trade situation of the country? What are the data each of them reflects?
4. What are the theories of international trade? What do you know about their founders? What theory do you find the most rational? What is the connection of the theories?
5. What are the main international trade agreements? Why were some of them opposed?
6. How is international trade controlled? What do you know about interference in international trade? How is it performed? What are the most efficient?
7. Why is globalization considered to have bad influence on the entire economic development? What are the pluses of Globalization?
8. What is your point of international trade development?

**Exercise 8. Retell the text as if you are:**

1. International trade supporter/protector.
2. Adam Smith/David Ricardo.
3. An active member of WTO/ defender of GAAT.
4. Globalization supporter/protector.
5. Globalization supporter/protector.
6. Common consumer.
7. Domestic producer.
8. Foreign investor.

**Exercise 9. Translate from Russian into English.**

1. Производители промышленных товаров получают огромную прибыль.
2. Для увеличения эффективности производства на рабочем месте необходимо применять достижения технического прогресса.
3. Между средствами производства и собственными фондами компании существует огромная разница.

4. Протекционизм - политика государства, направленная на поддержку национальных производителей и их защиту от иностранной конкуренции.
5. Политика свободной торговли - политика государства, при которой не создается препятствий для иностранных конкурентов на отечественных рынках посредством таможенных пошлин, импортных квот и других мер.
6. Теоретические основы принципа невмешательства государства в экономическую деятельность частного сектора разработаны А. Смитом.
7. Картель – это одна из форм объединения промышленных, коммерческих или политических организаций с целью повышения конкурентоспособности товара на рынке.
8. Эмбарго – это юридический запрет на осуществление торговли.
9. Квота - максимальное количество импорта, разрешенного для провоза.
10. Налог - обязательный, индивидуально безвозмездный платеж, взимаемый с юридических и физических лиц в целях финансового обеспечения деятельности государства и (или) муниципальных образований.
11. Америка хочет отменить пошлину на ввоз электроники и табачных изделий.
12. В основе международной торговли лежат принципы специализации и неравномерного распределения ресурсов.

## **TEAM PROJECT**

**Divide into 2 groups and in the context of international trade analyses, suggest the project of Russia – China trade development.**

You should speak on standpoints of trade agreement, measures of mutual control and current situation characteristics. The first group acts on the behalf of Russian government, the second – of Chinese government. You should discuss the following items:

1. Export and import control.
2. Investments stimulation.
3. Domestic producer support.

## **UNIT 9. BUSINESS ENVIRONMENT**

### **PART 1. BUSINESS TRAVEL**

In your job, you might need to have occasional or extensive travel. For this, you should make the arrangements before you do the travel in order to prepare everything well. Some companies might have policies in controlling the cost for the travel. Thus, you should make a clear plan before the travel so that it will be approved by the company.

Before leaving for the travel, you should discuss everything with your supervisor. Make sure that you discuss for everything that include the length of your travel, the destination and the method of travel that you will have. You should also discuss about the vehicle that you will use for the travel. To be sure about this, you can ask the travel procedures in your company to your boss.

After that, you should contact the travel agent that is pointed by your company. This is for you whose company uses a certain travel agent for business travel. Then, you should make the arrangements with the travel agent. Make sure that you get any information from the travel agency. You should also give your details information travel.

After you made the arrangements, you should ask for details about the travel itinerary. Make sure that you get the confirmation about the flight number, the rental car and the hotel room. Then, you should contact them a week before you leave for the travel to ensure that the reservations are in place. If you have problems, you can contact your employer.

When you are in your business travel, make sure that you keep all receipts that you get. Those receipts are used to be attached to the expense reports that you will make after you return home. Then, you should make your expense report as soon as you return to your company.

### **VOCABULARY**

1. occasional or extensive travel – путешествовать время от времени/ длительное путешествие
2. to make the arrangements – назначить встречу

3. to control the cost for the travel – контролировать расходы на путешествие
4. to discuss with the supervisor – обсудить с начальником
5. the travel itinerary – маршрут путешествия
6. to get the confirmation- получить подтверждение
7. to keep all receipts – сохранять все квитанции об оплате
8. expense reports – отчет о расходах

## EXERCISES

**Exercise 1. Complete the following story about a business trip by putting a compound noun from the box in each gap.**

Boarding card/pass, check-in-desk, departure lounge, duty free shop, hand luggage, information desk, passport control.

The last time I came to this airport, I lost my passport. I was nice and early so there were no queues at the 1 \_\_\_\_\_ . I checked in my 2 \_\_\_\_\_, got my 3 \_\_\_\_\_ and went through 4 \_\_\_\_\_ all very quickly. Then, because I had so much time, instead of just sitting in the 5 \_\_\_\_\_, I decided to do some shopping. I wanted to get a present, so I was trying all the different perfumes in the 6 \_\_\_\_\_ . I don't know how it happened but I must have dropped my passport there. I went to the gate to board the plane and then I realized that I couldn't find my passport. At that moment, they called me over the loudspeaker. "Will passenger Martinez traveling to Madrid please contact the 7 \_\_\_\_\_ ?" I felt so embarrassed.

**Exercise 2. Discuss the questions below in small groups. When you have finished, find a partner from another group and report what you decided.**

1. How is the business traveler different from the ordinary tourist?
2. How important do you think the hotel's cost is when business people make their travel plans?
3. If you were choosing a hotel for a business trip, which of these amenities would you consider more important and which less important?

- |                                 |                                |
|---------------------------------|--------------------------------|
| 1. guestrooms                   | 7. room service                |
| 2. general decor                | 8. gym/health club             |
| 3. lobby and other public areas | 9. hotel staff                 |
| 4. meeting rooms                | 10. high-speed Internet access |
| 5. business centre              | 11. wi-fi Internet access      |
| 6. restaurants and bars         | 12. other                      |

**Exercise 3. The sentences in the list (1 -14) are spoken by a guest or ‘future’ guest in a hotel. Match each sentence with the most suitable reply (a-n).**

*Inquiry and request.*

1. Could I have a wake-up call tomorrow, please?
2. Do you have any vacancies for 5th and 6th July?
3. What time is breakfast?
4. Could I book the meeting room for 9 o’clock on Tuesday, please?
5. Could I have a dry towel, please?
6. Can I dial direct?
7. Two diet Cokes, please.
8. Could I arrange a taxi to the airport tomorrow?
9. I’d like to book a room for those dates, please.
10. Do you offer a translation service?
11. How much do you charge for the Internet?
12. Good morning, we have a reservation for three nights.
13. I can’t find the key to my locker now.
14. Would it be possible to extend our stay in the suite by two nights?

*Replies*

- a. 5 \$ for half an hour.
- b. I’m afraid we’re fully booked for the 6th, sir.
- c. That's fine. Could you give me your credit card number?
- d. Yes of course. Help yourself.
- e. With ice?
- f. Yes. Which language?



- g. What time is your flight, madam?
- h. Your name, please?
- i. Yes of course, madam. For how long?
- j. From 6.00 to 10.00 am, sir.
- k. I'm afraid I'd have to downgrade you to a room. The executive suites are fully booked.
- l. Yes of course. Press zero for a line.
- m. What time, sir?
- n. I'm afraid there's a 10\$ charge for lost keys.

## **PART 2. BUSINESS MEETINGS**

Business meetings range from gatherings of small groups of people to large conferences with hundreds, or even thousands, in attendance. It is those mega meetings that many people find stressful. Here are pointers to help you make the most of business meetings and relieve some of the stress you may feel.

### *Before You Go to a Business Meeting*

1. Meet Other Attendees in Advance: Get to know as many people as possible before you attend the conference.
2. Look Your Best: When you look good, your confidence goes up. Make sure your hair and nails are well groomed.
3. Dress Appropriately: Find out what type of attire is needed.
4. Pack Comfortable Shoes: You may be on your feet for long periods of time.

### *At the Business Meeting*

1. Introduce Yourself to Others: Making the first move may make you feel less vulnerable.
2. Smile: Smiling (only when appropriate, of course) helps you look approachable.
3. Psych Yourself Up: Remember the qualities others like about you.
4. Get People to Talk About Themselves: Everyone likes to do this and it will take the focus off you.

### *When the Business Meeting is Over*

Take Home Something Valuable: This could be an idea you may be able to implement or a new person to add to your network.

### **VOCABULARY**

1. to range from ... to ... - варьироваться от ... до ...
2. to relieve some of the stress – избавиться от некоторого стресса
3. attendees - посетители
4. confidence goes up – уверенность растет
5. to dress appropriately – одеться соответствующим образом
6. vulnerable - уязвимый
7. to look approachable – выглядеть дружелюбно
8. to take home smth. valuable – взять с собой что-то ценное
9. to add to network – добавить в сеть контактов

### **EXERCISES**

**Exercise 1. Work with a partner and match the words from the first column with words from the second column to make reasons for holding different types of business meeting.**

Meetings can be held in order to ...

produce action	creativity
exchange or pass on	decisions
build	ideas
motivate	information
solve	plans
brainstorm	problems
stimulate	sales staff
take	teams

**Exercise 2. Read the following statements and decide whether you agree or disagree with them. Then compare your opinions in small groups.**

1. Every meeting should have an agenda.
2. The agenda should be circulated in advance.
3. The chairperson is responsible for the success of a meeting.
4. In every meeting, there should be someone taking the minutes.
5. At the end of meetings, the participants should agree a list of action points.
6. All meetings should be for a fixed length of time.
7. If people are going to attend meetings, they should always prepare beforehand.
8. Everyone should have a chance to speak at meetings

**Exercise 3. Read four paragraphs (A-D) and decide which one each statement below (1-8) refers to.**

1. Encourage positive feedback.
  2. In large organizations, meetings are essential.
  3. Formal meetings tend to be more successful than e-mail meetings.
  4. Meeting is a good idea to check what people have understood
  5. Large meetings often fail due to poor preparation.
  6. Meetings tend to be more useful in successful companies.
  7. Producing ideas should be accompanied by ways of implementing them.
  8. Well-formulated questions will save a lot of time at meetings.
- a. What do corporate leaders do all day? Much of their time is spent in meetings. Meetings are the cornerstone of earnings, which in turn are the basis of corporate existence. But meetings, like teams, do not necessarily achieve what they set out to do. One recent study in America by Synectics, a consultancy, found that senior and middle managers spent more than three-quarters of their time in meetings. On average, only 12% of managers thought their meetings were productive. In high-performing companies, that figure rose to 25%, and in the unsuccessful ones it dropped to 2%.
- b. Running meetings well is clearly an art. Lots of meetings, of course, happen in the corridor or around the coffee machine, and those are probably the most efficient

sort, because they tend to be spontaneous, small and quick. Bigger meetings are usually more problematic. Often, not enough thought goes into the agenda, the location, the people asked to attend and the outcome. That allows unimportant ideas to be given too much time or tedious individuals to speak too much

- c. Meetings tend to be held either to share information or to solve problems. For the first sort, Roger Neill of Synecrics advocates asking everyone to say at the end what they think they have heard, and correcting their accounts if they are wrong. With problem-solving, the aim should be not just brains forming but paying proper attention to putting solutions into practice. He also thinks it is wise to ask people what they liked about the things they heard: criticism usually comes unasked. Pessimism, skepticism and challenge all cause trouble.
- d. David Bradford, who specializes in studying teams, argues that meetings often waste huge amounts of time. The way to get a decision is to frame the question carefully. If you want to invest in China, do not announce that you are planning to do this, or ask the meeting whether you should. Instead, enlist your colleagues' help by saying: "We want to be in the Chinese market: how do we get there?"

### **PART 3. NETWORKING: DEVELOPING CONTACTS AND MAINTAINING BUSINESS CONNECTIONS**

Networking as a crucial skill in business and yet most people have never been trained in how to network and often fail to make any practical use of their network contacts. Networking is the skill in developing business connections with people worth knowing.

When developing a business, one of the first things you must do is to develop a contact list. A variety of people can be included in your contact list, but it's important to develop this list and maintain it for the good of your business.

1. Determine the best way to keep track of your information. You can keep track of your information in a notebook, a file folder or in an address book. You can keep track of your information with your email contacts' list or with a combination of

your email and PDA contact information. Select whichever method will work best for you to add, edit and remove entries.

2. Create a list of family and friends for your contact list. Typically, these are numbers and/or addresses you have handy, anyways. However, it's essential to have this information included in your contact list because these may be your first clients or customers.
3. Add your business contacts to this list. Anyone you do business with should go on this list. Additionally, anyone related to your business should go on here.
4. Ask those on your contact list for referrals. Often, your contacts may know of other people who might be interested in your goods or services.
5. Keep all business cards. Purchase a notebook for this purpose. Keeping this information is an important part of developing your contact list.
6. Add to your contact list continually. With each day, you come across someone new. Include them on your list. Not everyone on your list will become clients or customers, but you can never have too many people on your list.

## **VOCABULARY**

1. a crucial skill – важное умение
2. to make any practical use of – практически использовать ч-л.
3. network contacts – списки/ сеть контактов
4. to develop business connections – развивать бизнес связи
5. to develop the list and maintain it – разработать лист ч-л. и поддерживать его
6. to keep track of information – отслеживать информацию
7. to add, edit and remove entries – добавить, откорректировать и удалять входные данные
8. to keep all business cards – хранить все бизнес визитки

## **EXERCISES**

### **Exercise 1. Insert the necessary word from the list.**

Achievements, in touch, an extensive list, promoting, useful contacts, business leads, word of mouth, impress, employment.

Networking involves developing 1 \_\_\_\_\_ of people you have met through various social and business events who might be able to give you 2 \_\_\_\_\_, offer you advice or introduce you to other 3 \_\_\_\_\_.

Many people find 4 \_\_\_\_\_ and make business deals through 5 \_\_\_\_\_ or networking. You can begin your network through family and friends, and by keeping 6 \_\_\_\_\_ with former co-workers and bosses.

The most difficult part of 7 \_\_\_\_\_ yourself is telling people what you can do. Although we want to 8 \_\_\_\_\_ people, we often avoid mentioning our strengths and 9 \_\_\_\_\_ because we don't want to seem arrogant. If you only have a little time to sell yourself, you need to be clear about your strengths.

**Exercise 2. Which phrases are used to talk about managing network and selling yourself? Sort them into the correct category.**

Say what you are good at; try to keep in touch with people through regular phone calls, letters or email; don't be afraid to ask for help - most people like helping others; say what you want and what you would like to do next; don't explain why you haven't done something; set yourself targets, such as making one new contact every week; don't be too modest; keep your network informed of your situation and thank them for their help; don't lie or exaggerate - you may be caught out; organize yourself by keeping a record of contact details and useful information.

managing network	selling yourself

**Exercise 3. Your company has sent you to an international meeting. It starts in five minutes. You don't know the person sitting next to you. Use the chart below**

**to make conversation and to find out about them.**

Question word	Auxiliary	Subject	Verb	Etc.
Where	do	you	live	here?
What	does	your company	work	English?
How	are	he	do	at the moment?
Why	has	she	doing	any other languages?
When	do	they	have	your job?
How many employees	are		got	this book?
	have		like	any children?
			go	to work?
			travel	much in your work?
			studying	
			speak	

## **TEAM PROJECT**

**Prepare a business conference.**

It is the conference of different business people of your town/ city: starting from chief executive officers of corporations to franchisees, from owners of small firms to people starting up business, from representatives of the local authorities to experts in social spheres.

Your purpose is to discuss variants of developing business in the region. Each speaker should highlight challenges of the sphere he/she is charged for and suggest ways of solving the existing problems.

Choose the conference leader who will manage the whole process.

## AUDIO TEXTS

### UNIT 1. GETTING A JOB

#### Track 1

##### Key words

- |  |   |
|--|---|
| 1. how to get a job                    | 8. recruitment  |
| 2. certain steps need to be followed   | 9. relocation or promotion  |
| 3. to match interests with             | 10. to look after staff development                               |
| 4. to taking general Business courses  | 11. aggressive side of the business                               |
| 5. particular strengths                | 12. to be tough   |
| 6. a career in Human Resources         | 13. precision   |
| 7. to match the person to the position | 14. expenses                      VS                      revenue |

##### Answer the questions:

1. What do they need to focus on?
2. What course do they study?
3. Who can do well with a career in Human Resources?
4. What are responsibilities of a HR manager?
5. What are other more aggressive sides of Business?
6. What is necessary to work in the world of finance?

#### Track 2

##### Key words

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 1. strengths and weaknesses          | 7. have a way with                   |
| 2. application forms                 | 8. a prospective employer            |
| 3. to find the balance between       | 9. to hide the negative              |
| 4. selling yourself                  | 10. to put it in a more positive way |
| 5. not making yourself sound perfect | 11. communication side of the task   |
| 6. good at networking /planning      | 12. impatient                        |

##### Define what Martha's and John's strengths and weaknesses are.

	Strengths	Weaknesses
Martha		
John		



### **Track 3**

#### **Key words**

1. the employer's first introduction
2. to receive a lot of applications
3. up-to-date
4. age
5. marital status
6. to object to
7. temporary and part-time jobs
8. insight into your background
9. involvement in
10. get approval from references

#### **According to the speaker what should be included into resume, what not.**

1. e-mail address
2. age
3. marital status
4. religion
5. work experience
6. temporary jobs
7. part-time jobs
8. volunteer work
9. education
10. sports

### **Track 4**

#### **Key words**

1. a successful interview
2. appearance
3. to pay attention
4. appropriate
5. to show up
6. to cause
7. to do your homework
8. opening greeting
9. to avoid
10. to direct the flow

#### **Answer the questions.**

1. What are first impressions based on?
2. How should you look?
3. What does the phrase "do your homework" mean?
4. How should you greet an interviewer?
5. What is better to answer if asked about previous job?
6. Why should you avoid giving short "yes-no" answers?

## **UNIT 2. RAISING FINANCE TO SET UP BUSINESS**

### **Track 5**

## Key words

1. setting up business
2. to depend on
3. management experience
4. knowledge of the product
5. to work in a clothes outlet
6. knowledge of the market
7. to identify target customers
8. to launch business
9. to feel confident that someone buys product
10. life savings
11. knowledge of finance
12. a sales forecast
13. to estimate costs
14. to make a cashflow predictions
15. to persuade

## Answer the questions.

1. When is management experience not necessary?
2. What three types of knowledge should you have when setting up business?
3. Will you describe each of them?

## Track 6

### Key words

1. a business support advice
2. a service which offers...
3. to run their own business
4. a lawyer - give a legal advice
5. a marketing adviser
6. to raise the capital
7. common way
8. your own money
9. to use savings
10. to borrow from...
11. need to be very clear about...
12. things go wrong, pay money back
13. to draw up a written contract
14. broken friendships over...
15. option
16. to see a detailed business plan
17. realistic targets
18. steady growth
19. strong cashflow
20. whether be able to pay off debts
21. to be secured against an asset
22. to claim asset
23. in return for a stake in the business
24. to get applications for loans
25. tough competition
26. a business angel

## Listen and complete the sentences.

1. Three types of advice "Entrepreneur" gives are ...

2. A common way to raise the capital is ...
3. If family or friends are involved you need to ...
4. A bank manager will need to see ...
5. The bank requires ...
6. Types of assets to secure a loan are ...
7. Companies who provide start-up capital in return for a stake in the business are ...
8. A business angel is ...

### **UNIT 3. TYPES OF BUSINESSES**

#### **Track 7**

##### **Key words**

- |                                  |                                |
|----------------------------------|--------------------------------|
| 1. company owners                | 8. free education              |
| 2. concerned with the welfare    | 9. a doctor on site            |
| 3. involved with social work     | 10. to shorten the working day |
| 4. to join                       | 11. to set up a pension fund   |
| 5. a cocoa and chocolate factory | 12. to merge                   |
| 6. to reduce poverty             | 13. a confectionery company    |
| 7. to introduce changes          | 14. charitable trusts          |

Joseph Rowntree, Kit Kat, Mackintosh, Nestle

##### **Listen and complete the sentences.**

The first example of a company owner who did a lot to help the poor ...

The original Rowntree family were ...

In 1869 he went to join his brother Henry who ...

By the end of the century it was a ...

Rowntree was also concerned with finding ways to ...

He provided ...

In 1906 he used £10,000 of the company's profits to ...

The culture of the company changed somewhat in 1969 when ...

#### **Track 8**

##### **Key words**

- |  |                                       |
|--|---------------------------------------|
| 1. to make a go of starting own businesses | 10.outlet                             |
| 2. excitements and risks                   | 11.to be made redundant               |
| 3. to run business                         | 12.nothing to do                      |
| 4. entrepreneur                            | 13.traumatic                          |
| 5. to plunge                               | 14.franchise                          |
| 6. to make food                            | 15.to buy the right                   |
| 7. struck                                  | 16.to sell the products               |
| 8. stuff                                   | 17.to pay fees                        |
| 9. competition                             | 18.to increase someone else's profits |
|  | 19.fat-cat shareholders               |

**Answer the questions.**

1. What is the subject of their meeting?
2. What is the first woman engaged in? Why did she choose this business?
3. Why was the second woman made redundant?
4. What type of business did she choose? Why?
5. Why did the third speaker choose to be self-employed?

**Track 9**

**Key words**

- |                            |                                       |
|----------------------------|---------------------------------------|
| 1. different from          | 4. to adhere to the same principles   |
| 2. to deal                 | 5. hygiene products                   |
| 3. to be tested on animals | 6. to be sold out to larger companies |

The Body Shop, Anita Roddick, Tom's of Maine, Colgate, Linda McCartney's Hain Celestial, Whole Foods Ben and Jerry's Ice Cream, Unilever, Green and Black's Chocolate, Cadbury-Schweppes, Odwalla and Samantha Stonyfield Farm Organic Yogurt, Groupe Danone.

**Answer the questions.**

1. What is the peculiarity of the Body shop?
2. Who bought this company?
3. What did Tom's of Maine produce?
4. Who bought Green and Black's Chocolate and Stonyfield Farm Organic Yogurt?

## UNIT 4. COMPANY STRUCTURE

### Track 10

#### Key words

1. major management structure change
2. top-heavy
3. a deputy manager
4. to refine the management system
5. danger
6. to lose that day-to-day contact
7. short shifts

#### Answer the questions.

1. What management structure did they have?
2. What kinds of managers did they have?
3. What do they have now?
4. What difficulty did they face?

### Track 11

#### Key words

1. teamwork
2. separate people
3. to be committed to the team and its aims
4. to trust
5. the most intelligent member
6. to use arguments
7. average intelligence
8. to solve problems
9. original thinker
10. to get a lot of fights
11. imaginative people
12. a balance of different personalities
13. to launch a new product
14. enthusiastic salesperson
15. thoughtful person
16. to check and test
17. to be against team spirit
18. to fit into any team
19. to join
20. to choose similar to the people you have

#### Answer the questions.

1. What makes a good team?
2. How can you describe a good team leader?
3. Why is it not necessary to have the most intelligent person as a leader?

4. How do they call a person who thinks of new ideas and new ways to solve problems?
5. What can happen if there are too many imaginative people in a team?
6. Why does a team need an enthusiastic salesperson?
7. Can all the people work well in any team?
8. What do you need to think when choosing someone to join a management team?
9. Is the speaker in favour of using a personality test and choosing the right person from the results?

## **UNIT 5. PRODUCTS**

### **Track 12**

#### **Key words**

- |                           |                                |
|---------------------------|--------------------------------|
| 1. labor costs            | 6. marketing costs             |
| 2. outsourcing production | 7. surveys                     |
| 3. a cheaper location     | 8. to gauge new fashion trends |
| 4. raw materials          | 9. inflation                   |
| 5. synthetic fabric       |                                |

#### **Answer the questions.**

1. What do we have to think about before we get to the product itself?
2. What types of costs are mentioned?
3. What can be controlled better synthetic fabric or raw material?
4. What do marketing costs include?
5. Is inflation a major concern these days?
6. What are production costs more affected by?

### **Track 13**

#### **Key words**

- |                           |   |
|---------------------------|---|
| 1. director of operations | 5. to be weighed                          |
| 2. Chanel perfumes        | 6. freshness                              |
| 3. to pick                | 7. to extract the natural oils and resins |
| 4. petal                  | 8. cold fat                               |

- |                              |   |
|------------------------------|---|
| 9. extraction solvent        | 15. a process of evaporation                  |
| 10. ethanol                  | 16. concrete                                  |
| 11. to dissolve              | 17. to extract from the concrete with alcohol |
| 12. perfumed oils            | 18. absolute                                  |
| 13. to removed from the vats | 19. blend                                     |
| 14. to be eliminated by      |   |

**Agree or disagree with the statements.**

1. They speak to director of operations for the world-famous Dior perfumes.
2. The roses on our farm are in season from May to June and the jasmine from August to October.
3. Flowers are transported to the production plant to be weighed.
4. At Chanel flowers wait a day before they are treated.
5. The next stage is to extract the natural oils and resins.
6. The petals are washed three times in over 4,000 litres of this solvent.
7. The solvent is eliminated by a process of evaporation.
8. Concrete can be stored for several years.

**UNIT 6. PROMOTIONAL TOOLS**

**Track 14**

**Key words**

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| 1. main reasons                    | 9. to convince                    |
| 2. to inform the public            | 10. to bring beneficial changes   |
| 3. a particular product or service | 11. face cream                    |
| 4. price details                   | 12. to rid them of wrinkles       |
| 5. special offers                  | 13. competitive                   |
| 6. to give the essential details   | 14. to be produced by competitors |
| 7. household products              | 15. to mention competitors        |
| 8. persuasive                      | 16. not to permit                 |

**Answer the questions.**

1. What is the first reason to advertise the product?

2. What type of information does it give?
3. What products does it advertise?
4. What is the second type of advertising?
5. How does it convince people to buy?
6. What products does it promote?
7. What is the third type of advertising?
8. Is it allowed to mention competitors?

### **Track 15**

#### **Key words**

- |                                      |                                 |
|--------------------------------------|---------------------------------|
| 1. concepts of ownership and selling | 7. to get practical needs       |
| 2. to brand an item                  | 8. to satisfy needs             |
| 3. owner                             | 9. to signal the availability   |
| 4. a mark was placed                 | 10. certain qualities           |
| 5. craftsmen                         | 11. status symbols              |
| 6. to sign a painting                | 12. host of associated luxuries |

**Listen to a talk on the development of branding over the years and check the statements that are true.**

1. Branding is a recent phenomenon.
2. One of the main functions of branding is to indicate ownership.
3. Branding in the past was similar to an artist's signature.
4. The function of all branding nowadays is to indicate social status.
5. Brands often have associations other than ownership.
6. Brands nowadays are often associated with qualities a product is believed to have.
7. All brands today are seen as status symbols.

### **Track 16**

#### **Key words**

- |                                       |   |
|---------------------------------------|---|
| 1. to hit upon                        | 5. to adapt the software                |
| 2. piece of software                  | 6. to be installed on other web servers |
| 3. by accident                        | 7. license                              |
| 4. to facilitate online photo sharing | 8. to launch new operating system       |



- |                                   |   |
|-----------------------------------|---|
| 9. to convince                    | 17.to plaster the city                      |
| 10.to line up                     | 18.free banners to spectators               |
| 11.in anticipation of the product | 19.the principal stadium                    |
| 12.a celebrity talk show host     | 20.broadcasts of the event                  |
| 13.a leading sportswear company   | 21.free e-mail service                      |
| 14.to conduct                     | 22.involuntary advertisers                  |
| 15.instead of                     | 23.to reach a potentially huge number       |
| 16.sponsorship fee                | 24.apparent                   “endorsement” |

**Define what promotional tool presented by the speaker matches to the description.**

1. \_\_\_\_ an entrepreneur starts small, produces a product or service that can outdo those of much larger companies, and spends nothing on advertising or promotion.
2. \_\_\_\_ a company attacks the targeted segment of the market with huge resources advertising, and special offers.
3. \_\_\_\_ companies turn users of the Internet into unwitting (and unpaid) advertisers.
4. \_\_\_\_ a company takes advantage of the presence of the media at an event in order to effectively advertise for free.

## **UNIT 7. E-COMMERCE**

### **Track 17**

#### **Key words**

- |                             |  |
|-----------------------------|--|
| 1. to expand choices        | 9. the site is secure                                |
| 2. hazards                  | 10.picture of a padlock                              |
| 3. safe                     | 11.the acknowledgement notice                        |
| 4. reputable companies      | 12.legal rights                                      |
| 5. to do a little research  | 13.bank statement                                    |
| 6. to check                 | 14.to be deducted from balance                       |
| 7. to consider extra costs  | 15.consumer affairs offices                          |
| 8. worthwhile buying online | 16.to                   be                   cheated |

**Answer the questions.**

1. What companies is it better to buy from?
2. Do you have to check contact details?
3. How do people pay for online purchases?
4. Do you have the same legal rights as buying in a shop?
5. Where can you apply to if you have been cheated while shopping online?

### **Track 18**

#### **Key words**

- |                         |                                 |
|-------------------------|---------------------------------|
| 1. specific stores      | 7. to be able to find it easily |
| 2. dot-com stores       | 8. a recognizable name          |
| 3. to put it into a van | 9. a front page                 |
| 4. to expand            | 10. car insurance               |
| 5. contact              | 11. access to public transport  |
| 6. to let us know       | 12. to walk around              |

#### **Answer the questions.**

1. What stores does the Tesco have?
2. How many stores did they have a couple years ago?
3. How did the situation change?
4. What are the advantages for a business of having a website?
5. What are the characteristics of a really good company website?
6. What sort of people do their shopping by the Internet?

## **UNIT 8. INTERNATIONAL TRADE**

### **Track 19**

#### **Key words**

- |  |                                 |
|--|---------------------------------|
| 1. unanimously in favour of free trade | 7. advanced countries           |
| 2. to be opposed to                    | 8. to import technology         |
| 3. to worry about                      | 9. to educate labour forces     |
| 4. to lead to disadvantage             | 10. infrastructure              |
| 5. manufacturing industry              | 11. wages are lower             |
| 6. to compete with large firms         | 12. complaints about unfairness |

13.to operate at a level of full employment

14.to put up with the disruptions

15.to be trained for a job

16.to lose jobs

17.to lead to more efficiency

18.output

19.to bear the pain

20.unemployed

**Listen to the interview and complete the following sentences.**

1. Formerly, the less developed countries were against free trade because ...
2. Countries like South Korea and Malaysia are competitive today because they've been able to...
3. Free trade is disruptive in other words ...
4. The advantage of free trade is that...
5. People in industrial countries can only put up with the disruption caused by free trade if...

**Track 20**

**Key words**

1. free trade
2. less industrialized
3. an enormous disadvantage
4. heavily subsidized
5. a period of protection for industry
6. to compete in international markets
7. to convince
8. to ensure
9. more or less full employment
- 10.cooperation
- 11.to walk away from free trade
- 12.to sustain
- 13.to tackle the unemployment problem
- 14.to deal with
- 15.to coordinate economic policies

**Answer the questions.**

1. What would African countries need to do if they wanted to develop a car industry?
2. What does prof. Singh say could lead to full employment in the rich countries?
3. What does he say will be the consequence if mass unemployment continues?
4. Does he foresee an end to mass unemployment?

**UNIT 9. BUSINESS ENVIRONMENT**

## Track 21

### Key words

1. to fix a time
2. not available
3. to be at a branch
4. to be booked up
5. to confirm

Carmen Vanegas, Medica

### Listen and insert the words.

C: Hello, this is Carmen Vanegas from Medica. I was wondering if we could \_\_\_\_\_ a time to meet \_\_\_\_\_?

S: Yes of course. What time would \_\_\_\_\_ you?

C: Well, I was wondering if you could \_\_\_\_\_ Tuesday afternoon?

S: Sorry, I'm not \_\_\_\_\_ at any time on Tuesday as I've arranged to be at our other \_\_\_\_\_ all day.

C: How about, er, Wednesday afternoon?

S: I'm \_\_\_\_\_ Wednesday afternoon as well, but I could do Wednesday morning, or I'm \_\_\_\_\_ all day on Thursday.

C: Could you make Thursday at two o'clock?

S: That would be fine, yes.

C: OK. So let's \_\_\_\_\_ that then, Thursday at two o'clock.

## Track 22

### Key words

1. to change flight
2. to get an appointment
3. mid afternoon
4. to pick up
5. to give directions
6. to carry a heavy bag
7. to phone in sick

Miss Casale, Simone, Yolande Haisman, Misson Credit

### Choose the correct answer.

1. What time is the flight that the woman wants to take?

1. 11.30 2. 4.20 3. 6.30

2. How is Miss Casale going to get to the office?

1. by car 2. by taxi 3. on foot
3. What is the correct spelling of the visitor's name?
  1. Bulkiewicz 2. Bulkeiwicz 3. Bulkiewisz
4. What is going to happen to Mr Jonsson
  1. He is going to become chief executive. 2. He is going to become chief financial officer. 3. He is going to retire.

**Track 23**

**Key words**

- |                                      |                       |
|--------------------------------------|-----------------------|
| 1. monthly meetings                  | 6. to keep briefed on |
| 2. a waste of time                   | 7. decision-making    |
| 3. face to face                      | 8. feedback           |
| 4. to clear up some ambiguous issues | 9. planning stages    |
| 5. fair                              | 10. input             |

**Listen to 2 employees discussing an upcoming meeting and complete the notes on the reasons given why meetings are important**

1. \_\_\_\_\_ face to face
2. clear up \_\_\_\_\_
3. \_\_\_\_\_ new proposals and developments
4. \_\_\_\_\_ decision-making
5. opportunities to give \_\_\_\_\_
6. involved in \_\_\_\_\_
7. \_\_\_\_\_ our ideas

## TEXTS FOR DISCUSSIONS AND ANNOTATIONS

The section is to develop the skills of making annotations of articles as they provide the acute material for discussions. The articles of the section contain an up-to-date overview of topics connected with the customs activity and related spheres.

**What is an annotation?** An annotation is a short description of an item. Annotations summarize important content and evaluate the resource based on standard criteria. The function of an annotation is to inform the reader about the item of interest and to provide a critical analysis or evaluation of its content.

To make a good annotation you can use the following scheme and expressions:

### **Scheme for an article annotation**

#### **1. The title of the article.**

- a) The article is headlined ...
- b) The headline of the article I have read is ...

#### **2. The author of the article; where and when the article was published.**

- a) The author of the article is ...
- b) The article is written by ...
- c) It is (was) published in ...

#### **3. The main idea of the article.**

- a) The main idea of the article is ...
- b) The article is about ...
- d) The article deals with ...
- e) The article touches upon ...
- f) The purpose of the article is to give the reader some information on ...
- g) The aim of the article is to provide the reader with some facts/material/data on ...

#### **4. The contents of the article (no more than 10-20 sentences).**

- a) The author starts by telling (the reader) (about, that ...)
- b) The author writes (states, stresses upon, thinks, points out) that ...
- c) The article describes ...
- d) According to the text ...
- e) Further the author reports (says) that ...

- f) The article goes on to say that ...
- g) In conclusion ...
- h) The author comes to the conclusion that ....

**5. Your opinion of/on the article.**

- a) I find/found the article topical=urgent (interesting, important, dull, of no value, too hard to understand ...) because ....
- b) In my opinion the article is worth reading because ....

**THE FIVE RULES ABOUT TAKING CAREER TESTS**

When you're puzzled about what to do next with your life, the idea of taking some kind of career test may strike you as a really great idea. There are a lot of such tests out there. They're not really "tests" – you can't flunk them; more accurately, they're called "questionnaires" or "assessment instruments." But most people still call them "tests." They come in many forms and flavors – skills tests, interests tests, values tests, psychological tests, etc. – and their names form a veritable alphabet soup: SDS, MBTI, SII, CISS, RHETI, and the like.

Trouble is, they take time and energy. You have to get dressed and get yourself down to a community college counseling center, or career counselor's office, or State unemployment office, or one-stop career center, or a Johnson O'Connor Human Engineering Laboratory – where the tests and the test administrators can be found. You have to leave your house. That's been true for years. But now there's a new wrinkle: now you don't have to leave your home, to take some career tests. If you have access to the Internet career tests can now be plucked off the Internet, and taken in the privacy of your own home.

*Treat all tests as suggestive, only.* Tests have one great mission and purpose: to give you ideas you hadn't thought of, and suggestions worth following up. But if you ask more of them – if you ask them to absolutely tell you what to do with your life – you're asking too much. On many online (and offline) tests, if you answer even two questions inaccurately, you will get completely wrong results and recommendations.

You should therefore take all test results not with just a grain of salt, but with a barrel.

*Take several tests, rather than just one.* You will get a much better picture of your preferences and profile, not to mention career ideas, from three or more tests, rather than just one.

*Don't let tests make you forget that you are absolutely unique.* All tests tend to deal in categories, so they end up saying "you are an ENFP" or "you are an AES," or you are a "Blue." You are lumped with a lot of other people, as in a tribe – and sometimes it is the wrong tribe. Just remember, you are "a unique job seeker seeking to conduct a unique job hunt, by identifying a unique career and then connecting with a unique company or organization, that you can uniquely help or serve." (Thanks, Clara Horvath) Without some hard thinking about how you are unique, tests become just "a flytrap for the lazy," as job expert Mary Ellen Mort puts it.

*Don't force online tests on your friends.*

If online tests do help you, don't for Heaven's sake become "A Career Test Evangelist" and try to force all your friends and family to take such tests. People are very skittish about tests. For example, some people dislike "forced choice questions," where they must pick between two choices that are equally bad, in their view. Others don't like questions about how they would behave in certain situations, because they tend to pick how they wish they behaved, rather than how in fact they actually do. And some people hate all tests. Period. End of story. So, trying to force these tests on your family or best friends could lead to your premature demise. Be gentle: the life you save may be your own.

## **THE THREE DANGERS OF RESUMES**

Resumes, ah resumes! How they are ever with us, in any talk about the job-hunt, whether in magazines, newspapers, or in books, or on the Internet.

For the employer, the virtue of resumes is that they offer an easy way to cut down the time employers have to spend with job-hunters. It only takes a skilled human resource person about ten seconds to scan a resume (30 seconds, if they're



really lingering), so getting rid of fifty job-hunters, I mean fifty resumes, takes only half an hour or less. Whereas, interviewing those fifty job-hunters in person would take a minimum of twenty-five hours. Great time savings! Resumes are obviously here to stay, if some employers have anything to say about it.

For the job-hunter, resumes also appear attractive. After all, they offer an easy way to approach an employer. No maddening phone tag, no frustrating attempt to get an appointment with someone in authority, no taking the bus, or driving the car, or sitting in someone's outer office for a blue moon, only to be rejected after all of that.

So, let's look at what is never discussed, namely, the three dangers of resumes.

*1. They may never get read.* "Employers" are not a united group: they are as diverse as a mob at the Super Bowl. Many employers dislike resumes, some detest them. I run into such employers all the time. "Can't tell a thing about a job-hunter from his (or her) resume." So, especially on the Internet, the odds are terrific that your resume is not even getting read. A site that had 85,000 resumes posted: only 850 employers looked at any of those resumes in the previous three months before the survey. So, you send out your resume or post it on the Internet, confident that employers are reading them, when – in a depressing number of cases – nobody is.

*2. They may cause you to give up prematurely.* Resumes may be a useful *part* of anybody's job-hunt, but they should never be your entire plan. You can send out tons of resumes, or post them on every resume site on the Internet, and not get a single nibble. The statistics are: only one job-offer is tendered and accepted, for every 1470 resumes floating out there in the world of work. Consequently, 51% of all job-hunters who base their job-hunt solely on mailing out or posting their resume, get discouraged, and abandon their job-hunt by the end of the second month.

*3. They may wipe out your confidence in yourself.* This is the greatest danger, by far, of depending on resumes. If it were just a matter of trying a job-hunting method that didn't work very well, it might be okay. You pick yourself up, and go on, still keeping a good self-esteem. But in fact, the danger of resumes is that if you believe in them, and they don't work for you, you start to think something is really, really wrong with you.

Given these three dangers, there is a better way to go: choose carefully the organizations that interest you (find them in the yellow pages), research them, in libraries or on the Internet, ask every friend you have if they know someone at that organization, and – using these contacts – get an introduction to the employer on the inside. It takes more work, but your self-esteem will end up riding high.

## **THE CHARACTERISTICS OF JOBS TODAY**

We are coming up swiftly on the millennium. A good time to reflect upon the society we live in. Viewed from the workplace, our society is divided into two groups: the employed and the unemployed. And the trouble is: you never know. You never know when you may join the ranks of the unemployed. Roughly one job in ten disappears during the year, often without warning. Workers are laid off.

You will prepare yourself best for whatever the new millennium may bring, by repeating after me these four fundamental propositions:

*1. Every job now is a temp job.* That is, 'of uncertain length.' 90 percent of the workforce in the U.S. is not self-employed; so, you are probably working for someone else. And how long that job lasts will be up to them, and not just you. If they so will it, your job may end at any time, and without warning. Even if you are self-employed, your job may end at any moment, if your customers prove fickle, and flock to another vendor. The question in any case: will you be ready for the next job when this one fails?

*2. Every job now should be regarded essentially as a seminar.* If you have a job, the question is: what are you learning there? Of course you want this job to put bread on the table, clothes on your back, and a roof over your head, plus give you a sense of satisfaction and accomplishment. But. Almost every job today is moving and changing so fast, in its very nature, that you must think of this job as exactly like enrolling in a seminar. There is a lot you have to learn, when you begin and throughout the time you are there.

*3. Every job that you choose now should be one where the satisfaction lies in the work itself.* Despite your best research during your job-hunt, you may have ended up

in a job where your bosses fail to recognize or acknowledge the fine contribution that you make, leaving you feeling unloved and unappreciated. They may fail to give you a raise, or at least the raise you believe you deserved. In other words, you are getting none of the future rewards you were hoping for, when you signed on. Well, future rewards can't be counted on, in most jobs today. So, where should you look for rewards? I reply, simply, "In the very doing of the work." Be sure it is work that uses your highest skills, work where you take pleasure in the very doing of the tasks that job requires. Where you are working with people you really like. Present rewards. And if your present job doesn't give you that, better start thinking about moving to a job that does. There you have the four basic words or phrases to remember about jobs as the millennium approaches: Temp. Seminar. Satisfaction

## **SOURCES OF ANGEL FINANCING FOR YOUR SMALL BUSINESS**

Small businesses usually turn to angel financing when the owners exhaust the supply of their own funds and those of their family and friends. Angel investors are wealthy individuals or groups of individuals who invest money or equity financing in start-up or early stage small businesses. Angels usually loan an average of about \$35,000, but they may loan much more than that. They become an investor in your firm and often want a seat on your board and some input into the operation of your firm. They can often provide you, as an entrepreneur, valuable advice and counsel. Here are some valuable sources of angel financing. Below are more sources of angel funding for you to check out.

*1. Angelsoft* Angelsoft has been around since 2004. It is an organization with 454 Angel Groups and Venture Capitalists, 18,035 Angel Investors, and 3,100 new entrepreneurs every month using their tools. The top five industries in which they invest are consumer products, media, software, B2B. and medical.

*2. AngelBlog* This is a blog dedicated to helping startup or existing small businesses find angel funding. It is a very valuable source of reading material for small businesses. If you are trying to find money, don't overlook this blog! You get lots of good information and great resources for funding and funding strategies.

3. *Go4Funding* Go4Funding is a platform to bring entrepreneurs, business owners, and investors together. You, as an entrepreneur or business owner, can post your capital needs. Investors can look through projects and see if there is anything interesting there for them. There are also forums there to discuss your needs with others. There are resources for you, as a business owner, to help you get your business off the ground.

4. *Angel Capital Association* The Angel Capital Association is a professional group of licensed angel investors. This is an invaluable listing of members in good standing with this association. Members are listed by geographic region.

5. *The Entrepreneur's Resource for Finance* You can find a listing and brief description of national, regional, and state angel organization websites here. The organizations are generally composed of accredited investors.

## **THE BASICS OF VENTURE CAPITAL FOR SMALL BUSINESSES**

### ***What Venture Capital Really is and how to Attract it***

You and a friend have a great idea for a product that you think you can sell. You work nights and weekends to develop a prototype for your product. You don't actually have it to the stage where you can sell it yet, but you can show it to experts in the field at trade shows to get their opinions. You go from trade show to trade show and most of the reviews your product gets are very positive. You're filled with hope that you can bring your product to market. There is one problem. You don't have any money. How do you get the money for a start-up company to develop and sell your product?

Your first idea may be to approach a bank and ask for a loan. You may soon find out that banks are not interested in a start-up company that is little more than an idea. Your search for money will very likely lead you to the venture capital market.

*What is Venture Capital?* Simply put, venture capital is other people's money. It is financing for new, usually high-risk start-up businesses just like the new product that you want to bring to market. There are a lot of well-known firms whose names you would recognize that were financed, when they were start-ups, by venture capital.

One of them is Netscape Communications. Venture capital firms pool investment dollars from investment companies, pension funds, large corporations, university endowment funds, and even wealthy private individuals and use these funds to invest in high-risk start-up companies that they think will be profitable. These pooled funds are often called private equity.

*What do Venture Capitalists Want in Return?* Venture capitalists are only interested in firms they think will turn into solid investments. Since they take on so much risk when they make an investment in a start-up unknown firm and product, they look to earn a very high return. Venture capital firms pick and choose their investments carefully as they are investing other people's money. They only take on those projects they think will earn the high return. They usually become involved in the business by lending their expertise in the hope of helping the business succeed. Their ultimate goal is to take the business public someday. As a result, they usually are not interested in a corner grocery store or Mom and Pop business. They look for small businesses with potential to grow larger.

Venture capital firms who make an investment in a small business take an equity or ownership stake in the company. They usually take preferred stock in the company and want one or more seats on the Board of Directors. They also want access to the financial information of the company. Small businesses who accept venture capital investments have to be willing to share decision-making power with the venture capitalists that have a stake in their firm.

## **COMPANY STRUCTURE**

Talking about company structure I'd start with the defining of what organizing function is. As it meant by managers the organizing function is the process of breaking down the overall task into individual jobs along with delegating authority to do those jobs and then putting them back together in units, or departments, of an optimal size according to some consistent bases. Thus we can describe the organizing function as dividing tasks into jobs, delegating authority, determining appropriate bases for departmentalizing jobs and deciding the optimal number of jobs in a

particular department.

Nowadays I suppose in every efficiently-run company the activities of the various groups and the responsibilities of the individuals who work within them must be carefully defined in the organization structure. And I can give many reasons to improve this statement. First of all in the modern business world the process of management decision-making is very complex. But there is a limit to the number of decisions that can be made by one person. This means that companies should limit the amount of responsibility given to individual employees. Also there is an argued question about the number of people one person can manage directly in an efficient way. Thus the purpose of organizing function is to achieve coordinated and therefore more effective effort through the company structure and authority relationships.

Starting with company structure I can define it as the relationship between positions and people who hold the positions. It's very important because it provides an efficient work system as well as a system of communication. Organizational structure can be compared with the anatomy of a living organism, acting as a framework, skeleton of the company. And it aims at providing an efficient work system, a mean of communication and satisfaction for the company personnel. Explaining the first point I can add that business must try to maximize the output of products and services which result from a given input or resources. This is possible only when company organization functions smoothly. Second point – providing means of communication – is obvious, because the success of a company depends on a steady flow of full and correct information. Therefore an appropriate communication system must exist to ensure that the right information reaches the right people.

## **PIZZA HUT FRANCHISE REVIEW**

In 1958, Frank and Dan Carney borrowed \$600 from their mother, purchased secondhand equipment, and “rented a small building on a busy intersection in their hometown of Wichita, Kansas.” There they opened the first Pizza Hut. Today, Pizza Hut is owned by Yum! Brands, Inc., parent company of Taco Bell, KFC, A&W

Restaurants, and Long John Silver's, and is the world's largest pizza restaurant company with more than 6,200 restaurants in the United States and more than 4,000 restaurants in 100 other countries.

*Background and Benefits* Pizza Hut has been making pizza for over 50 years, serving up original style pizzas available in a variety of crusts. As America's first national pizza chain, Pizza Hut has enjoyed continuous growth. At present Yum! Brands is the worldwide leader in Multi-branding, offering consumers choice, convenience, and value by combining two brands under one roof. Multi-brand opportunities still exist across America and offer franchisees a competitive edge as well as many advantages.

*How Much Does a Pizza Hut Franchise Cost?* If you have a budget of between \$1.3 million to \$3 million and a net worth of \$1 million with \$360,000 in liquid assets, you can be in business within a year, but there are other requirements as well. You must commit to building at least 3 restaurants over 3 years. Pizza Hut is part of an organization that offers tremendous franchise support including advertising, business coaching, training, development, and cooperative sourcing. Performance Improvement Programs and support are also offered to each new franchisee along with 12-16 weeks of required training.

*What We Like* Yum! Brands offers the power of multi-branding that includes two National Media Budgets, two Category Leading Brands, and two menus. This can broaden customer appeal, which has the potential to increase the average check size. Field offices are located throughout the U.S. to support franchise and company restaurant operations. Pizza Hut represents a strong brand that has demonstrated economic stability over time.

## **7 STEPS TO FOLLOW BEFORE YOU START A CRAFTS BUSINESS**

Being self-employed is the dream of many people running that daily 9-to-5 treadmill. If you've been mulling over the possibility of starting a crafts business, check out my ten recommended steps to follow before starting your business.

*1. Think About Why You Want to Start a Crafts Business* Maybe you want to turn a hobby into a moneymaking business. Perhaps you're just fed up with your day job

and want to make the transition from working for someone else to working for yourself. Are you spending too much time at the office and feel a home-based craft business will give you more time with your family? Whatever the reason, and you might have more than one, sit down and give this question some serious thought.

*2. Get Good Practical Experience* Opening a crafts business, especially if you plan to use it to replace your day job, isn't something that you just wake up one day and decide to do. If you want your craft business to be a success you need to have experience ranging from basic design to complete construction.

*3. Go to School if You Need to Hone Your Craft-Making Skills* It's never a bad idea to take a class in your field of arts or crafts to advance your basic skills. Watching the instructor and your peers just may show you a better way to set up your workbench, perform your craft or you may get a referral to a fantastic vender. It's also a great way to network, which can be helpful when growing your craft business.

*4. Identify Your Customer* Before you hit the drawing board you have to consider who your potential customers are. A starting point is the age old male versus female demographic. However, male or female is too broad - you can't stop there. Take this further by considering exactly what type of product you wish to handcraft.

*5. Check Out Your Competition* If you have too much competition, you don't necessarily have to abandon your dream - develop a niche that is not yet saturated. On the other side, if you don't have any competition, this may not be a good thing. It could be there is not enough of a market for your art or craft to make it a viable business.

*6. Find Vendors* You need to find vendors that have wholesales terms so you can buy with a discount and establish terms. You also need this information because if you don't know how much your vendors are going to charge you for the raw materials to make your product, how can you set a reasonable retail price? This also helps you figure out many items you have to sell to realize your personal or financial goals.

*7. Write a Business Plan* Many business owners think they only need to prepare a business plan to get outside financing from a bank or other lender. Not true. A



business plan is your roadmap to success. All craft businesses should have one so you can anticipate problems and come up with solutions.

## **WHICH BANK TO CHOOSE?**

### ***Tips on Deciding Which Bank to Choose***

It's time to open a bank account, but you may be unsure which bank to choose. Of course, the right bank depends on your needs and circumstances. To help you along, let's review some common factors in how people decide which bank to choose. You'll get some ideas, rule out what's not important, and know for certain which bank to choose.

*What Do You Need Today?* The decision on which bank to choose usually comes down to an immediate need. If you move to a city and need a local bank for depositing paychecks, you'll probably just pick the bank that fulfills this need with the least amount of effort.

*Other Factors* However, you should look at other factors when deciding which bank to choose. A lot of your financial life will revolve around your banking relationships, so it pays to do some research up front

*What Most People Look For* Besides looking at your needs in a banking relationship, here are some common factors that people consider when deciding which bank to choose:

1. Geography - what's close or convenient for opening an account and going to the branch?
2. What bank did Mom and Dad use, and who do my friends use?
3. Is there a credit union or bank that my employer uses or promotes (and maybe has a branch on site or has employees visit the worksite)?
4. Savings Rates - what's the best online savings account rate?
5. Teaser Rates - who's got a nice teaser ad in the paper for CD's?
6. Loan Rates - who can get the best deal on my mortgage or auto loan?
7. Who's got the best fee structure for whatever my banking behavior is (lots of ATM use, for example)

8. Free checking is popular for people getting their first checking accounts
9. Customer service - are the employees nice? Do they annoy you and constantly try to sell you things you don't want or need?

## **COCA-COLA**

Coca-Cola is the most popular and biggest-selling soft drink in history, as well as the best-known product in the world. On May 8, 2011, Coca-Cola marks its 125th anniversary. Created in 1886 in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage at Jacob's Pharmacy by mixing Coca-Cola syrup with carbonated water.

Coca-Cola was patented in 1887, registered as a trademark in 1893 and by 1895 it was being sold in every state and territory in the United States. In 1899, The Coca-Cola Company began franchised bottling operations in the United States. Coca-Cola might owe its origins to the United States, but its popularity has made it truly universal. Today, you can find Coca-Cola in virtually every part of the world.

The world is changing all around us. To continue to thrive as a business over the next ten years and beyond, we must look ahead, understand the trends and forces that will shape our business in the future and move swiftly to prepare for what's to come. We must get ready for tomorrow today. That's what our 2020 Vision is all about. It creates a long-term destination for our business

*Our Mission* Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

1. To refresh the world...
2. To inspire moments of optimism and happiness...
3. To create value and make a difference.

*Our Vision* Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

1. People: Be a great place to work where people are inspired to be the best they can be.
2. Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.
3. Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.
4. Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.
5. Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.
6. Productivity: Be a highly effective, lean and fast-moving organization.

*Live Our Values* Our values serve as a compass for our actions and describe how we behave in the world.

1. Leadership: The courage to shape a better future
2. Collaboration: Leverage collective genius
3. Integrity: Be real
4. Accountability: If it is to be, it's up to me
5. Passion: Committed in heart and mind
6. Diversity: As inclusive as our brands

## **BEST, INEXPENSIVE WAYS TO ADVERTISE YOUR BUSINESS**

Most companies are looking for the best, inexpensive ways to advertise because they don't have millions, or even thousands, to spend on advertising. Make the most out of the ad dollars you do have, no matter how limited you are. These cheap ways to advertise give you a variety of options to choose from when you're on an ad budget diet while giving you a good return on your advertising investment:

*Create a Flyer* Creating your own flyer to advertise your business is simple, inexpensive and it's a great way to generate buzz about your company. If you really want to make your flyer an effective advertising tool, offer incentives or discounts to

people who bring in your flyer. This also gives you an informal way to track how many people are coming in just because they saw your flyer.

*Advertise on Cable* Wait! Before your eyes skip over this section, thinking it's just for those who can afford a TV commercial, keep reading. You can advertise on cable through crawls, full screen ads and above program listings. These alternative advertising methods are very affordable. Crawls can cost under \$10 a day.

*Use Your Web Site to Advertise Your Business* Many business owners think they only need a Web site if they sell products online. No matter what type of company you have, you need a Web site. Potential customers hit the Internet looking for companies in their local area. If your competitor's online and you're not, guess who has the advantage. Build a Web site that's beneficial to customers, though. You want to make a positive, lasting impression and having a poorly built Web site is a terrible way to advertise your company.

#### Cross-Promote Your Business Through Partnering

National companies partner every day because it's an excellent ad tool to reach new customers and cut the advertising costs at the same time. But partnering isn't just for corporate giants. Going in with other businesses helps you save advertising money while increasing your exposure to customers.

*Produce a Newsletter* A newsletter helps you keep in touch with your current customers and tap into a market of potential customers. Your newsletter shouldn't be used to send ads to your customers, though. Use your newsletter to provide your customers with valuable information that makes you the company they remember when they're ready to buy.

Don't let the advertising game intimidate you. There are so many opportunities out there for you to advertise your company that don't involve thousands of dollars.

## **TV ADS CONTRIBUTE TO CHILDHOOD OBESITY**

Banning fast food advertisements from children's television programs would reduce the number of overweight children in the U.S. by 18 percent and decrease the number of overweight teens by 14 percent, economists have estimated in a new study.

The researchers used several statistical models to link obesity rates to the amount of time spent viewing fast food advertising, finding that viewing more fast food commercials on television raises the risk of obesity in children. The study appears in this month's issue of *The Journal of Law and Economics*.

"There is not a lot of evidence that overweight kids are more likely to watch TV than other kids," said Michael Grossman, professor of economics at the City University of New York. "We're arguing the causality is how many messages are aired - seeing more of these messages is leading people to put on weight." The study's co-authors are Shin-Yi Chou, an economist at Lehigh College, and Inas Rashad, an economist at Georgia State University.

But the researchers' estimate relies on older data gathered in the late 1990s, according to Elaine Kolish, a spokesman for the Council of Better Business Bureaus. Since then, two of the largest fast food chains -- Burger King and McDonald's -- and more than a dozen other packaged food companies have signed on to the council's Children's Food and Beverage Advertising Initiative, she said, pledging to advertise only their healthier products to children under age 12.

As a result, both Burger King and McDonald's now air ads for children's meals including apple sticks and low-fat milk. "I can't help think that two huge chains advertising apples and milk to kids is going to be affecting children's preferences," Ms. Kolish said.

Kelly Brownell, director of Yale University's Rudd Center for Food Policy, said reliable estimates of television's impact on childhood obesity are hard to calculate because of the many assumptions statisticians must make. "That said, food marketing is a blight on the landscape of our children and has been shown time and again to have a negative impact," he added.

Only three countries - Sweden, Norway and Finland - have banned commercial sponsorship of children's programs, and study authors acknowledged that the chances of such a ban in the U.S. are slim.

## **ADVERTISEMENTS ARE GETTING FIERCER—AND SO IS THE RESPONSE**

EARLIER this year Subway, an international sandwich chain, sent a letter to Domino's, a pizza giant, demanding that it retract advertisements criticizing Subway's sandwiches. In response, Domino's made another advertisement starring its chief executive. In front of the cameras, he took Subway's letter and thrust it into one of the very ovens in which Domino's makes its supposedly superior sandwiches. The letter burst into flames.

These are heated times: the number of comparative (or "attack") advertisements is growing, as companies battle for scarce consumer dollars amid the recession. They are cropping up in almost every product category, from travel to technology. Ads such as the one featuring the incinerated letter attract attention and project the firm on the offensive as both daring and popular. That in turn can boost sales.

But attack ads can backfire on the firms that make them, just as they sometimes do on pugnacious politicians. Particularly aggressive advertisements give the consumer the impression that the attacker is insecure and desperate for business, says Cindy Gallop, an advertising consultant. That hurts the company's image in the long term, even if the campaign boosts sales for a spell.

Attacks can also lead to counter-attacks. Campbell's, for example, launched a campaign last autumn for a new line of ready-made soups. These asserted that a rival, Progresso, used monosodium glutamate (MSG). Progresso responded with an ad saying that Campbell's also used MSG. In the end, many analysts say, both firms suffered. Attack ads tend to go down badly in Europe and Asia. Some governments even ban them. In America, the most successful ones are usually those that do not name the target outright. Kodak, a camera company, contrasts its inkjet printers with unnamed "big printer companies" and refers people to a website to calculate how much money they have lost by owning another brand. Similarly, McDonald's does not name Starbucks in ads promoting its new lattes and cappuccinos. But on a website called [Unsnobbycoffee.com](http://Unsnobbycoffee.com) it does assure customers that they will not need

to learn a “second language” to order its drinks—an obvious reference to Starbucks’ arcane terminology.

The number of complaints rose 35% last year, fuelled mostly by comparative advertising, and is likely to rise again this year. Others have resorted to the courts. Last month Sara Lee filed a lawsuit against Kraft for making false claims in a hot-dog advertisement. Lawyers for Pepsi and Coca-Cola will soon be sparring over claims made in attack ads. It would take a lot of persuasive advertising to make up for an embarrassing setback in court.

## **7 BUSINESS MEETING ETIQUETTE TIPS**

Why take meeting minutes when meetings last hours? Usually poor business meeting etiquette is to blame, with poor planning and facilitation squandering valuable time and energy. Use these 7 business meeting etiquette tips to brush up your meeting skills and be more productive.

*1. Dinner jacket or dinner on your jacket* First decide on how formal your meeting will be. Advance warn attendees about special requirements, for example dress code, to ensure people understand what’s expected and can prepare accordingly.

*2. Too many cooks ... and not enough bottle washers* There is a skill in inviting the right people to a meeting. Only invite bosses, and the work will never be done, so make sure you invite the right mix of decision makers, experts, implementers and stakeholders to enable post meeting action.

*3. .... but too many cooks spoil the broth* The flip side to inviting the right mix of people is that you may end up with an overflowing meeting room. As long as you get about 80% of who you need, you’re doing well.

*4. The 37 minute meeting agenda* Prepare a meeting agenda in advance and circulate this to your attendees - remember that meetings can come in all different durations, so get people’s attention by having weird duration meetings. Meetings that start and finish on time (or even early!), and achieve all objectives outlined in the agenda will be appreciated by all, and will increase your chance of a better meeting next time.

*5. Empty barrels make the most noise*

Good facilitation skills are important when you have people fond of their own voice.

6. *Stop violent agreement* And here's another reason why this is a great idea..... and another... and another. Do you really need to waste time violently agreeing with each other? It might be fun, but get consensus and move on.

7. *AOB* Let's be blunt - Any Other Business can also mean Any Old Bull unless you keep tight hold of the halter. Ask for AOB points at the start of the meeting and only give them airtime if there is time. Check if any points have already been covered, then get the group to prioritise each AOB point and put a time limit on them.

## **CONDUCTING EFFECTIVE BUSINESS MEETINGS**

Every business, whether it has 2 employees or 2,000, has meetings as a regular part of getting things done. Although employees can communicate with one another in an organization in many different ways, business meetings — if they are conducted the right way — can be incredibly effective and efficient.

Meetings are not only one of the most important ways for employees to communicate within organizations, but they're also the way that teams get their work done. Although individual team members work on tasks outside of meetings, team meetings give members the opportunity to come together to determine the team's goals, its plans for achieving its goals, and who will do what — and *when*.

Take a close look at what makes meetings tick and find out how to conduct better business meetings.

### *The good news (and the bad) about meetings*

We've all experienced more than our share of both good and bad meetings. What makes some meetings terrific, while others are simply the pits?

Employees benefit in several ways when a meeting is well run. Here's the good news about business meetings that fall into this category: Meetings are empowering. Meetings are a great way to communicate. Meetings develop work skills and leadership. Meetings are morale boosting.



Unfortunately, meetings are prone to fall into nonproductive pitfalls. Here's the negative side of meetings: Meetings may not have focus. Companies have too many meetings. Attendees may be unprepared. Most meeting time is wasted.

Although this bad news may seem bleak, there is hope. For each of these problems, and for the many other kinds of problems that often plague business meetings, solutions are available. You simply need to be open to changing the way that meetings are conducted in your organization. You may even need to take on a leadership role, if necessary, to make your meetings work better.

## **NETWORKING YOUR WAY TO A NEW JOB**

Networking means developing a broad list of contacts -- people you've met through various social and business functions -- and using them to your advantage when you look for a job. People in your network may be able to give you job leads, offer you advice and information about a particular company or industry, and introduce you to other so that you can expand your network.

The best place to start developing your network is with your family, friends, and neighbors - and with their family, friends, and neighbors, but don't stop there. Talk to co-workers, colleagues in your industry, and those you meet at industry gatherings, such as trade shows and conferences. Talk with former co-workers, bosses, and teachers.

The key to successful networking deciding to put the energy needed to make it work. First, you need to get organized (for example, keeping a business card file or computer database). Second, you need to stay in contact (for example, through regular phone calls, email, and holiday greetings). Third, you need to set goals for yourself (such as 5 new contacts per week).

*The Steps to Successful Networking:*

*Conduct a self-assessment.* An honest review of your strengths and weaknesses is vital. A good place to start is with the one of our career tests and quizzes. You should also make some decision relating to the types of jobs you want and the types of companies and industries that interest you

*Decide how to organize your network.* This step is crucial to your success. If you have ongoing access to a computer, the best method is a database or spreadsheet where you can enter key information, such as names, titles, company names, addresses, phone numbers, fax numbers, email addresses, and dates of communication. Keeping an organized collection of business cards, where you can write notes and comments about your network, is another alternative.

*Communicate with your network.* It is extremely important to stay in touch with your network, which you can easily do by phone, mail, or email. Don't be afraid to ask for their help. Most people like helping others, and you must communicate your current needs with your network in order for them to be able to help you.

*Initiate informational interviews.* One of the best ways to gain more information about an occupation or industry -- and to build a network of contacts in that field -- is to talk with people who are currently working in the field. The purpose of the informational interview is to obtain information, not to get a job.

*Follow up with your network.* The key is keeping your network informed of your situation and thanking them for their efforts. Never take your network for granted.

## **ECOMMERCE SOLUTIONS: 5 WAYS TO SELL DIGITAL GOODS ONLINE**

The Internet offers self-published artists and software developers considerable opportunities for marketing and selling their digital goods online.

Here are five easy-to-use and cost-effective digital goods ecommerce solutions that you can further investigate to sell your digital products online.

*1. DigitalGoodsDelivery: For All Types of Digital and Tangible Products* Digital goods publishers can use DigitalGoodsDelivery.com's delivery system for virtually any product that can be delivered to the consumer over the Internet, including standard movie and audio files, plus zip files, Word documents, PDF files and more. DigitalGoodsDelivery.com is intended for people who sell from their own website, and it is a PayPal payments-based system. Pricing for DigitalGoodsDelivery.com starts at \$9.95 per month. This provides all features including unlimited sales volume,

automatic file delivery, customizable buyer interface, and custom emails with 50 MB of file storage. Additional plans for more storage are available.

2. *E-Junkie: A Digital & Tangible Goods Cart* E-junkie is a shopping cart and digital delivery system for publishers who have their own website and are looking for a way to include "buy now" buttons to sell downloads. Using E-junkie, you can store your files on their servers, and buyers of your work receive an email (customized by you) to download the product after a successful purchase.

3. *PayLoadz: Sell Anything that Can be Downloaded* PayLoadz is a fully-featured digital goods platform that lets you sell just about any type of digital product. It takes care of hosting and delivering the files to buyers, and other features such as product key registrations for selling software. Sellers can define the file format, delivery format and price for uploaded items.

4. *Tradebit: Best for Music, Photos, eBooks, Software* Tradebit is an online marketplace for self-publishers to upload and sell their music, audio files, photos, software and ebooks. With a Tradebit eShop you can upload files and edit specific details including thumbnail views, price, description, tags, and so on.

5. *Cleverbridge: Ecommerce Solutions for Digital Product Companies* The Cleverbridge digital goods ecommerce solution provides a full, customized checkout for selling digital goods. The service offers fraud protection, reporting and statistics, and support for multiple currencies and languages. Cleverbridge also offers payments for all major credit cards, PayPal, direct debit, WebMoney check / money order, wire transfers and more.

## **TIPS FOR SELLING ON KIJJI & EBAY CLASSIFIEDS**

If you're unfamiliar with Kijiji, it's a free local online network for posting buy, sell, trade, jobs and other classified ads. Kijiji (pronounced "ka-gee-gee") has individual sites for specific cities in several countries including the United States and Canada. Local classifieds are a good option for online sellers who have larger items that are expensive to ship, items that are hard to sell "sight unseen" or lower-value items where listing fees can cut profits.

While some people may think of classified ads as a way to buy or sell a single item, online classified sites provide online merchants and individual sellers with another ecommerce selling channel. Kijiji is appealing for low-volume sellers because you don't pay any listing or selling fee -- Kijiji earns revenue from advertising. Sellers feeling the crunch of fees for selling online can make local transactions without spending a dime.

### *Tips for Selling on Kijiji*

Here are tips for selling on Kijiji, things that I do in my own listings, to produce better quality leads and sales.

*1. Register an account* Kijiji does not require you to register to post; however, with a registered account you can use a "My Kijiji" dashboard for quick access to your ads and page view information. If you plan to frequently list on Kijiji, make registering on the site your first step.

*2. Do your research* Search Kijiji for similar items to see what categories people use and to get a better idea of current selling prices in your local area. This can also help you choose keywords to use in your title (e.g. use the keywords that are getting the most page views).

*3. Provide viewing and pick-up details* Specify times and dates that people can view or pick-up the item, as well as delivery or local-pick-up-only details in the text of your ad. This will save you time in responding to basic email questions. This type of information should be included in your template so you can simply copy and paste the details in each new ad you post.

*4. Use a dedicated email address for your Kijiji business* Set up a dedicated e-mail address just for Kijiji to help you to better monitor incoming emails so you can get replies out to interested buyers before they move on to another listing.

*5. Monitor Kijiji sales* If you are porting an existing business to Kijiji and you sell multiples of similar items, track your best listing and selling days. Over time you will see a pattern emerge that will help you determine what days are best for having your item on page one in any given category.

## **SCRIPTS**

### **GETTING A JOB**

#### **Track -1**

Good afternoon, Martha and John, It's good to find students who are thinking about how to get a job. Basically, it's a process and certain steps need to be followed. I'll take you through the most important ones. But before we even begin we need to focus your search by matching your interests with your skills, abilities, personality, training, and qualifications.

Now, I see from your files here that you are both taking general Business courses and will graduate in June. The field of Business is very broad, so we need to think of your particular strengths and what you do and do not enjoy doing.

For example, if either of you likes working with and helping other people you would probably do well with a career in Human Resources. The responsibility of the Human Resources employee is to match the person to the position. Recruitment is done either externally when a new employee is brought into the company or internally from within the company, which might involve relocation or promotion. The HR department also looks after staff development, welfare, and motivation. In other words, here you try to keep everyone happy.

Now if that's not you and you think you would enjoy the more aggressive side of the business world, there is sales and marketing. There the focus is the customer and how to get him or her to buy and for this kind of job you need to be tough.

And, of course, if you like precision and attention to detail, there is the world of finance. This kind of job includes the many aspects of calculating expenses, profits, revenue, and of course, investment.

You are going to have to give this some thought and not only think about the jobs themselves, but the kinds of companies where you can work, which will make these jobs vary.

In the meantime, I can get you started on the form-filling, CV writing, and tips for interviewing. So shall we begin?

#### **Track -2**

Martha: John, remember Mrs. Mills talked about strengths and weaknesses. I've seen those on the application forms and find it really hard to look at myself objectively and decide what my strengths and weaknesses are.

John: I know, my brother said it's a matter of finding the balance between selling yourself and what you are good at, but not making yourself sound perfect. In other words, you need to be a bit critical of yourself without overdoing it. OK, so let's think and help each other out.

Martha: Well, John, I think you are really good at networking. You have a way with people and making contacts that think would be very good in sales and marketing.

John: Wow, thanks, Martha. As for you, I think your skills are organizational. You are very good at planning and seeing things through. This is definitely one of my weak areas. I think I'm just a bit lazy about getting myself moving.

Martha: Well, John, I don't think it's a good idea to tell a prospective employer that you're lazy. You can't completely hide the negative, but you need to put it in a more positive way. How about saying that you might be considered a bit disorganized, but that's because you focus on the communication side of the task and you're working on your organizational skills. As for myself, I could say that some people might say that I'm impatient, but this may be because I have a lot of drive and enthusiasm to get the job done. I still organize myself and check everything as I go along.

#### **Track -3**

HR Manager: Your resume is a very important document and with your application form and cover letter it's the employer's first introduction to you, and the measure of your suitability for the job. Remember that employers receive a lot of applications, so you have to make all your documents as readable and as user-friendly as possible.

The layout of your resume should be in a simple font, 11 or 12 point in Times New Roman or Arial script. Your contact details should be up-to-date and the e-mail address serious and not too much of an attention-grabber.

We generally advise people not to include age and marital status because some people object to being asked these questions. Likewise, you don't have to include information about your religion though sometimes this question may appear on the application form. It's advisable to include all information about your work experience, including temporary and part-time jobs since this will give the employer some insight into your background in dealing with customers and working as part of a team. Of course, give all relevant information about your education and include details on your involvement in sports and volunteer work, too, because this shows your personality. You should read the job ad carefully and follow the instructions given there. And make sure that you get approval from your references before including their names on your resume. Any questions?

#### **Track -4**

Knowing how to prepare and behave is one of the keys to a successful interview. First impressions are based on appearance, so it is very important to pay attention how you dress. Wear clothes that are fashionable but appropriate and never show up for an interview in flashy loud clothing. This gives a very poor impression and causes interviewers not to take you seriously. Remember before you go to the interview find out all you can about the company and do your homework. Then when you go inside you can relax and be natural. Wait for the interviewer to invite you to sit down and be formal and polite in your opening greeting. Never say anything negative about a past employer even if you have had unpleasant experiences in your last job. Don't be afraid to keep eye contact with your interviewers and try to avoid giving short answers to questions. You can direct the flow of the interview by developing your answers.

### **RAISING FINANCE TO SET UP BUSINESS**

#### **Track -5**

Well, I'm going to talk this evening about what is important when setting up a new business. Firstly, it may depend on the type of business you are thinking of starting up, but if it's a small business with just one or two employees, management experience is not absolutely essential. What is far more important is knowledge of the product. For example, if you're going to open a clothes shop, you should have some experience of working in a clothing outlet and know a lot about clothes.

Another important thing is knowledge of the market. You should know who your competitors will be, and you will have already identified your target customers and perhaps even spoken with some of them before launching your business. So you will feel reasonably confident that someone is going to buy your product. *I* mean, you don't want to invest your life savings in a business, only to find that it doesn't interest anyone!

A further point is that you must have a reasonable working knowledge of finance, so that you can produce a sales forecast. You should estimate your costs and make a cashflow prediction. This way, you'll be able to persuade a bank to give you a loan or overdraft.

But, to conclude, the most important thing is interest in the product and your customers.

#### **Track -6**

I: I have with me Tara Ganesh, the marketing director of Entrepreneur, who are a business support service. Tara, hello.

T: Hello. I: Perhaps you could begin by just explaining briefly what Entrepreneur does?

T: Well, we are a service which offers advice and support for people who run their own business, especially people who are just starting up. We have a lawyer who can give legal advice and a marketing adviser who they can consult. And quite importantly actually, we offer financial advice about all areas of business.

I: OK. So I've got this new idea for a product that I think is going to make my fortune. How do I raise the capital to get started? Er, what are my options?

T: Even today, I think the most common way to set up a new business is with your own money. People use their savings and if they don't have enough, they borrow from family and friends.

J: Um, and that's still the best way I sit?

T: In many ways, because it's so simple. But if family or friends are involved, you need to be very clear about what will happen if things go wrong and how you'll pay the money back. Even if it's someone close to you, you should still draw up a written contract.

I: Yes, I can imagine there have been a lot of broken friendships over this sort of thing. But what if I can't provide the money myself? What's the best option, er, a bank loan?

T: For the small business, yes, it's probably the best choice. But your bank manager will need to see a detailed business plan. And if you're not experienced in writing business plans, you'll need to get some professional help, like we provide at Entrepreneur.

I: What kind of things are the bank looking for?

T: In the business? Well, realistic targets, steady growth, nor necessarily dramatic at first, and a strong cash flow. Essentially, what the bank are interested in is whether you'll be able to pay off the debts. And for that reason your bank loan will have to be secured against an asset.

I: Er, what kind of asset?

T: Weil, it could be your house, or some equipment you own for the business. You know, so that if your business doesn't pay back the loan, the bank can claim that asset instead.

I: What other sources of capital are there?

T: Well there are companies who provide start-up capital in return for a stake in the business. These are so-called venture capital firms. But they get lots of applications for loans, so there is usually tough competition and they'll want to see a very high growth rate on your plan, 20 per cent at least. Or you might find a business angel to provide the money.

I: A what, sorry?

T: A business angel. It's just someone who will invest in a start-up company in return for a share in it. Usually, it's someone who has already been successful with a company of their own.

I: And how do I go about finding a business angel?

T: It can be difficult. They don't usually advertise, because they don't want to be flooded with applications. But there is now a network you can go through, the National Business Angels Network.

I: Tara Ganesh, thank you very much ...

## **TYPES OF BUSINESS**

### **Track -7**

Good morning and welcome to our lecture about famous 19th century company owners who were both successful businessmen and, who were also deeply concerned with the welfare of their employees. The first example of a company owner who did a lot to help the poor was Joseph Rowntree. You might know the name, as many of Rowntree's chocolate products, like the Kit Kat bar, are still around today. But you may not know that the original Rowntree family were very involved with social work.

Joseph Rowntree was born in York in 1834. First of all he worked with his father, but in 1869, he went to join his brother Henry who owned a cocoa and chocolate factory in York. At that time they had only 30 workers but under Joseph's management the company grew very quickly. By the end of the century it was a huge international business with over 4,000 employees.

But Joseph was not just a director of a very successful company. He was also concerned with finding ways to reduce poverty and he introduced a great many changes for the workers in the Rowntree factory. He provided free education for workers under seventeen, a doctor on site and he shortened the working day to eight hours. Most importantly, in 1906 he used £10,000 of the company's profits to set up a pension fund for his workers. His son, Seebohm Rowntree, was also

famous for social work and in 1901 he published a study on the life of the poor in York called *Poverty: a Study of Town Life*.

The culture of the company changed somewhat in 1969 when Rowntree's merged with Mackintosh, another Yorkshire confectionery company, and again in 1988 when the company was taken over by Nestle. But Joseph is still remembered as a great philanthropist and there are three charitable trusts that he set up in 1904 which are still working and are still known as the Joseph Rowntree Foundation.

Now the next example of a kind factory owner, strangely enough, was also a confectionery giant and that was Thomas Cadbury...

### **Track -8**

Presenter: Good evening. Tonight on *Building your Future* we talk to three women who have made a go of starting their own businesses. We talk to them about the excitements and risks of running your own business and find out what it takes to be an entrepreneur in the 21st century. But first we ask them why they started up their businesses in the first place. First you, Lisa. Why did you decide to take the plunge?

Lisa: Well, you know, my mother was Italian, although I was born and brought up here in Wales, and I'd always preferred to make my own food rather than buy ready-made food from supermarkets. Anyway, it struck me that in my home town there's nowhere you could buy handmade home-made pasta - you know, it's so much better than the stuff which comes out of packets - and anyway my friends had always said that they like my pasta better than anything they could get in the shops. So, I thought, here's my opportunity - no competition and a really good product - why not open my own outlet?

Presenter: Why not indeed? And you, Naiara? What inspired you to become an entrepreneur?

Naiara: I'd worked for an airline for 20 years in marketing, and then in 2001, September 11th happened, and I was made redundant. Suddenly, in my forties, I found myself, you know, with nothing to do, I mean, I found that pretty traumatic and I thought 'I don't want this to happen to me again. Perhaps I'd better take charge of my own future.' So with my redundancy money I bought into this, you know, this franchise which is actually a travel agent's, as a matter of fact, and since then, I've got to say, I... I've never looked back.

Presenter: Gone from strength to strength.

Naiara: That's right. Best thing I ever did.

Presenter: Can you explain, for those listeners who need it, what a franchise is?

Naiara: Sure. Basically, it's your own business, but you buy the right to sell the products of a large franchising organisation - you know, you pay fees and part of your profits and you use their logo and benefit from their marketing. McDonalds, the fast-food chain, is one example. Each restaurant is, in fact, a small business.

Presenter: Thanks, Naiara. And you, Marcelle, why did you decide to go it alone?

Marcelle: I'll tell you. I'm one of those people who is ready to work really hard, but quite honestly, I'm not prepared to work hard to increase someone else's profits. Frankly, I want the profits for myself. I know I'm just starting out, but I think I'm good enough to make a lot of money and I think that money should be for me, not for some fat-cat shareholders who I'll never meet!

Presenter: So, Marcelle, if I can continue with you, how did you go about setting up your business? Where did you get the idea?

### **Track - 9**

The Body Shop is a cosmetics company that was set up by Anita Roddick in the 1970s. What made it different from so many other cosmetics companies was that it did not deal in products that had been tested on animals. Recently, the Body Shop was sold to L'Oreal, a very large French company that doesn't adhere to the same principles as the Body Shop. Another product that followed the "no animal testing" principle was Tom's of Maine, a small company that makes



toothpaste and other cosmetic and hygiene products, but it too has been bought by a much larger company, Colgate.

A number of vegetarian and organic food companies that followed their principles strictly have also sold out to larger companies that may not adhere to the same principles. Linda McCartney's Whole Foods has been bought out by Hain Celestial while Ben and Jerry's Ice Cream has been taken over by Unilever.

Two other well-known companies that have also sold out are Green and Black's Chocolate, bought by Cadbury-Schweppes, and the Odwalla and Samantha juice companies, acquired by Coca-Cola. Stonyfield Farm Organic Yogurt, which always used organic milk in its products, has been acquired by the French company Groupe Danone.

## **COMPANY STRUCTURE**

### **Track -10**

We had, we had a pretty major management structure change. Our management structure was quite top-heavy. We tended to have a store manager, an assistant store manager, a personnel manager, a customer service manager, every department had a manager, every department had a deputy manager and then we had supervisors. So we went through a process where we really refined the management system, and it's now a store manager, in a normal-sized store, two trading manager, managers, customer service manager, personnel manager and then each department in the store has a section manager.

The only, I suppose the only difficulty that we've got is that there is the danger that the section manager has got such a large number of staff that you lose that day-to-day contact, and because we're 24 hours and we've got people that work you know, short shifts, they may not see their manager very often.

### **Track -11**

... So if we all agree that good teamwork is the key to success, we need to ask, what makes a good team? Because we all know, of course, that you can't be sure that people are going to work well together, however talented they might be as separate people.

First of all a team needs a good leader. The team leader needs to be someone who is committed to the team and its aims, someone who is calm in a crisis, and most of all someone who trusts their team members and listens to them. Their leader doesn't have to be the most intelligent member of the team, in fact, it's often best if they're not. Very intelligent team leaders sometimes use arguments that other team members don't understand and they can also dominate the situation. A team leader who is of average intelligence, but has the right personality, is better.

Most teams need someone who can think of new ideas and new ways to solve problems. This is the creative, original thinker, a very important team member. But it's a mistake to think that teams with lots of people like this will do well. In fact, you'll probably get a lot of fights and arguments that way because creative, imaginative people are not always good at understanding or working with other people's creative ideas. Ideally, you need just one person like this and different types of people for the rest of the team. This brings me on to the most important principle about building a team. You need a balance of different personalities. Just think about when you're launching a new product. You need the creative thinker or designer who has first thought of the idea. You need the enthusiastic salesperson with great communication skills who can go out there and sell it. But you also need the careful, thoughtful person who pays attention to all the details, who makes sure all the checks and tests are done and the product really is ready for the market.

It would be nice to think, wouldn't it, that if teams need all these different types of people, that everyone could be a good team member of some type. Unfortunately, studies suggest that this isn't true. There are some people who just don't work well in any team. Something in their personality is against it... is against team spirit. What is more, people who can't fit into any team sometimes reach quite high positions in business.

So, how can we use this knowledge we have about team work? Firstly, when choosing someone to join a management team, we need to think about the balance or mix of the team as a whole, it's a mistake just to choose someone similar to the people you already have because that probably won't make the most effective team. Secondly, people often get jobs because of their previous experience. They're given a job just because they've done something like it before, even if they weren't very good at it. I would argue in favour of using a personality test and choosing the right person from the results of this, rather than just looking at previous experience. If you look at your handouts, you'll see an example of the kind of test that I mean ....

## **PRODUCTS**

### **Track -12**

Before we even get to the product itself, we have to think about labor costs, especially in terms of outsourcing production to a cheaper location. After we've dealt with these concerns, we get closer to the production and marketing costs. In this industry the cost of raw materials is a factor though nowadays we have a lot of synthetic fabric and so these costs can be controlled better. Probably more important than raw material costs are marketing costs. These include surveys to gauge new fashion trends and changes in people's tastes. Then we have to consider the competition and that also takes time and money. Inflation is not such a major concern these days as it is pretty much under control. Our production costs are more affected by health and safety regulations and by pollution control as we have to invest quite a bit of money into these two areas,

### **Track -13**

I = Interviewer; D = Director of operations

I: Welcome to the programme today and I am delighted to have here in the studio, director of operations for the world-famous Chanel perfumes. Hello there.

D: Hello. It's nice to be here,

I: Can you tell us a bit about how you actually make Chanel perfumes? Your most famous Chanel No 5 perfume?

D: Yes, of course. Well, the roses on our farm are in season from April to June and the jasmine from August to September. Firstly, the flowers are picked on the farm and the petals are put into sacks. Then they are transported to the production plant to be weighed. At some farms, the petals may wait a day before they are treated, but at Chanel, freshness is considered very important and the petals reach the plant within half an hour. The next stage is to extract the natural oils and resins. In the past, this was done with cold fat which was spread on the petals, but nowadays, we use extraction solvents like ethanol. The petals are washed three times in over 2,000 litres of this solvent and the perfumed oils dissolve into it. In the next stage, the flowers are removed from the vats and the solvent is eliminated by a process of evaporation. This leaves a solid which is known in the trade as the *concrete*. This can be stored for several years. When the perfume is required, it is extracted from the concrete with alcohol. If we then evaporate this alcohol, we are left with a very pure form of flower perfume which we call the *absolute*. Different absolutes are then blended to create different perfumes.

I: Great, well thank you, that really does give us great insight ...

## **PROMOTIONAL TOOLS**

### **Track -14**

**Speaker:** Companies advertise their products for three main reasons. The first reason is simply to inform the public that a particular product or service exists. This type of advertisement gives factual information about a product, provides price details and information about any special offers. This is called informative advertising and it concentrates on just giving the essential details. It's often used to give information about household products that people buy regularly.

The second type is persuasive advertising and its function is to convince people to buy a product or service. The advertisement tries to achieve this by telling people that the product or service will

bring beneficial changes to their lives. This often happens with cosmetic products where a person is persuaded that a certain face cream will rid them of wrinkles and make their skin look fresh and young. Services like cosmetic surgery work on the same principle.

The third type of advertising is known as competitive advertising because the purpose here is to convince people that a particular company's products or services are better than any other produced by its competitors. In some countries, companies are allowed to mention their competitors by name in their advertising. In other countries, this is not permitted.

### **Track -15**

Branding, like marketing, is as old as the concepts of ownership and selling. In former times, people branded an item simply to show who the owner was and, of course, this is still one reason behind branding. In the past, a mark was placed on the ear of a sheep or cow to identify the owner. In the same way, the earliest craftsmen put a simple mark on a product to show ownership. This was often just the craftsman's name, in the same way that a painter still signs a painting. The marketplace was somewhere you went to get your practical needs and the sign or brand indicated the person who could satisfy those needs. In the 21st century, brands are more likely to signal the availability of a product, but their role has changed quite a lot. While still indicating where a product can be found, the scope of the brand is much wider now and is often associated with certain qualities the product may have. In addition, certain brands have become status symbols, particularly among young people. This can be seen in all kinds of goods such as sportswear, shoes, T-shirts, and even in services where a hotel brand does not indicate just a bed for the night, but a whole host of associated luxuries.

### **Track -16**

Speaker #1: Joe Mason, a computer programmer, hit upon a very marketable piece of software almost by accident. Along with his wife, Alice, he set up a company to market software that facilitates online photo sharing. Since its launch, the program has attracted interest from organizations that want to include it on their websites. The Masons have adapted the software so that it can be installed on other web servers and have begun to sell licenses.

Speaker #2: A major software manufacturer is about to launch its new operating system. It has already launched a major marketing campaign with the aim of convincing people to line up at retail stores in anticipation of the product on the morning of its launch. The company has already convinced a celebrity talk show host to include their product on her list of favorite things, and it hopes that, through this massive campaign, within two years over 400 million users will be using its software.

Speaker #3: Televised sporting events have become big business. At the 1996 Olympic Games in Atlanta, a leading sportswear company conducted a successful and relatively inexpensive advertising campaign for their products. Instead of paying the official \$50 million sponsorship fee, it plastered the city with billboard ads, gave out free banners to spectators, and set up a huge promotion center near the principal stadium knowing that all these things would inevitably appear during broadcasts of the event.

Speaker #4: Many of the people who use a company's free e-mail service become, in one way or another, involuntary advertisers for that company. The number of users of one of the leading free e-mail services grew from zero to twelve million in just eighteen months. Since then, numbers have increased to over 100 million users. Ads appear in e-mail messages with the apparent "endorsement" of the sender and they reach a potentially huge number of e-mail users.

## **E-COMMERCE**

### **Track -17**

The Internet has expanded our choices of where and when to shop, but it also has its hazards. Here are some things that you should think about before becoming an Internet shopper.

It is safer to buy from reputable companies, so do a little research on the company before making your purchase. Check carefully all the contact details of the company. Look for a street address and a landline telephone number, not just an e-mail address. Also, consider any extra costs—things like shipping costs and taxes—that you may have to pay and decide if it's actually worthwhile buying online. Generally, people pay for online goods with credit cards. Make sure that the site is secure. At the bottom of the page, you should see a small "s"—which stands for "secure"—along with a picture of a padlock. Make sure you keep copies of the order form and the acknowledgement notice that you receive. When you buy online, you have the same legal rights as when you buy in a store. However, it's very important to read all the terms and conditions of the sale before you buy. Always check your bank statement after making a purchase and make sure that only the amount that you paid has been deducted from your balance. Each country has its own consumer affairs offices that should be able to advise you if you find that you have been cheated while shopping online. The most important thing to remember is “If in doubt, don't buy”.

### **Track -18**

I = Interviewer, C = Christina Bunt

I: In what way does Tesco use the Internet, because surely the Internet has made the biggest change to everything?

C: Online shopping was us ... We have specific stores within each area that are dot-com stores, and our system it, it, it's purely and simply it's somebody else doing your shopping for you. They're shopping from your local store, but they shop for you. They put it into a van and they bring it to your house ... It's a huge business and it's expanding. Only a couple of years ago, we had, I think, two dot-com stores in Cornwall. We've now got five to my knowledge, so we cover all of Cornwall now.

I: What are the advantages for a business of having a website?

C: I suppose it's just always more contact, it's just a different way of contact. People want to talk to us. People want their feelings to be felt, to be heard, they want, if they've got a problem with something, they want to let us know.

I: So what would you say was the, um, would be the characteristics of a really good company website?

C: I suppose it's got to be simple. You've got to be able to find it easily. Tesco is a recognisable name anyway, but it's, it's, you've got to be able to get into that, er, website quite easily, you've got to be able to find what you want, you need a front page which gives you everything that you want to know, so whether you want your flowers delivered to your loved one tomorrow, whether you want to pick up your shopping next week, whether you want to get car insurance, home insurance, whatever. It needs to be all there on that front page and easy to get at.

I: What sort of people do their shopping by the Internet?

C: All sorts of people. You've got the, um, you've got the busy working woman, but you've also got the pen hasn't got access to public transport and maybe widow/widower who doesn't drive. It's ever the spectrum.

I: Would you shop, um, by the Internet if you didn't work in store?

C: I do shop by the Internet and I do work in if you've been working in a supermarket all day, one of the last things that you want to do is to walk around and do your own shopping, because apart from everything else you're recognised as a member of staff while you are doing your shopping and get asked all sorts of questions. So it's much better to order it on the ... on the Net.

## **INTERNATIONAL TRADING**

### **Track -19**

*Interviewer* Professor Singh, economists are almost unanimously in favour of free trade, but these days it seems that a great many people in industrialized countries are opposed to it...

*Prof. Singh* ... this is a strange situation, because in the past it was the developing countries who used to worry about free trade leading to disadvantage for them because they didn't have a

developed manufacturing industry, they didn't have firms which could compete with large firms from Western countries, but now many countries like Korea, Malaysia and others feel they can compete with advanced countries on a range of products because they've learned the lessons, they've been able to import technology from the rich countries, they've been able to educate their labour forces, set up an infrastructure, and since their wages are lower, they think they can compete. So now the complaints about unfairness of free trade come from people in the rich countries.

*Interviewer* And what do you think about these complaints?

*Prof. Singh* I think the answer really lies in whether or not the world is moving or operating at a level of full employment, or it isn't, or it is not. When the world economy's growing fast then ... and jobs are being created, then people are able to put up with the disruptions which free trade causes. What free trade means is that you may have trained for a job then someone in Osaka learns to produce cars a bit cheaper, and then you in Detroit immediately lose your jobs. Free trade can be very disruptive. But of course it has the advantage that it leads to more efficiency, more output, but people can't put up with that disruption if they just lose their jobs, but if there are other jobs to go to, then they're usually able to bear the pain of being made unemployed for a while, while they can go and look for another job. So really it depends upon the level of world economic activity whether free trade is good for you or not.

### **Track -20**

*Interviewer* What about the effect of free trade on countries that are less industrialized?

*Prof. Singh* Well, the point is the fact of free trade is that they may never industrialize because the thing is that they start with an enormous disadvantage. Suppose you want to produce cars in Africa. Well, how are you going to do that, unless they were heavily subsidized, because you can't compete with the existing car producers, so obviously countries which have not industrialized at all, they need a period of protection for their industry in order for them to make it strong enough to compete in international markets.

*Interviewer* So how are economists or governments in the rich countries going to convince people of the benefits of free trade?

*Prof. Singh* if you are talking about free trade, then the best way to promote free trade is to ensure that other measures are taken at the international economic level - cooperation between leading countries to ensure that there is more or less full employment in the rich countries.

But what is also clear is that if the unemployment problem- mass unemployment in the rich countries, 10% unemployment in Germany, in France and near 10% in this country - if these problems are not solved then people will walk away from free trade, and the world will be poorer as a result, so in order to sustain free trade, it is essential that governments tackle the unemployment problem. The other point is that no country on its own in an interdependent world economy can deal with the unemployment problem just on its own in a single country, it can only be dealt with by cooperation between countries, that the big countries have to coordinate their economic policies, but there is no prospect, unfortunately, at the moment, that they are willing to do so.

## **BUSINESS ENVIRONMENT**

### **Track -21**

*C = Carmen; S = Stefano*

C: Hello, this is Carmen Vanegas from Medica. I was wondering if we could fix a time to meet next week?

S: Yes of course. What time would suit you?

C: Well, I was wondering if you could manage Tuesday afternoon?

S: Sorry, I'm not available at any time on Tuesday as I've arranged to be at our other branch all day. C: How about, er, Wednesday afternoon?

S: I'm booked up Wednesday afternoon as well, but I could do Wednesday morning, or I'm free all day on Thursday.

C: Could you make Thursday at two o'clock?

S: That would be fine, yes.

C: OK. So let's confirm that then, Thursday at two o'clock.

### Track -22

W = *Woman*; P = *Peter*; M = *Man*

W: Peter, could you see if you could change my flight on Thursday? I've got an appointment at 11.30, so I really won't be able to leave until mid afternoon.

P: What time do you have to get there?

W: Well, I'd like to be there by 6.30 if I could.

P: Mm ... Shall I see if I can get you onto the 4.20 flight?

W: That would be great. Thank you.

M: Miss Casale's train gets in at ten past two, so could you drive down to the station after lunch and pick her up, please?

W: The problem is I'm seeing Simone at two o'clock to discuss the programme. She could get a taxi couldn't she? Or she could even walk if you gave her directions.

M: What, carrying a heavy bag? No. Anyway, Simone isn't here today.

W: Isn't he?

M: No, he phoned in sick earlier on.

W: Oh, OK. I'll pick her up then.

M: We have a visitor arriving on the 26th, so could you please arrange a meet and greet at the airport? It's KLM flight number, um, 459.

W: What name is it ?

M: Well, I'm not quite sure how you pronounce it but it's spelt B-U-L-K-I-E-W-I-C-Z.

W: One moment, that's B-U-L-K-E-I-W-I-C-Z.

M: Er, no, K-I-E not E-I.

W: OK.

M: Per Jonsson, the chief executive of Misson Credit, the merchant bank, has announced his retirement. His place will be taken up by Yolande Haisman, currently chief financial officer.

### Track -23

Tom: I hate these monthly meetings! They are just a waste of time even though I know it does give us a chance to talk things over face to face. Today I have a lot of work on my desk.

Monica: Well, you have a point, Tom, but I think meetings do help us clear up some ambiguous issues that might be troubling people. You have to admit that in this company management is very fair and through these meetings they keep us well briefed on new proposals and developments.

Tom: Well, I guess you're right. I've worked at other places where staff is never included in decision-making but that's certainly not true here and we do have lots of opportunities to give our feedback.

Monica: I'm glad you're coming round to seeing the benefits, Tom. Remember also we get a chance to be involved in the planning stages and input our views on the whole process.

Tom: Okay, got it, but these meetings always come at a bad time for me when I have lots of work going on.

## **Заключение**

Учебное пособие «Introduction to Commerce and Trading: Basic Concepts» позволяет реализовать задачи по формированию и совершенствованию иноязычной компетенции, с одновременным развитием компетенций, полученных в ходе освоения предметов по специальности. Изучение тем, предложенных в пособии, определенная структура проведения занятий профессионально-ориентированного иностранного языка с моделированием ситуаций, аналогичных будущей трудовой деятельности, создает предпосылки для реализации потенциала студента. Для студентов неязыковых специальностей высших учебных заведений процесс формирования иноязычной компетенции характеризуется рядом специфических черт: преемственность звеньев обучения; обобщенность материала при дальнейшей его функциональности; практическая направленность обучения; повышение удельного веса самостоятельной работы и т.д, что отражено в предлагаемом пособии.

Учебное пособие «Introduction to Commerce and Trading: Basic Concepts» входит в комплекс методического обеспечения литературой по направлению подготовки Товароведение (100800.62), Торговое дело (100700.62), Коммерция (080300.62).

## References

1. Аванесян Ж. Г. Английский язык для экономистов / English for Economists. Омега-Л, 2007 – 312с.
2. Аршавская Е.А., Исаева Г.П. Пособие для студентов экономических специальностей Учебное пособие. М. В.Ш , 2009 – 254с.
3. Стеклянова Е.А., Мусаева Е.Г. Introduction to Marketing: Basic Concepts – Благовещенск: Амурский гос. ун-т, 2010 – 98 с.
4. Folsom Ralph H., Gordon Michael, Spanogle John A. International Trade and Economic Relations in a Nutshell. West; 4th edition, 2008 - 344 p.
5. Hobbs Martyn, Keddle S. Julia Oxford English for Careers: Student's Book. OUP Oxford, 2007 - 136 p.
6. Levinson J. Conrad, Godin Seth The Guerrilla Marketing Handbook. Mariner Books Paperback, 1995 - 396 p.
7. Mackenzie, Ian. English for Business Studies. A course for Business Studies and Economics students. Cambridge University Press; 2nd edition, 2002 – 206 p.



## Contents

Введение.....	3
Unit 1 Getting a job .....	5
Unit 2 Raising finance to set up business .....	17
Unit 3 Types of business .....	25
Unit 4 Company structure .....	34
Unit 5 Products .....	41
Unit 6 Promotional tools .....	48
Unit 7 E-commerce .....	63
Unit 8 International trade .....	70
Unit 9 Business environment .....	78
Audio texts .....	88
Texts for discussions and annotations .....	102
Scripts .....	125
Заключение .....	135
References.....	136